

SPAR Australia

Fox Road
Locked Bag 30
Acacia Ridge QLD 4110
TEL: +61 7 3715 3000
FAX: +61 7 3715 3001

4 July 2011

PRESS RELEASE

SPAR Launches New Store at North Parramatta

SPAR Australia is proud to announce the launch of their newest SPAR Store, SPAR North Parramatta. Owned by Frank & Teresa Primerano, SPAR North Parramatta is a purpose built SPAR store who will meet the supermarket needs of the local community.

SPAR North Parramatta features a strong grocery range and quality fresh products. With a trading area of just under 500m², the store exhibits outstanding Fresh produce which is a key focus for Frank whose background is in quality produce. The produce is sourced fresh from the markets daily, ensuring only the best products are on offer for customers. The superior meat products are sourced from a local continental butcher to ensure exceptional value, range and quality across the offering and the bakery products are baked fresh in store each day.

The extensive range available in the Continental Deli ensures all tastes are catered for and customers can find everything they need in the one store. SPAR North Parramatta specializes in Continental Deli meats such as Burgomaster Ham, European Prosciutto and many more, while they also offer coffee and assorted cakes to take away.

SPAR North Parramatta is located opposite Doyle Ground at 51-53 Albert St, North Parramatta. This location provides a convenient shopping solution for customers in the area while ensuring excellent value.

Frank's experience in fresh produce started at a young age when his parents purchased a fruit shop in Campbelltown. Frank grew up working in the store on weekends before working at Minto Fruit Orchard where he met his now wife, Teresa. Four years later, Frank & Teresa have decided to open their own business, SPAR North Parramatta. With their knowledge in retail, they look forward to running their store and being a part of the local community in Parramatta.

Frank's aim in opening SPAR North Parramatta is to "Provide a one stop shopping solution for local residents, with a great fresh Continental Deli, hot chickens for those easy quick meals, coffee and cakes for the early starters, fresh meats, hot bread baked on premises, fresh produce and milk, all with friendly service and convenient trading hours."

SPAR North Parramatta is open from 6:30am – 7:30pm Monday to Saturday and 7:00am to 6:00pm on Sundays. Early risers will love the fresh coffee on their way to work in the mornings!

Frank concluded by advising he and Teresa “are really looking forward to supporting the local community and meeting the local residents”.

The Grand Opening Celebrations of SPAR North Parramatta will be held at the store on Saturday 9th July with formalities commencing at 10am. All members of the community and media are invited to attend this exciting launch event where there will be entertainment, giveaways, tastings and unbelievable specials!

Speaking of the opening, SPAR Australia Managing Director Mr Lou Jardin advised “This is an exciting time for us to be launching our newest SPAR store in North Parramatta. The quality of the products in each department is outstanding and we are sure Frank & Teresa’s store will be a welcome addition to the community.”

Since December 2010 SPAR Australia has converted 16 Metcash supplied stores to the group, has welcomed another 7 independent retailers and now adds this brand new store to the group. SPAR’s business principal of supporting independent retailers through the motto of “family business helping family businesses” is one of the key reasons Frank & Teresa joined the SPAR brand.

Since becoming Managing Director of SPAR Australia in December 2010, Lou Jardin has vowed to continue to provide competition at the wholesale level, ensuring independent Retailers are able to source deals that allow them to compete in the market and ensure the survival of family businesses in the grocery industry.

Locally owned and operated, SPAR North Parramatta is part of the worldwide SPAR family. Over 15,160 SPAR stores across 34 countries meet the needs of over 8 million customers daily. At SPAR you can be assured of great service, a great range, low prices every day and specials that will SAVE you money!

-Ends-

For all enquiries please contact:

Rebecca Andrew
Marketing Manager
SPAR Australia Ltd
0405 711 876

Lou Jardin
Managing Director
SPAR Australia Ltd
0417 279 176