

SPAR Australia

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PRESS RELEASE

SPAR Launches New Store at Texas

SPAR Australia is proud to announce the launch of SPAR Texas. Owned by Josh and Michelle Schwenke with parents Margret and Peter Conn, SPAR Texas is a local community store who has recently swapped to SPAR from the Friendly Grocer brand after the family purchasing the store one year ago. The family believe SPAR can provide the support, service and expertise they need to grow their business and establish their future in the Texas community.

SPAR Texas is located at 2 High Street, Texas and is open from 8:30am – 5:30pm, weekdays, 8:30am – 12:00pm Saturdays and 9:00am – 12:00pm Sundays.

With backgrounds that lend themselves to community support and involvement, Josh being a local milk contractor and parents in law Margaret and Peter being farmers from Coonamble in regional NSW, the importance placed on providing an offer that suits the local community is second to none. Hence, the response from the SPAR Texas' customers has been one of excitement with the changes in the store and joining the SPAR family.

SPAR Texas has already entrenched themselves in local sponsorships, being the major sponsor of both the Texas Show and the Texas Football Club. In addition to this support, SPAR Texas have commenced work on implementing a Customer Loyalty Club to further reward their loyal customers.

There is plenty of work still being undertaken at the store as they continue to improve to better serve their local community. The range of groceries on offer is set to increase greatly, a Deli is being installed and BBQ Chickens are sure to be a strong seller. SPAR Texas has made a large financial commitment to improve their offer thus far and plan to continue to upgrade in the new year. Featuring a tailored grocery range and quality fresh products SPAR Texas has a trading area of 300m².

To date, over 3,000 products have reduced in price and over 600 products are on special each week. Providing value to their customers is important to Josh, Michelle, Margret and Peter. The family are very excited about joining SPAR saying the reason they joined was that "SPAR have a plan that can take our store to the next level". With competition in town, SPAR Texas are committed to ensuring they have the best offer to meet the needs of their local community.

The celebrations to launch this new SPAR store at Texas will be held at the store on Saturday 26th November with the BBQ firing up at 9:30am and a Market Day running to provide customers with unbelievable specials! All members of the community are invited to attend this exciting launch event to celebrate the arrival of SPAR to Texas!

Speaking of the launch, SPAR Australia Managing Director Mr Lou Jardin advised "We are pleased to work with Josh, Michelle, Margret and Peter to revitalise their supermarket and launch this great community store in Texas. They are a welcome addition to the SPAR family."

Since December 2010 SPAR Australia has converted 19 Metcash supplied stores to the group and has welcomed another 12 independent retailers 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 why SPAR Texas 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 Texas is part of the worldwide SPAR family. Over 12,136 SPAR stores across 35 countries meet the needs of over 11 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!

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