

SPAR Australia

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PRESS RELEASE

SPAR WINS CONVENIENCE RETAILER OF THE YEAR 2009

SPAR has won the NACS sponsored Convenience Retailer of the Year 2009 competition, which was awarded on 15th September 2009 in London. The success of SPAR with the recently opened SPAR Hongtu Store in Dongguan City, China is the first time that this prestigious international award has been won by a store in China. The admissions for the award consisted of entries from leading international and local retailers across 4 continents worldwide.

The Chairman of the judging panel, Mr Joe Bona, President of CBX international praised the winning store by stating "It is really world class for any market"

The NACS Insight International Convenience Retailer of the Year Award recognises that convenience retailing is one of the fastest growing and most dynamic sectors in the global grocery market. Previous winners of award include Tesco for their environmental Express store Tesco and BWG Foods for EUROSPAR.

SPAR Hongtu Store in Dongguan City, China, is an excellent example of how SPAR succeeds in China, combining the very best of both global and local. This SPAR convenience format with a 900 sqm selling area provides a great return on investment for retailers and ensures satisfied local customers. This store has half the average basket of a hypermarket and yet is has three times the number of customers per square metre.

SPAR Hongtu has the emphasis on food-to-go items with a food island offering a number of unique product category concepts, including Treehouse™, Kitsu™ and Italian Coffee. There is also a strong market atmosphere in the fresh area where customers are given the option of choosing pre-packed or loose produce. Fresh fish is sold from tanks, enabling customers to select their fish in a similar way to the traditional wet markets in China.

A partnership with small scale growers providing produce for the fresh section and the introduction of a number of community activities has made SPAR Hongtu a part of the local community in a short period of time.

With the SPAR business as a base for future growth the independent partner, Mr Hu, owner of SPAR Guangdong is building a modern distribution centre. The Hu family began their business in 1992 with a 60sqm store and 3 employees; in 2006 SPAR Guangdong was founded and today they operate 26 hypermarkets with 300,000sqm of selling space and employ 7,000 people.

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About SPAR

SPAR is a unique voluntary chain in which wholesalers and retailers work together under one name. SPAR was founded in 1932. From that small beginning SPAR has grown into a strong global organization. Every single day of the year more than 10 million customers shop at SPAR, spending more than €27 billion per annum.

Seventy seven years on, SPAR has become a truly global retail network with 12,700 stores in 33 countries under four retail formats (SPAR, EUROSPAR, INTERSPAR, SPAR EXPRESS). Yet, the ethos of SPAR remains the same, enabling retailers and wholesalers to work together in co-operative partnerships for mutual benefit.