

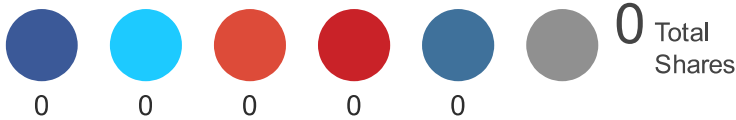
# EPR RETAIL NEWS

MENU

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## SPAR AUSTRALIA PRESENTS ITS ANNUAL SUPPLIER OF THE YEAR AWARDS

by **EPR RETAIL NEWS EDITORS**



*The 2016 SPAR Australia Supplier of the Year, Mondelez Confectionery*

Amsterdam, The Netherlands, 2017-Mar-29 — /[EPR Retail News](#)/ — SPAR Australia has once again recognised the support of key suppliers across various categories, presenting the coveted annual SPAR Supplier of the Year Awards at a dinner hosted by Australian Olympic Gold Medallist, Duncan Armstrong, earlier this month.

In a night designed to acknowledge the suppliers who partner with SPAR Australia to drive growth, SPAR would like to congratulate the following suppliers on their success in their respective categories:

- 2016 Supplier of the Year – Mondelēz Confectionery
- 2016 Grocery Supplier of the Year – Coca-Cola Amatil
- 2016 Non-Food Supplier of the Year – McPherson's Consumer Products
- 2016 Perishable Supplier of the Year – Grove Juice
- 2016 Promotional Support of the Year – Don KRC
- 2016 Private Label Supplier of the Year – Grove Juice
- 2016 Direct Supplier of the Year – Independent Produce Professionals
- 2016 New Product Launch of the Year – Cadbury Oreo Chocolate
- 2016 Account Manager of the Year – Tony Wyber Asaleo Care

### **2016 Supplier of the Year:**

Mondelēz Confectionery achieved a standout 2016, narrowly edging out other great performing suppliers in each of the Award's criteria. The supplier showed terrific growth in 2016 of 18% over the previous year. The change in performance was largely due to a change in account management and a renewed focus on the SPAR business.

During the evening's presentation sessions, SPAR Australia's Managing Director, Lou Jardin, spoke about the critical role SPAR's suppliers play in the success of the business. From supporting the merchandising team in category reviews and consolidating the range, to promotional support. He shared SPAR's five key strategies: presenting a value statement, implementing a focused range, clearing the clutter, merchandising for sales and keeping it clean and fresh.

Niels Dekkers, International Marketing & Strategic Projects Manager for SPAR International travelled from Amsterdam for the event. Niels shared some of SPAR's key international growth, sales and store figures, as well as international innovations and expansions. The growth and supplier opportunities in Asia were

demonstrated by the impressive results coming out of SPAR China, India, Indonesia and Thailand. Focusing on the newest developments in Thailand, Niels shared impressive details of the store concepts, layouts and branding opportunities. The key strategies for SPAR's success in Thailand demonstrate international convenience best practice and focus on areas such as health, Food-to-Go, locally sourced products, freshness and passionate teamwork.

The support of SPAR Australia's suppliers over the last year has contributed to its growth and development. The partner continues to build its business and the 2017 theme, Inspiring Excellence, is a fitting next step to ensure the continued success of this great independent network.