

SPAR Australia

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PRESS RELEASE

SPAR Australia Announces Winners of Supplier Awards

SPAR Australia is proud to announce the winners of the 2016 Supplier Awards. In a dinner held on Friday 3rd March 2017 and hosted by Australian Olympic Gold Medallist, Duncan Armstrong, SPAR Australia recognised the support of key suppliers across various categories and presented the coveted SPAR Supplier Of The Year Awards.

The support of SPAR Australia's suppliers over the last year has again assisted in SPAR's growth and continued development. SPAR are continuing to build their business and this year's theme, *Inspiring Excellence*, is a fitting next step to ensure success in this great independent network.

The execution of SPAR's key strategies is integral in achieving positive results in this extremely competitive retail environment. It's about excelling in customer service, improving sales results, achieving exceptional teamwork, increasing productivity and motivating teams to achieve in all facets of their work. SPAR's role in the independent retail landscape is vital, providing choice for Retailers and ensuring competition in the sector. As always, SPAR's focus on mutual growth with both their Retail and Supplier partners is at the heart of the philosophy of this great brand.

SPAR Australia's Managing Director, Lou Jardin, presented to the group and spoke about the critical role SPAR's Suppliers play in the success of the business. From supporting SPAR's Merchandise Team in category reviews and consolidating the range, to promotional support. Lou 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. Lou thanked the Suppliers for the role they have played in SPAR's development to date and the support they have shown the SPAR business.

Niels Dekkers, International Marketing & Strategic Projects Manager for SPAR International travelled all the way 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 the APAC region 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, signage and niche 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 a passionate team. Niels' presentation received extremely positive feedback throughout the night and provided SPAR Australia's valued Suppliers with information and inspiration to further explore opportunities presented by working with SPAR.

In a night designed to acknowledge the Suppliers who partnered with SPAR Australia to drive growth for both businesses, 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

Mondelēz Confectionery achieved a standout 2016, narrowly edging out other great performing Suppliers in each of the Award's criteria. After a couple of less than satisfactory years, Mondelēz Confectionery turned it around in 2016 with terrific growth 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. The major improvements over the previous year included the alignment of supply chain processes to improve service levels, advance notice and therefore well executed new product launches, a new Retailer incentive and front of store promotional program, better field team support, increased promotional activity support and a well-executed Trade Show.

These awards were judged on year round performance, recognising consistent achievement and support throughout the year. The criteria used in deciding the award winners included:

- Support for SPAR's Payless Everyday promotional plan
- Using IRi – Aztec market data to develop better ranges for SPAR's customers
- Support for SPAR's Trade Show and Over & Above Promotions
- Development of new initiatives to further sales growth
- Service level percentage in to SPAR's Distribution Centres
- A Category Manager ranking

The awards were presented by SPAR Australia's Managing Director, Lou Jardin and SPAR Australia's National Merchandise Manager, Colin Dwyer.

SPAR Australia would like to thank all of the Suppliers who supported SPAR Australia both at Warehouse and Retail levels throughout 2016 and congratulate both the nominees who made the judging process an extremely competitive one and the winners on their success.

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