

SPAR Australia

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PRESS RELEASE

SPAR Launches New Stores In Woombye & Palmwoods

SPAR Australia has welcomed the addition of two ex-IGA stores located in the Sunshine Coast hinterland to the SPAR family. SPAR Woombye and SPAR Palmwoods are exciting stores, each with significant opportunities to further entrench themselves in their local communities and increase the value offered to their customers.

The stores have been trading under the SPAR brand since early April and already huge improvements in sales and customer feedback have been achieved. Working with staff and key community stakeholders has ensured the businesses are on the right track to meet the needs and bring value to the local community. To assist with introducing the SPAR brand to the area, seriously cheap specials tailored to customer's needs have been offered each week and are bringing disenfranchised locals back into the stores.

SPAR has introduced a loyalty program across these stores to reward customers for their loyalty. In addition to this, any points customers had accrued under the previous banner will be honoured and transferred to the new SPAR program. The SPAR loyalty program will also give customers the ability to support local community organisations by donating their points, or a percentage thereof, to nominated beneficiaries. SPAR are pleased to offer this additional support to the community. The beneficiaries are:

- Nambour & Hinterland AFC
- Nambour Christian College
- Palmwoods Cricket Club
- Palmwoods State School P&C
- Palmwoods/Woombye Lions Club
- Smartpups
- Woombye Community Library
- Woombye Light Horse Regiment
- Woombye Netball Club
- Woombye Scout Group
- Woombye Soccer Club
- Woombye State School P&C

A launch event was held at SPAR Woombye on Saturday 6th May. Attended by hundreds of locals, the day was a huge success. In addition to a market day style event where a range of products were

sold at crazy prices, there was a Sausage Sizzle to support Woombye State School, formalities including speeches, cake and ribbon cutting ceremonies, face painting, goodie bags for the first 200 customers, tastings, vouchers, giveaways & much more! Smart Pups were present, as well as the Buderim Ginger Van and Monster Truck. Local suppliers Maleny Cuisine & Kenilworth Country Foods attended while other local suppliers Maleny Dairies, Wimmers Soft Drink, SunPork, Gluten Free Bakehouse, Woombye Cheese & Queensland Yoghurt provided samples for the event. The store was abuzz and a great day was had by all!

Both stores will offer superb fresh produce, full service delis, quality meat delivered fresh daily to be cut and prepared by the stores' butchers, a great grocery range and strong dairy, frozen and general merchandise ranges to ensure the community can source all of their supermarket needs locally. Their friendly service and value offer, combined with their lengthy trading hours will provide great experiences and convenience for their customers.

There is still work planned to be undertaken to improve both of the stores but the SPAR team have been working around the clock to deliver quality supermarkets for their customers. The opportunities presented by these stores are great and SPAR are excited about continuing to work to ensure SPAR Woombye & SPAR Palmwoods become model stores in the world-wide network. Entrenching these stores in the local community, becoming an employer of choice in the region and excelling in both customer service and value are the key priorities for these stores.

SPAR looks forward to continuing to develop these stores to cater to the needs of the local community.

Located at 20 Blackall St, SPAR Woombye offers 7 day trading, from 6am - 8pm Monday to Saturday and 7am - 7pm on Sunday. Located at 7 Main St, SPAR Palmwoods also offers 7 day trading, from 6:30am - 7pm each day.

Locally owned and operated, SPAR Woombye & SPAR Palmwoods are part of the worldwide SPAR family. Over 12,300 SPAR stores in 42 countries meet the needs of over 13 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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