



Press Release

July 2010

IGA Bellingen Wins IGA NSW/ACT Deli Department of the Year Award for 2010

IGA Bellingen was named the IGA Deli Department of the Year for 2010 at the annual NSW/ACT IGA Retailer of the Year Awards, held recently at the IGA conference at Hamilton Island.

The IGA Deli Department of the Year Award recognises the store's individual department efforts for the deli category and the contribution this department makes to the overall store performance.

The store located at 69-71 Hyde Street, Bellingen, was a clear winner for the award and is seen as a benchmark for other supermarkets – exhibiting high customer service standards and strong presentation throughout. The deli staff pride themselves on attention to detail and ensure only top quality products are served to their customers.

IGA Bellingen's deli consists of a modern 24-foot cabinet and a 4-foot hot food section, which has become a frequent destination for many customers. With special lighting, unique display bowls and tickets, all adding to the ambience of the department.

All cold meats are conveniently sliced and cheese is cut to customer requirements. Furthermore, all items are clearly priced with nutritional and ingredient information available to shoppers.

All customers are greeted with a friendly smile by the staff and are invited to sample products before they buy. The supermarket is also involved in IGA initiatives such as the IGA Food 4 Life program and the 200 per cent Fresh Guarantee.

The business is an integral part of Bellingen and proudly involves itself in many community initiatives all year round. The store believes their community benefits from the hard working and dedicated volunteers that are always happy to lend a helping hand and feel it is very important as a local business to be involved and put something back into the community.

Currently, the IGA Bellingen community benefits scheme contributes one percent of the value of each shopping basket to the Bellingen Hospital Action Group for the fighting fund of a much needed renovation.

In early May, IGA Bellingen supported the Bellingen EYE Youth by conducting a plastic bag free day at the IGA store. Plastic bags switched to cardboard boxes to raise the environmental awareness that plastic bags have on the local community.

IGA Bellingen work extremely hard to ensure they provide their loyal customers with the best deli offer, as well as range and customer service possible. The constant goal is to create a superb shopping experience for the local community."

IGA Bellingen will now be a finalist in the National Awards which will be presented on the Gold Coast in mid-July this year.

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