



## **Press Release**

**July 2010**

### **Supa IGA Blaxland Wins Supa IGA NSW/ACT Dairy/Freezer Department of the Year Award for 2010**

Supa IGA Blaxland was named the Supa IGA Dairy/Freezer 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 Supa IGA Dairy/Freezer Department of the Year Award recognises the store which boasts the most comprehensive range of dairy and freezer produce.

The store located at 50-52 Great Western Highway, Blaxland, was a clear winner and is seen as a benchmark for other supermarkets – exhibiting high customer service standards and strong presentation throughout.

With well merchandised products, a competitive value for money ticketing program and the constant addition of new-to-market products, the dairy/freezer department is well recognised by locals.

All dairy and freezer promotions are promoted within the cabinets and a specials section has been created to further drive sales and provide shoppers with value for money. Store Manager, Mr Peter Smith, is passionate about the overall presentation and will not accept anything but the best from his team.

The Karellas Group who own three Supa IGA stores in NSW are well known to the Blaxland community, more so with their effective community campaigns that run all year round. The Karellas Group work extremely hard in communicating a clear message to their community, reminding locals to act as a community in times of need.

In late 2009, Supa IGA Blaxland participated in the National IGA charity program in delivering over 48 tonnes of much needed food, grocery and household supplies for victims of the devastating tsunami in Samoa and Tonga.

Residents of Blaxland were thrilled that they could represent Blaxland in such a big way. One local commented on a retailing blog in late October 2009 praising IGA Blaxland for their community effort and thought the supermarket was by far the most well run in the area.

Supa IGA Blaxland donates to six local primary schools through the IGA Community Chest program. Last year the store supported the Crunch and Sip program for Glenbrook Primary School by providing boxes of fresh Granny Smith apples for students. Money from the donation has assisted to support the music programs of Glenbrook Primary.

Managing Director and part owner, Mr Vasilli Karellas said, "We work extremely hard to ensure we are providing our loyal customers with the best grocery supplies and customer service possible. We also go out of our way to put back into the community to show our appreciation for the ongoing support.

We would like to thank IGA for recognising our efforts in creating a superb shopping experience for the local community", he added.

Supa IGA Blaxland 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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