



Press Release

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Crutcher's IGA plus Liquor Grenfell Wins IGA NSW/ACT General Merchandise Department of the Year Award for 2010

Crutcher's IGA Plus Liquor Grenfell was named the IGA General Merchandise 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 General Merchandise Department of the Year Award recognises the store's individual department efforts and ability to improve and expand when new lines become available.

The store located at 110 Main Street, Grenfell, 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.

Still benefiting from a complete refurbishment program in July 2007, Crutcher's IGA Plus Liquor Grenfell have been servicing the Grenfell area for many years. The refurbishment has brought new customers to the store and has given loyal customers a new shopping environment.

The General Merchandise department was upgraded with an additional range of 450 lines included. Stocking everything from pool chemicals and accessories, to a large range of children's toys, the department has been designed to meet the needs of the local community.

Store Owner, Mark Crutcher, works tirelessly in bringing new and exciting labels to his store and gets the community involved as much as possible. "It's great to see people get excited about a new product or range, we love it when they get involved and that's why we put a lot of effort into our marketing and communication campaigns," he said.

In his effort to promote community involvement, Mark's passion in adopting a healthier lifestyle shines through his effort with the National IGA Community Chest.

Mark and his IGA team conduct weekly food promotions to promote healthier eating for the whole family and donate fresh produce to the local schools in Grenfell allowing for healthier snack and lunch alternatives for school children.

Commenting on the initiative, Mr Crutcher added, "The kids are Grenfell's next generation and it's our responsibility as parents and the community to provide new ideas to educate our children about healthy eating. The range of merchandise that our store offers naturally attracts kids to the store so we do a lot of in house promotions around food which draws the kids to the healthy food items."

Crutcher's IGA Plus Liquor Grenfell 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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