

Spar revamp brings 30-year heritage up to date



Images courtesy of Jaime van Aswegen



Bold, bright display for Randpark Ridge Spar's special day

Take the legendary SPAR brand, mix in a new look, stir in quality products and service, sprinkle with courteous staff, top off with a new manager, and you have the revitalised SPAR Randpark Ridge which reopened on 26 April.

"Our new store will have everything that South Africans across the country value about SPAR – fresh food, fresh ideas, and now a fresh-looking ambience, including a new layout and up-to-date, easy-to-navigate shelving. SPAR's promise of choice, quality and freshness of



A welcome with flower display to the upgraded store.

products, as well as friendly, personal service will remain – as will the promise of accessibility that has always been part of SPAR neighbourhood stores," says Rob.

"With extended hours offering 7am to 8pm convenience, Randpark Ridge will once again be the best store in the community for daily or weekly shopping, or simply just to pop into on the way to or from home or work," continues Rob.



View of store from entrance.

Whether in-store, in the revamped TOPS at SPAR outlet next door, or through the SPAR 2U shopping service, which will be introduced in the coming weeks and offer swift deliveries to doorsteps in and around the immediate area, shoppers will find the popular SPAR-branded ranges and other quality names they love.



Left: Fridge stocked with simple grab-and-go meals for convenience.

Centre: Team of chefs and bakers ready to serve hungry shoppers.

Right: Fresh and healthy HMR meals for a quick lunch or dinner.



Checkout counters keeping shoppers flowing



Fresh fruit being stacked up by a merchandiser

Along with the new-look store will also come the SPAR's tasty 'ready to go' and home-ready meals to add some free time to busy schedules. From healthy baked 'Chikka-chicken', a hearty SPAR McCoy pie crammed with irresistible fillings, or a self-selected main course with accompanying freshly cooked vegetables, the choice is there.

"The much-anticipated SPAR Rewards programme will be available in-store for the first time from opening day. By simply coming to shop with us, customers will stand the chance to win one of the 50 Hyundai Grand i10's as part of SPAR's national car giveaway competition," says Rob.

Although everything is new at Randpark Ridge – including the service team led by Andre Vogers, who has more than ten years of experience in the SPAR family – community ties and store traditions will remain key priorities.

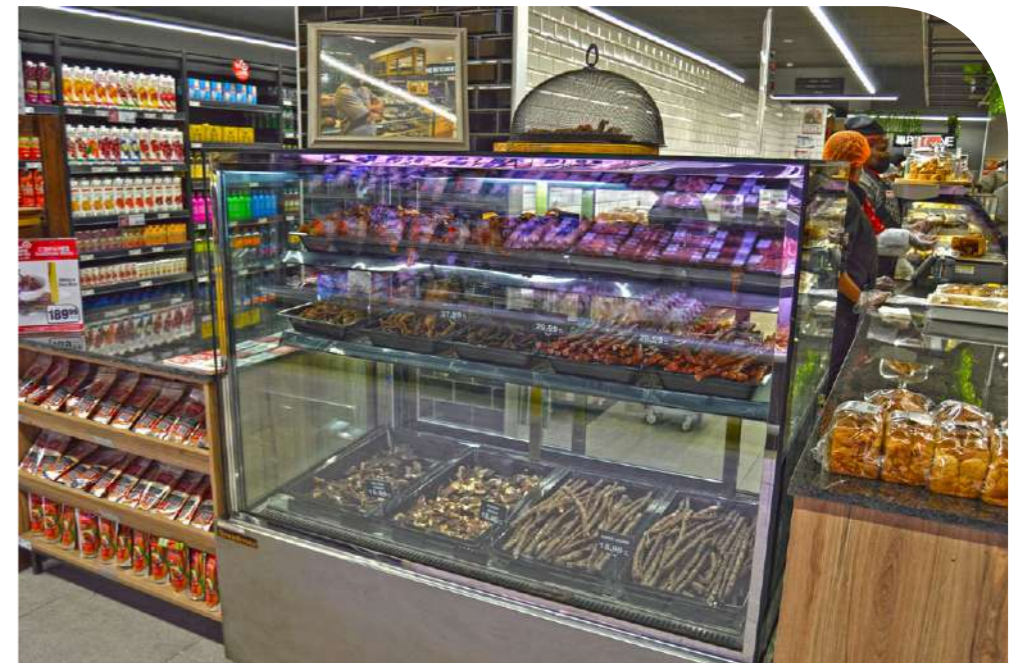


Above: Diageo team with in-store promotions in Tops liquor.

Right: There is a wide range of biltong and droë wors available in-store.



Sign reminds customers of SA's favourite pastime.



Left: The new Chikka chicken offering shoppers a healthier range of baked chicken products.

Right: Butchery meat stacked with many in-store specials.



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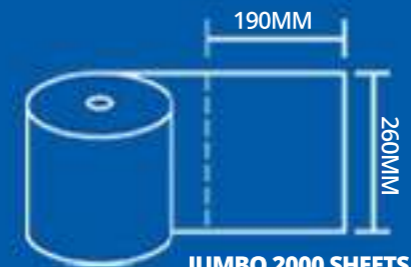


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“This includes the ‘My School’ donations programme, through which we encourage customers to support their local school of choice by nominating a school to receive a portion of their SPAR spending.”

“For us, operating in a community means being part of a community and supporting that community. We look forward to once again serving the community near our Randpark Ridge store and becoming part of their futures,” concludes Rob.



Above: Promotional pamphlet advertises in-store specials.



Right: The attractive Dairy Lane sign.

A welcome back celebratory cake.



Top right: Coco-Cola No Sugar promotional giveaways.



Top of the crop sign – with only the freshest vegetables available.



Top left: Castle Light promotional display.



Top right: This display reminds shoppers about Spar's in-store rewards.



Lower left: New Spar in-store sticker programme.



Lower right: Stealth Wipes keep shoppers safe



Thank you for choosing Spar Randpark Ridge.



Range of international foods.

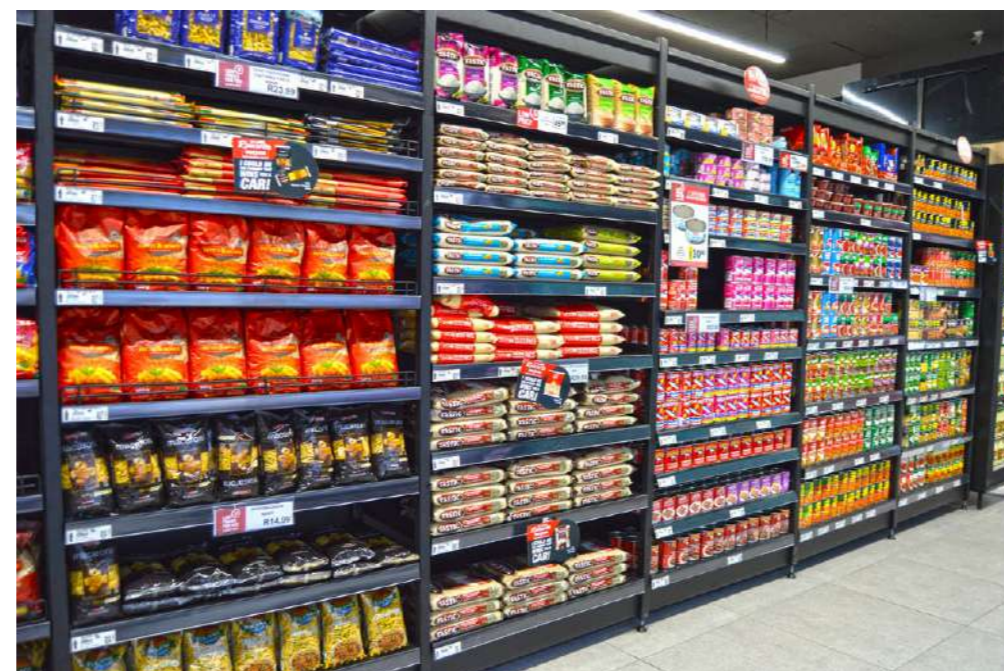


Spar Freshline's extensive range of baked goods for sweet treats.

Wide range of cakes on offer.



Spar's in-house brand of quality snacks.



Rice and pasta stocked with tins foods and pasta sauces.



Tea Time Cakes new offering of grab-and-go sweet treats.

In-store baker Phindile M is proud of her delicious creations.

CASE CLOSED

Energy Saving Solutions

Glacier Door Systems has introduced the Air Shield ('Close the Case') Glass Door retrofit solution for refrigerated supermarket display cases, as well as the Eco Leaf Replacement Glass Door for existing glass door freezer rooms and glass door freezer display cabinets. Both solutions guarantee energy-savings in an ever-increasing energy cost environment. Part of the well-established Universal Industries Group, Glacier has 26 years' experience and are acknowledged industry leaders in refrigeration door technology. Innovative and forward-thinking, the company is built on cutting-edge technology, technical expertise and a customer-centric approach.

Air Shield Glass Doors

Features and Benefits

- Double glazed glass doors with Argon gas fill for superior insulation.
- Glass durability and clarity with torsion bar for positive closing.
- Glass door heating option for high humidity environments.
- Glass doors available with hold open brackets and LED lighting options.
- Flex modelling means glass panels are customised to fit existing cabinets and are tailored to suit each store's specific environment.

A quick and easy energy-saving retrofit solution, Air Shield Glass Doors can be fitted to any existing open refrigeration case, saving up to 40% on energy consumption.



Note: The value proposal is based on R1.31 per kWh and 40% energy saving. These are averages based on our experience and can be validated per store.

The value benefit

- High-quality locally manufactured solutions featuring the latest energy-saving technology.
- Demonstrated good pay back periods can be expected.
- Customised solutions to suit your store.
- ISO 9001 accredited factory.
- Safety toughened glass in accordance with SABS/SANS certification.
- Flexible installation timing to offset any customer disruption.
- Financing options available.

You can trust a Glacier door



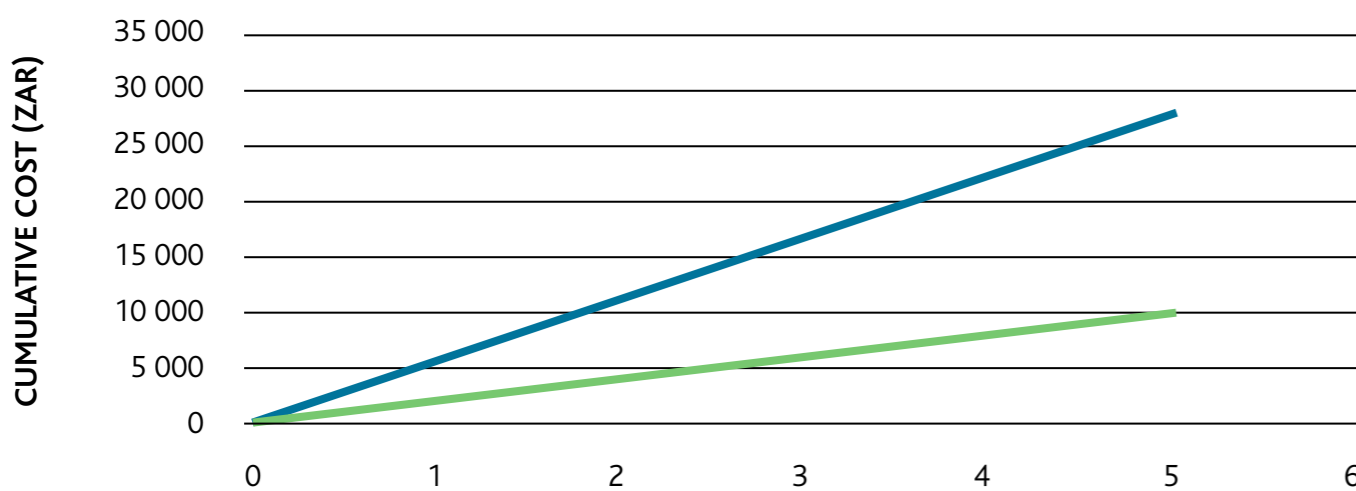
CASE CLOSED

Energy Saving Solutions

Eco Leaf Freezer Doors

Designed as a 'swop-out', energy-saving replacement glass door utilising 220V technology that eliminates the need for voltage-reducing capacitors. This results in an amperage reduction from 1.29A on the standard door to 0.46A (64%) with the replacement Eco Leaf Door.

The Eco Leaf door is 64% more efficient than the standard door. The value proposal is based on R1.31 per kWh and 64% energy saving. These are averages based on our experience and can be validated per store.



	AMPS	VOLTS	WATTS
Glacier Eco Leaf Door	0,46	230	105.8
Glacier Standard Door	1,29	230	296.7