

Yea Becomes Complete With a Full Supermarket Offer

Yea, situated an hour north of Melbourne on the Melba Highway heading for Lake Eildon and the snowfields, has finally come of age with a bright, modern new supermarket that is unmistakably the flagship of the new FoodWorks banner.

While part of the development was built 15 years ago in a failed attempt by a developer to open a large supermarket in town before it was viable, it sat empty for all these years until Michael and Tina Reddrop decided to develop the site after purchasing Ian Findlay's smaller supermarket in Yea.

With the design team at TRG, the new decor model for the revamped FoodWorks group, some massive refrigeration installed by John Gordon Refrigeration, smart new shelving from Ausmark and a new Surefire point of sale system installed by Southern Rework, not to mention weeks of toil for the whole family, the store was finally opened.

The night before opening, the store celebrated with an industry first; a fully seated dinner for 160 guests, right in the store.

The Reddrop family pictured left: Norm and Margo, Michael and Tina with their new generation, have been involved in retailing in Alexandra for more than 40 years. While Norm and Margo have semi retired in recent years passing the reins to their son and daughter-in-law, they are still involved when needed in the running of the families three supermarkets: Mansfield, Alexandra and Yea.

One of the most exciting features of this store is the new group livery, including extensive use of fresh food graphics throughout the store and many of the store's windows.

The store is also trialing a polished concrete floor instead of the more traditional tiled floor, and while it was still waiting for it's final coat on opening day it is a trend we may see more of into the future to help keep costs down.

The liquor department has no ceiling, using black painted rafters and drop lighting, offering a warehouse look and feel more like the growing chain barn feel.

Store Feature



Pictured above, Norm Reddrop and Ian Findlay, former owner of the store purchased by Reddrops before embarking on the development. Pictured below the tables set for the in-store dinner.





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