

High Rise Apartments are Bringing More Independent Supermarkets to the CBD

The old Victoria Brewery building in Victoria Parade is the new home for many inner-city unit dwellers and a great new IGA Everyday store.

This historic landmark in East Melbourne has been converted into its own small city with hundreds of units above surrounding an impressive courtyard leasing to several shops, restaurants and our new IGA Everyday Plus Liquor.

The owner of this store, Fouad Saad, is no stranger to the industry having owned several IGA stores beginning with the Seven Eleven Group years earlier.

While many of the inner city stores are limited to an express format, this one has the luxury of more space and boasts a large deli with cooked chickens and some take away food. One of the great features of this stores delicatessen is the cabinet designed for compact stores. Its multi-shelved approach shows off the range without taking up valuable space.

Overall the store is modern and clean looking with a polished concrete floor, industrial look ceiling and lighting that is bright as can be. Black shelving and wood paneling make the store both modern, and industrial looking but clean and easy to care for.

It is no surprise to learn the inspiration for this store comes from Leo Blake's trendy store in Kew. The store also features the new liquor signage system developed by ALM for the group. The illuminated sign over the front door clearly shows the new Plus Liquor name.

Overall the store will cater nicely for the customers in this block of units. While 600 customers a day are calling now, just imagine the customer count when the other 90 per cent of the units are occupied.

John Markham

Store Feature



Community Chest Award

This story shows why Donges, Supa IGA in Young won the IGA Community Chest Award

Donges Supa IGA had an instore fundraising day for a local girl Channa Scott (7years old) who has leukemia. She is presently in Sydney undergoing nine weeks intensive chemo. In the course of treatment over the past few months she has also developed diabetes.

The store had an out of uniform "crazy shirt" day. Staff donated \$5 to be out of uniform and \$10 to be in uniform. This raised \$210. A BBQ was held by Can Assist and an instore raffle of \$100 grocery hamper.

These two items raised \$600. Another \$500 was donated by the supermarket, overall raising over \$1,300 in cash on the day.

In addition a loyalty points drive where customers donated their scan tag points from their shopping, raising another \$1,500.

The Donges family are proud of their team for suggesting this and getting behind the fundraiser to support a little girl and a family who really need it.

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