



Award-Winning Express

On the north side of Bendigo is this flagship IGA Express store for 2006 showing professionalism in merchandising to rival many full line supermarkets.

This year's Victorian IGA Express Epsom is a relative new-comer to the Bendigo region that is well served by both chains and large independent supermarkets.

Boasting a complete one stop shop for the traveller and locals alike this store has a brilliant small serviced delicatessen, a well stocked fresh foods area and a wide range of groceries with promotional gondola ends stocked with regular specials.

The standards of this store are spectacular, justifying the award given to it in the IGA Victorian awards recently. Stand out features are the team members, all smiles for the photo shoot and professionally groomed to give great customer service.

As can be seen by the delicatessen photos, this degree of display and merchandising shows high commitment for an express store to show customers that an IGA Express petrol station is really a professional retailer.

As for the produce section, the same degree of quality and range leaves the customer a lasting impression that they are shopping in a much larger supermarket.

The overall message that this type of store gives is that no matter what your store size, there is no going past the delivery of a quality offer, great range, smart merchandising and friendly staff. Combine this with a modern clean building with the added advantage of a petrol station with a sit down cafe, there has to be a great future for this kind of store.

If all small to medium independent stores could adopt the quality of this offer, their future would be guaranteed.

John Markham