

Ritchies Gives Griffith another Independent Alternative

The brilliant new Griffith Central Shopping Centre has risen from the depths of a disused water reservoir. Coming from the water that has made the Griffith community vibrant and strong, this new development anchored by Ritchies, Target and a range of national brand tenants is the nicest shopping centre in the area. Fred Harrison Ritchies CEO said "This quality of shopping centre is usually only found in the city with a chain store operating in it. This is a great day for independents".

Opened a few weeks ago, the new Ritchies store signals the return of another independent supermarket to the town that lost the Co-op SSW many years ago. Currently Rossies FoodWorks trades at one end of the town and the other end was dominated by the two chains. The new Ritchies supermarket will deliver an alternative to the chains right on their doorstep and with Ritchies focus on the community, it is going to be a winner.

The store covers some 2,600 square meters and boasts a full arcade of departments as shown on the cover of this magazine. These feature departments include Lenards Poultry, two deli's, a fish department and a bakery. Opposite this is a huge packaged deli case featuring a large range of imported cheeses from Basile Imports as can be seen in the photo opposite.

A huge benefit for this development is the massive underground customer car park, out of the hot Griffith sunshine. The store also boasts the modern technology now used in all Ritchies new stores, such as Pest Free pest management and Iliid smart shelf tag system.

The pet food and accessories section is another feature of the new Ritchies format stores, featuring huge graphic panels and colour co-ordinated department shelves and signage.

This has been very successful for Ritchies since opening their first mega department pet section at their Melbourne Carrum Downs head office store last year.

The standout feature of this store was the dedication to winning the hearts of locals by including just about every locally produced item in a huge feature section pictured top left.

Another strength is the use of a local produce supplier to provide as much locally grown produce as can be sourced. Generally this is a problem for many retailers, but using a local contractor makes it much easier.

The 'Community Benefits Program' was a hit with the locals even before the store was opened with thousands of customers pre signing for their tags so their community groups could benefit from the one per cent rebate. In a town with a strong community it is no wonder that this would be a hit and a major point of difference.

James McAulay store manager, has shifted to the town after winning last year's 'Store Manager of the Year' award. The standards that Ritchies and their dedicated store development team achieve are the best you would find in the country.

John Markham



2 Year Unconditional Warranty
30 Day Money Back Guarantee
Up to 15 years Maintenance Free !!



Pest Free[®]

PLUG-IN

Electronic Pest Management System.

In use throughout Australia and overseas since 1996.

The Plug-In Pest Free Commercial Unit has enjoyed huge success in Government Departments, Restaurants, Supermarkets, Factories, Hospitals, Dairies, Wineries, Hotels and other outlets that demand safe, effective and environmentally friendly pest management without the use of toxic chemicals.

To find out how these smart devices can slash your pest control costs, call today for a detailed analysis of your supermarket pest control needs...

www.vcsmarketing.com.au

If you care about our environment, staff and customers you need to plug-in a Pest Free into your Business.



Phone Victorian Office on **1300 765 508** or Chrissy Groat, Victorian Sales Manager, on **0433 799 955**