

## New Lake Albert (NSW) FoodWorks

The new \$3 million FoodWorks Lake Albert store celebrated its grand opening in early February. The new store is more than twice the size of the old shop which has been an integral part of the Lake Albert community for the past seven years.

The 1,129 square metre FoodWorks Lake Albert is a perfect example of where the storeowners Rod and Debbie Porter, both born and bred in Wagga Wagga, realised with the growing local community and changing customer needs, their old 530 square metre supermarket simply wasn't large enough to stock sufficient products to meet the ever increasing demand.

Through monitoring the needs of the expanding local community and listening to customer feedback, the Porters decided it was necessary to relocate to a vastly bigger and better premises, still within the same shopping centre, in order to stock an extensively larger quality variety of products throughout all departments.

Mr Porter said they were really excited to finally celebrate the official opening of their state-of-the-art new supermarket with the people of Wagga.

"Debbie and I, as part of the local community, have wanted to provide a better supermarket offer and much larger quality range for some time and we are absolutely delighted with what we have created to share with our customers.

"We're also, of course, still keen to hear feedback from our valued customers on how we can continue to improve, meet and hopefully exceed their needs," Mr Porter said.

Scores of shoppers took advantage of the free entertainment on offer, including a jumping castle, clown, lucky dips, colouring competition, a Lake Albert Fire Brigade sausage sizzle and in-store specials with special guest speakers including Mayor of Wagga Cr Kerry Pascoe and FoodWorks Board member Wayne Pattison.

While the new FoodWorks Lake Albert aims to continue to be famous for their freshly sliced meats in their deli which is the largest in the region, it is in the area of fresh fruit and vegetables which the Porters hope to become well known for.

Mr Porter added that their extensive community support of the local community, from local sporting groups and schools to bush fire fighters, would certainly not diminish.

"FoodWorks Lake Albert is a major part of the community and we enjoy giving back to the local customers who support us. It's wonderful to be able to help our own," Mr Porter said.

Mr and Mrs Porter have owned and operated the previous supermarket since 2000, but actually started out their careers in hotel pubs which they owned and ran for 15 years prior.



Photo Top: FoodWorks Lake Albert store owner Rod Porter, Mayor of Wagga Cr Kerry Pascoe, FoodWorks Board member Wayne Pattison and store owner Debbie Porter cutting the ribbon, helped by staff members.

Photo Bottom: Owners of FoodWorks Lake Albert – (l-r) Stewart and Linda Webster with Debbie and Rod Porter.

 **Ray Pallister**  
PROMOTIONS  
*Loyalty Reward and Promotional Solutions Since 1963*

Ray Pallister Promotions developed the Reward Showcase concept for supermarkets in 1993.

With hundreds of stores

now using this system to provide their loyalty solution, the Reward Showcase has proven itself as the best solution for loyalty programs.

**REWARD Showcase**

**Representatives Service all States of Australia**

Phone: 02 9570 4955 Fax: 02 9570 4120

E-Mail: sales@raypall.com.au