

Ritchies Coffs Harbour

Winner of the NSW Supa IGA store award for 2008, store manager, Adrian, stands proud in his award winning supermarket. Since moving into the NSW market, Ritchies has developed many stunning supermarkets, winning several major awards as a result.

The Coffs Harbour store, which is situated in the major Harbor Town shopping centre, has recently undergone a massive upgrade and thanks to brilliant design work from TRG, now boasts an impressive fresh look that can be seen in the photos adjacent.

The brightly coloured glass splash back behind the delicatessen is mirrored above the bakery and the seafood departments, These splashbacks really sparkle, giving the store a fresh and modern look. The feature red bulkheads around the chicken bar are another great design feature of the store.

Along with the coloured glass splash backs, the store has used aluminium snap frame signage holders around the walls, providing for quick changes of theme graphics to allow the store to change their visuals with the seasons. This is a smart way to introduce graphics to your store and these can also be illuminated for extra effect.

The store was a former Action Supermarket and therefore boasts the large fresh fish section where customers can preview the whole fish on ice and have it prepared to their liking. This appears to be a successful department for Ritchies and they have many such departments in the former Action stores that they now operate.

The large colourful produce section also follows the fresh food formats that were developed by the former WA Action group of stores. Using colourful laminates and bin graphics, the produce area certainly comes alive.

John Markham

NSW IGA Awards

IGA Retailer of the Year 2008 Crutcher's IGA Plus Liquor Grenfell
 Pictured below: Kellie and Mark Crutcher with Lou Jardin IGA>D CEO and Carl Salem IGA>D NSW State Manager



Supa IGA Retailer of the Year 2008 Ritchies Coffs Harbour
 Pictured below: Paul Cruchfield and David Scally Ritchies NSW, Adrian Rigby Store Manager with Lou Jardin IGA>D CEO and Carl Salem IGA>D NSW State Manager.



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