

New Benchmark at FoodWorks Yackandandah

Three years in the making, the new \$3.5million purpose-built FoodWorks Yackandandah was welcomed with much enthusiasm by hundreds of locals recently.

The new full-service department supermarket in regional Victoria is 900sqm which is over four times the size of the old adjoining store. FoodWorks Yackandandah now stocks double the products with over 10,000 lines to choose from, so locals will not have to travel long distances outside of town for their weekly grocery shop.

Speaking at the grand opening Mr Noble spoke about FoodWorks' point of difference from their competitors and described storeowners Karen and Nick Cook and their new and improved FoodWorks Yackandandah supermarket as an excellent example of what the FoodWorks brand is all about and where they are heading.

"Nick and Karen Cook really do personify our brand. You just need to have a quick look back at their retail journey in life to see they are exemplary models of FoodWorks retailers."



The couple met in Britain and returned to Mt Beauty in 2000 to take over Mrs Cook's parents' supermarket. Having grown up in Mt Beauty Mrs Cook knew what the community needed, so unsurprisingly the store soon saw significant growth.



FoodWorks Yackandandah storeowners Nick and Karen Cook cut the celebratory cake

After mastering the art of owning and operating their FoodWorks Mt Beauty store, in May 2005 the Cooks bought the Yackandandah General Store. Mr Noble said: "What Nick and Karen Cook have accomplished is what we are striving for with all of our stores and their communities: a FoodWorks store that monitors and listens to their customers' changing needs and recognises that major adjustments may be required to meet these."

Mrs Cook said: "We're very excited and proud to bring Yackandandah its own state-of-the-art one-stop supermarket while still retaining the traditional heritage of the local environment.

We're delighted to officially launch our new 'Spirit of the Community Program' to help give back to the local community," she said.

FoodWorks Yackandandah customers are now able to nominate their favourite community group as part of the Spirit of the Community Program with points tallied quarterly and \$10,000 yearly donated right back to the people of Yackandandah. The first community group recipient was Yackandandah Primary School, who were donated with a cheque for \$1,000.

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.

Representatives Service all States of Australia

Phone: 02 9570 4955 Fax: 02 9570 4120
E-Mail: sales@raypall.com.au