



EUROSPAR's new Supermarket Store Design comes to life

EUROSPAR's exciting new design concept was unveiled by BWG's Retail Development Director Declan Ralph at the EUROSPAR Conference at the Convention in March, and this has now been brought to life in our first flagship store – Fergal and Pauline Ralph's EUROSPAR Dunboyne. The new EUROSPAR Supermarket store design has a particular emphasis on fresh foods and optimising in-store communications to maximise the overall shopper experience at EUROSPAR.

Ahead of the Curve in EUROSPAR Dunboyne

EUROSPAR Dunboyne is the first EUROSPAR store to adopt the new store design concept and has undergone a comprehensive store revamp. The 800 square metre Supermarket has been a key part of the Dunboyne community for 26 years, provides employment to 30 people locally and retailer Fergal Ralph is delighted with the outcome of the store revamp.

"The changes to the store layout and design have made a huge impact on the shopping experience in the store. We

have entirely rearranged the store and the new layout is much more conducive to a Supereasy shopping experience. Our shoppers can't believe we didn't extend the size of the shop! The black ceilings and brightly lit department signage bring a modern feel to the shop," explained Fergal.

The new brand positioning of Your Supereasy Supermarket was also launched at the EUROSPAR Conference in March and this is incorporated into the new design concept with impactful signage in-store and with a focus on an overall Supereasy shopping experience.

The focus on fresh and 'made-in-store' ranges is evident. As soon as shoppers enter EUROSPAR Dunboyne they are welcomed with the wide first aisle of fresh fruit and veg, bakery and the range of EUROSPAR made-in-store Supereasy meal solutions.

The new store design also includes a spacious and high-profile off-licence which is fitted out with contemporary signage with a focus on price and value.

Value brought to life in-store

A full suite of point-of-sale communication materials has been developed to match the new store design concept and bring the message of value to life in store. This suite of materials incorporates the new store design elements while streamlining the various value programmes in EUROSPAR into one family of designs and POS format. The



Peter Dwan, EUROSPAR Sales Director, Pauline and Fergal Ralph, John Moane, Chief Retail and Commercial Director, BWG Foods and Daniel O'Connell, Retail Director, BWG Foods.