

format is attention grabbing and promotional offers, Price Match or Better, SPAR Range and Supereasy Rewards are distinguished through different colours.

Promotional offers are called out in store through our Supereasy Savings concept which is prominent on all aisle ends and throughout the store on communication materials.

The range of fresh communication materials throughout the bakery, fruit and veg, butchery and deli has also been

streamlined to one contemporary design with a striking black and grey colour pallet.

Positive Response

On Wednesday 13th September the NCER paid a visit to EUROSPAR Dunboyne to experience first hand the new store design and shopping experience. The response from the council and from the wider EUROSPAR and BWG Foods team has been hugely positive.

