



MEDIA RELEASE

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Hastings Co-op liquor store wins 'the jackpot'

Hastings Co-op's Wauchope SUPA IGA Plus Liquor store was today presented with their 'National Liquor Retailer of the Year' award.

The popular Wauchope business scooped four major awards at the recent national Independent Brands Australia Awards and all four were personally delivered by the NSW/ACT IGA Liquor Operations Manager Steve Russell and Australian Liquor Marketers (ALM) Business Development Manager David Hardaker.

The local team's commitment to excellence saw them win NSW/ACT IGA Liquor Retailer of the Year, NSW/ACT Liquor Retailer of the Year, National IGA Liquor Retailer of the Year and National Liquor Retailer of the Year ahead of 1245 other Supa IGA Plus Liquor, Bottle-O and Cellarbrations outlets.

Wauchope SUPA IGA Plus Liquor is no stranger to the winner's circle, having won numerous regional and state awards in the past, however, winning the nation's top industry award establishes the store as a benchmark for others across the country.

Hastings Co-op's liquor division manager Lisa Attkins explained that the awards were judged by industry experts, supplier audits and mystery shoppers on a range of criteria including customer service, community contribution, sales, profits, merchandising, shopper experience and the store's overall performance.

"We are extremely proud of this achievement, which is a testament to our staff and the whole Hastings Co-op family," she said.

"It's also a credit to our fantastic customers, and that's why we would like to celebrate our win by throwing a party from 3pm to 6pm on December 2."

Mrs Attkins explained that customers will be treated to giveaways, nibbles, tastings and some "extra special specials".

Hastings Co-op's chief executive officer Allan Gordon agreed that being recognised as leaders in their field was a feather in the cap for the store's dedicated staff.

"They go above and beyond for their customers and live the Hastings Co-op ethic of locals supporting locals," he said.

"The fact that we were recognised above much larger, metropolitan based stores is a great honour – and a real credit to the team.

"These awards represent the highest example of retail excellence and acknowledge the true essence of independent retailing and what it really means to be an IGA retailer."

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