

GARVEY'S CASTLEISLAND – BEST SUPERVALU STORE IN IRELAND – ITS OFFICIAL

Garvey's SuperValu, Castleisland receives prestigious SuperValu of the Year 2007 award.

It's official, the best SuperValu in Ireland hails from Castleisland in Co.Kerry.

Garvey's SuperValu in Castleisland has been awarded the SuperValu of the Year national title for 2007, having faced tough competition from over 180 other SuperValu stores throughout the country.

The National Award was presented to store manager Seamus Kerrisk by Donal Horgan, SuperValu Managing Director, Martin Kelleher, SuperValu Sales Director and Ray Nulty, Director Enterprise Markets, eircom, the competition sponsors, at the groups National Conference held in the Radisson Hotel in Galway (16.04.07).

All 180 SuperValu stores throughout the Republic of Ireland are adjudicated as part of the SuperValu of the Year competition. Independent competition judge, Dr. Alan Collins of the Department of Food, Business and Retail Studies at University College, Cork carried out the audits which focused on customer care, store presentation, fresh food, product range, store hygiene, local marketing and community involvement.

Commenting on the award, competition judge, Dr. Alan Collins said "Garvey's SuperValu, Castleisland is certainly a worthy winner of the prestigious SuperValu of the Year 2007 award. Perfectly located in Castleisland, this supermarket performed strongly right across all categories. Garvey's fresh food selection is excellent. Fresh meat and seafood are expertly managed and promoted very effectively. The fruit and vegetable range is top class, which is a tribute to the rigorous management systems operated in the store. Garvey's in-house bakery, where product is freshly baked every morning produces a range of breads and cakes to suit all tastes. Proactive local marketing and sponsorship of many community initiatives also makes Garvey's SuperValu an integral part of the community and their achievement as the 1st Retailer in Ireland to achieve the

Excellence Through People GOLD Award certainly makes Castleisland stand out from the rest”.

Delighted with the win, Kevin McCarthy, Managing Director said . “We set out to provide the people of Castleisland with top class shopping facilities and we are delighted that this has been acknowledged with this national award and we are very proud that Castleisland have achieved this prestigious award for the Garvey Group”.

Caroline McEnery, Operations Director said “We are incredibly proud of Seamus and all our team in Castleisland who have worked hard to bring this honour to the store and it’s a great testament to their constant dedication and professional approach which means they constantly deliver the highest standards in all areas of the store and help provide a superb customer service offering to all our customers”.

This store is also one of the few SuperValu stores in the country that has received the prestigious Emerald Hygiene Award from Excellence Ireland Quality Association and were also the first SuperValu in Ireland to achieve the Excellence Through People GOLD Award.

Donal Horgan, SuperValu Managing Director, said the groups auditing standards in all areas of the business are second to none and are important to the overall success of SuperValu as a group. “SuperValu stores work hard to succeed in a very competitive market. It is the passion of the independent entrepreneurial retailers and their strong teams that make them succeed in the market today” Horgan said.

Ray Nulty, Director Enterprise Markets, eircom said “We are delighted to support the SuperValu of the Year Awards. The competition highlights and rewards commitment to achieve the highest business standards, from customer efficiency to operational delivery and interaction with local communities. It is an endorsement of the quality of SuperValu stores and a standard of excellence in which the bar is constantly being raised”.

The food retailing division of the Garvey Group, Garvey's SuperValu, and Garvey's Centra, are part of Musgrave SuperValu-Centra, (MSVC) the retail franchise division of Musgrave Group.

Currently the Group have 8 Garvey's SuperValu stores in Munster in Castleisland, Dingle, Limerick, Listowel, Newcastlewest, Tralee, Dungarvan and Cork. There are also two Garvey's Centra stores, one in Coolagh, Dungarvan and one in Newcastlewest, Co. Limerick. Garvey's SuperValu were recently announced as the first independent retailers in Ireland to achieve the prestigious *Excellence Through People GOLD Award*.

The Garvey Group operates a number of businesses in the food retailing, leisure and hospitality industry in the South West of Ireland and currently employs 850 across all its divisions. For more information on the Garvey Group visit www.garveygroup.ie

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