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Garveys SuperValu Listowel - Official Launch

THE eagerly-awaited new SuperValu store in Listowel was officially launched on Thursday morning amid much fanfare.

The Sam Maguire, a host of Kerry footballing talent and a great crowd of shoppers were all present in the new-look supermarket.

Kerry team captain Dara Ó Cinnéide cut the ribbon shortly after noon and the shopping began in earnest.

Darragh Ó Sé, Noel Kennelly, Brendan Guiney and Éamonn Fitzmaurice were all present as well, meeting with their many fans, young and old, who came along to check out the grand opening.

The new Garvey's store, an amalgamation of their old Market Yard premises with Guerin's Londis, is entering the market at a time of some change in Listowel. German supermarket giant Lidl plans to open a Listowel outlet within weeks, but Garvey's are confident that they will meet whatever future competition head on.

Tomás Garvey, head of the Garvey's Group, was confident that the new store would open its own unique niche within the town.

"We're very proud to be here," he said.

"Listowel was always a fine store and you can definitely see the value of Joe Guerin's investment here today. We will bring our own unique brand to Listowel to try to improve on what Joe has done and bring a better service to the people of Listowel, which won't be easy considering all that Joe has achieved," he said.

Many of the customers seemed optimistic about the latest addition to the supermarket trade in Listowel. Nuala Kennelly, Noel and Tadhg's mother, and her sister Breda McVeigh, were among some of the shoppers enjoying the atmosphere.

"It will improve the market here in Listowel," Mrs Kennelly said. "It should bring in the population and stop them going to Tralee, they'll shop here instead. It's a fine store and has great car-parking space, that's a very valuable aspect," she added.

"It's brilliant for Listowel," Lixnaw woman, Nuala O'Sullivan, said. "I would come here to do the shopping more often now."