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Garveys SuperValu Tralee - Off Licence of the Year 2004 / 05

Garveys SuperValu Tralee has scooped the overall prize of the prestigious Diageo SuperValu Off Licence of the Year 2004/05 at a special ceremony hosted in The Westin Hotel in Dublin. This is the second time the Tralee wine and spirit merchants have scooped the prestigious award.

Garveys were among 18 finalist stores represented at the awards. The competition saw Garveys face off against almost 120 SuperValu stores nationwide to reach the final stage of a competitive event.

SuperValu stores throughout the country were judged against a range of criteria, which included overall appearance, product range, product layout, merchandising and product knowledge. The judging panel consisted of Ciaran Plunket, Pat Lewis and Jim Dwan.

As winners, two representatives from Garveys SuperValu Tralee, receive the trip of a lifetime to the beautiful Sterling and Beaulieu Vineyards in California's Napa Valley.

While enjoying their hard won holiday the pair will enjoy fantastic weather and a little wine tasting in the region's famous vineyards. No doubt the tasting sessions will give them the inside knowledge to defend their title next year.

Caroline McEnery, HR Director at Garveys said: "We're delighted to be the first Off Licence in Ireland to achieve the prestigious award twice and would like to take this opportunity to congratulate Paul O'Connor, John Culhane and Tony Carlos and all the team in Tralee on this fantastic achievement. Ken Allan, Commercial Director Diageo: "We're delighted with the standards again at this year's awards which continues to improve year on year. Congratulations to all finalists and winners on ensuring a continuous high standard in this prestigious event."

