

## ADVERTORIAL


**FORECOURT SPOTLIGHT ON:  
GALA THE BRINK**


Store owner of Gala The Brink, Kareen Farrell pictured at the store's recent superhero themed fundraising day.

## Owner of Gala The Brink, **Kareen Farrell** tells IF&CR why Gala is the symbol group for her

"We opened our store in 2013 having traded successfully under the Gala Brand in our first store in Dublin 1. It was a natural progression for us to partner again having experienced a great level of support in our early days as retailers," says store owner Kareen Farrell. Joining the Gala group was a no-brainer and it was Gala's community focus that attracted Kareen. "The Gala Group has always impressed us with their level of operational assistance," she explains. "In partnering with a local wholesaler in Better Deal Navan we found the extra level of support to be a key differentiator between Gala and other groups. The image and community focus of Gala Retail fit well with our belief that we wanted to become an integral part of the local community." The support of the Gala group has evolved throughout the years, and it is the group's concepts that have helped to give The Brink a differentiating edge. "The operational support

from our Gala Retail Operations Executive, Ray Conboy, has been significant," says Kareen. "Having access to best practice advice and support from the team at Gala Retail and a continued commercial focus gave us the confidence to take on an additional store and forecourt. Gala concepts like Baker's Corner and New Street Deli differentiate us from other stores. The recent introduction of Gala's "Galato" Ice Cream concept has created a strong additional category and feedback has been excellent." What's more, Kareen firmly believes there are great benefits to joining the Gala Group. What would she say to retailers who are considering joining the group. "The Gala team has highly experienced personnel, the support services help you grow and develop your business and a brand name which has been offering great value and customer services to local communities throughout Ireland for over 20 years.



## SUPERVALU INVEST HALF A MILLION IN SHOP LOCAL CAMPAIGN

SuperValu has announced a new €500,000 campaign to encourage shoppers to buy Irish and support local businesses throughout the festive season. The campaign includes TV, radio, print and social media, and urges consumers to buy Irish, supporting their local businesses, the economy and helping to create and keep jobs in communities across Ireland. The new television ad features a young boy asking 'If he'll still be coming this year?' as he hopes for a special guest to arrive on Christmas Eve. The campaign has been devel-

oped to give businesses who may have been impacted by the pandemic a platform to help drive sales at this crucial trading period.

Together with an extensive advertising campaign running in the lead up to Christmas, SuperValu is also dedicating support to their social media channels, which have over 480,000 followers combined.

Each week, SuperValu will call on small Irish businesses to get involved with their Monday Market Instagram takeover, which will highlight a selection of businesses from those that entered.

## KP SNACKS REVEAL NEW LOW PLASTIC PACKAGING

KP Snacks has reduced the packaging on its popchips portfolio by 23 tonnes per year and revealed a modern new pack design across the range. A brand new look and feel for popchips goes into market at the end of October. Popping with positivity, the eye-catching new design has a modern look and feel, using fresh and vibrant colours. The new design prominently features core ingredients,

gives the brand standout and is more fun and relevant. Alongside the new pack design, the manufacturer has reduced the size on the inside and outside plastic layers across all popchips formats, which represents an overall decrease of 10% annually. KP Snacks estimates that 23 tonnes of material will be saved, the equivalent of over 5 million fewer packs per year. The packaging reduction rolls out between November and January.

