

Shoppers Welcome New Hennessy Hypermarket To Basildon

PHOTO

5000 shoppers visited the new Hennessy Hypermarket in just two days.

New to Basildon, the eagerly anticipated Hennessy hypermarket opened its doors to the public on Thursday 14 July 2005. The store has benefited from a £2.5m investment and the creation of 80 new jobs, bringing the total workforce to 190.

The first Hennessy supermarket ever to open in Basildon, has 35,000 sq ft shop floor, car parking for a thousand vehicles, a café and children's play area.

Modern, with an open and spacious feel, the new style store represents not only a major investment for Hennessy but a positive statement about the future of the company to staff and shareholders alike.

Managing Director George Hennessy said:

"This new hypermarket places Hennessy firmly in the big league. We can look forward to further expansion across the UK confident that we are providing the products, service and quality that people demand. Hennessy's increased market share means staff can be assured of long-term security and a bright

future.”

Basildon shoppers will be provided with the full Hennessy range all under one roof. Improvements include an international deli section, hot food counters, expanded non-food ranges in clothing and home-ware and a generally better shopping environment for customers.

The store offers an extensive range of fresh foods including a wide range of international produce alongside locally sourced, home-grown and organic food from the UK.

Grocery foods include an extended range of healthier options such as the *Body And Soul* range. Due to customer demand vegetarian and vegan ready meals, plus a selection of probiotic products have been added.

The Deli counter has a selection of continental delicacies as well as a range of cheese and cold meats. The *Food To Go* area has freshly prepared meals everyday including fresh rotisserie chickens and the first ever wood burning pizza oven in a supermarket.

PHOTO

Staff raise a glass to celebrate the new opening

Staff member Eugene Bylo said:

"I am really excited about the welcome local residents have given the new store. 5000 shoppers in just two days is a new record. New colleagues have been recruited from the local area so there will be a really strong community feel amongst the staff."