

---

# SPAR Italy Partner Maiora launches new INTERSPAR

JUNE 4, 2018 IN THE CATEGORY: STORE OPENINGS

Maiora, the SPAR licence holder operating DESPAR, EUROSPAR and INTERSPAR Supermarkets in Central and Southern Italy, is expanding its presence with a state-of-the-art INTERSPAR that was officially opened on 16 May in the centre of Terlizzi (Bari). Developed together with SPAR International's store design team, the 1,490 m<sup>2</sup> INTERSPAR provides an excellent shopping experience with a broad product assortment and many instore services.

The **new store**

(<https://www.facebook.com/mydespar/videos/831425697049661/>)

offers customers quality products at good value, as well as a wide choice of delicious fresh foods that can be enjoyed instore or taken away. A particularly relevant focus of the INTERSPAR is the Home Meal Replacement – Deli – Bakery section, which includes a seating area with tables and a dedicated checkout. A large number of these foods are prepared freshly instore and merchandised alongside quality products that have been sourced from local and regional suppliers.

Another innovative feature of the new INTERSPAR is a dedicated 57 m<sup>2</sup> wine section with a premium look-and-feel, showcasing a large selection of the best Italian wines and a chilled cabinet for premium bottles such as spumante and champagne. The elegant fixtures in this department include wine barrel tables that have been set up for customers to enjoy wine tastings by a professional sommelier.

---

The Fresh section features some new layout solutions, such as refrigerated wall trays to display vegetables and horizontal shelves for fruit. A special focus has also been placed on health and well-being with the inclusion of the DESPAR Natural range, such as gluten-free, lactose-free, sugar-free and organic products.

The new INTERSPAR has clear departmental and product communications, developed in collaboration with the SPAR International design team. The product storytelling expresses the values of the international SPAR Brand, which aims to exceed customer expectations in terms of quality and service.

"INTERSPAR Terlizzi marks the beginning of a new way for us to view supermarkets," said Pippo Cannillo, President and General Manager of Maiora. "It is a supermarket offering not just products, but also various services, information and a welcoming environment for our customers, who are becoming increasingly aware of their buying choices and want to know more about the products they purchase."

Source: DESPAR Centre – South (<http://www.mydespar.it/>)

Read more about SPAR Italy (<https://spar-international.com/pressroom/?cntry=33>)

---

### **About DESPAR Italy**

SPAR International first granted a SPAR Brand licence to DESPAR Italy in 1959. The first store opened in the latter part of 1960 and with it, SPAR became the first partnership of retailers and wholesalers to operate in Italy. DESPAR Italy licenses regional partners, all of whom work together to grow the brand across the country.

## **Related news**

MAY 24, 2018

**SPAR UK Partner launches new  
flagship store**

(<http://spar-international.com/news/spar-uk-partner->

MAY 1, 2018

**SPAR Croatia opens state-of-the-art  
INTERSPAR Hypermarket in Rijeka**

(<http://spar-international.com/news/spar-croatia->

APRIL 24, 2018

**SPAR Italy Partner, Ergon, continues to grow the brand in Sicily**

(<http://spar-international.com/news/spar-italy-partner-ergon-continues-to-grow-the-brand-in-sicily/>)

APRIL 16, 2018

**SPAR India opens 20th hypermarket**

(<http://spar-international.com/news/spar-india-opens-20th-hypermarket/>)

<b>About</b> ( <a href="http://spar-international.com/aboutus/">http://spar-international.com/aboutus/</a> )	<b>Partners</b> ( <a href="http://spar-international.com/partners/">http://spar-international.com/partners/</a> )	<b>Suppliers</b> ( <a href="http://spar-international.com/suppliers/">http://spar-international.com/suppliers/</a> )	<b>Pressroom</b> ( <a href="http://spar-international.com/pressroom/">http://spar-international.com/pressroom/</a> )	<b>Contact</b> ( <a href="http://spar-international.com/contact/">http://spar-international.com/contact/</a> )
SPAR Country Figures ( <a href="http://spar-international.com/aboutus/country-figures/">http://spar-international.com/aboutus/country-figures/</a> )	Retail support package ( <a href="http://spar-international.com/partners/retail-support-package/">http://spar-international.com/partners/retail-support-package/</a> )	<b>2017 Review</b> ( <a href="http://spar-international.com/2017-review/">http://spar-international.com/2017-review/</a> )	News ( <a href="http://spar-international.com/pressroom/">http://spar-international.com/pressroom/</a> ) Press kit ( <a href="http://spar-international.com/pressroom/presskit/">http://spar-international.com/pressroom/presskit/</a> ) Contact International ( <a href="http://spar-international.com/pressroom/contact-international/">http://spar-international.com/pressroom/contact-international/</a> )	SPAR International info@spar-international.com (mailto:info@spar-international.com) +3120 626 6749 (tel:+31206266749)
Store formats ( <a href="http://spar-international.com/aboutus/store-formats/">http://spar-international.com/aboutus/store-formats/</a> )	Join ( <a href="http://spar-international.com/partners/join/">http://spar-international.com/partners/join/</a> )		<b>Responsible Retailing Focus</b> ( <a href="http://spar-international.com/responsible-retailing/">http://spar-international.com/responsible-retailing/</a> )	Rokin 99-101 1012 KM Amsterdam The Netherlands
Supply Chain ( <a href="http://spar-international.com/aboutus/supply-chain/">http://spar-international.com/aboutus/supply-chain/</a> )			<b>Terms and Conditions</b> ( <a href="http://spar-international.com/website-terms/">http://spar-international.com/website-terms/</a> )	
History ( <a href="http://spar-international.com/aboutus/history/">http://spar-international.com/aboutus/history/</a> )				
Sports sponsorship ( <a href="http://spar-international.com/aboutus/sport-sponsorship/">http://spar-international.com/aboutus/sport-sponsorship/</a> )				
People ( <a href="http://spar-international.com/aboutus/our-people/">http://spar-international.com/aboutus/our-people/</a> )				
Jobs ( <a href="http://spar-international.com/aboutus/our-people/jobs/">http://spar-international.com/aboutus/our-people/jobs/</a> )				