

Spar Colruyt Group Hofstade-Zemst Reopens on Thursday 10 September Following Extensive Refurbishment

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Spar Hofstade-Zemst has undergone an extensive refurbishment and reopens on Thursday 10 September. The store will continue to offer the trusted Spar quality customers know and value. With this refurbishment, the store places greater emphasis on an enjoyable shopping experience, a wider product range and fresh food. Customers can look forward to a welcoming neighbourhood supermarket where quality, freshness and personal service take centre stage. The store will also offer extended opening hours: Monday to Saturday from 8.00 a.m. to 7.00 p.m. and Sunday from 7.30 a.m. to 6.00 p.m.

A family with a passion for great food

For Yannick Van Elst and Sophie Nuyens, Spar Hofstade-Zemst is now their third store. When they heard they had the opportunity to take over the store from another Spar retailer, they didn't hesitate for long. Having successfully converted their stores in Koningshooikt and Duffel to the new Spar format, they immediately saw an opportunity to continue pursuing their passion here as well.

That passion runs in the family. Several generations ago, Fons De Wachter and his brother Jules opened a butcher's shop in Koningshooikt. The next generation expanded the family butcher's shop into a supermarket, which was subsequently run by the third generation. In 2021, Yannick took over the store from his parents. A year later, SPAR Duffel was added to the portfolio, and Sophie joined the family business.

Today, it remains a genuine, family-run business. Even the parents and grandfather still regularly lend a helping hand. Sophie and Yannick are determined to bring that same warm family atmosphere to Hofstade-Zemst.

"Through our stores, we want to create a place where customers enjoy coming by and always leave with a smile. We are very much looking forward to starting this new chapter here together with the trusted team of Spar Hofstade-Zemst."

The standout features of the refurbished store

From the moment customers enter the refurbished store, it is clear that fresh food takes centre stage. The fresh food departments have been expanded, putting flavour and craftsmanship firmly in the spotlight.

The store's standout features include:

- **The fresh bakery department**, featuring freshly baked products proofed and baked in store.
- **The butcher's department**, offering a wide selection of meats and freshly prepared homemade dishes.
- **Cheese and cured meats**, freshly sliced and packed on site for optimum freshness.

The range also features local flavours, with beers from brewery Brouwerij Het Anker and Fondi chocolates among the local favourites.

Sustainable and future-oriented

Sustainability is a key priority for Colruyt Group, the parent company of Spar Colruyt Group. New sustainable CO₂ refrigeration systems have been installed. The store has also been fitted with energy-efficient LED lighting.

Festive reopening

Everyone is welcome to join the festive reopening reception on Wednesday 9 September , with refreshments on offer. The store will reopen on Thursday 10 September with a special opening leaflet packed with promotional offers and a prize draw running for four weeks.

The Taste of Joy

For Yannick and Sophie, 'The Taste of Joy' means giving their customers the desire to get started with fresh products. means sparking customers' enthusiasm to enjoy cooking with fresh ingredients. "We want to inspire them every day and help them discover the pleasure of preparing delicious meals. With a wide range of fresh products, personal service and a dedicated team, we strive to make every store visit a pleasant experience."

More informationg

Spar Colruyt Group Hofstade-Zemst

Tervuursesteenweg 24/25 1981 Hofstade-Zemst

Store managers: Yannick Van Elst en Sophie Nuyens

Opening hours Spar Hofstade-Zemst:

Monday to Saturday from 8.00 a.m. to 7.30 p.m.

Sunday from 7.30 a.m. to 6.00 p.m.

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