

Cellarbrations Foxy's Kilmore Superstore, VIC – 2017 National Cellarbrations Retailer of the Year

In 2017 Cellarbrations Foxy's Kilmore Superstore, Victoria was named National Cellarbrations Retailer of the Year. The store, which has been trading for three years in July, is a favourite with the local community.

Store owner, Matty France acquired the greenfield site in 2016 and set to work building the store from scratch. Matty's Wallan store 12km away was seeing a lot of demand and he was confident that the new store in Kilmore would be welcomed by the growing local community.



At 450sqm, the superstore has plenty of space to offer a wide range of products across the full range of beers, wines and spirits. The team also use the vast space to feature the latest products and promotions.

The store prides itself on what Matty calls "knock your socks off customer service." Manager Bobby Hall and her team are always happy to help and in 2016 she received the IBA Five Star Award for Store Manager of the Year.



Matty and the team couldn't have done it without the support of the local community. Commenting on the award he said, "We really want to say thank you to the Kilmore community. Everyone has been so supportive and has got right behind the brand. The store wouldn't be the success it is without them."