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For Immediate Release

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### **Super J Sunny Acres captures Jounen Kweyol Competition**

Super J Sunny Acres emerged winner of the month long Super J Jounen Kweyol competition, which culminated on October 23 and 24 and also captured the company's La Wen ek Lou A title. Super J La Tourney placed second overall, followed by Super J Rodney Bay.

Former Director of the Folk Research Centre, Kennedy "Boots" Samuels was one of the judges of the competition. He commended the Super J team for the research and creativity which into their displays and presentations and the overall team effort which was displayed throughout Creole Heritage Month. He also commended the company for what he described as "its continuous support of local traditions; helping to give customers a uniquely cultural shopping experience, while supporting the work of the country's Folk Research Centre".

During the month long competition, Super J team members went above and beyond, pulling out all the stops in their various presentations and displays ,which helped to bring attention to many long forgotten aspects of the island's creole heritage and traditions. The presentations during the final weekend of judging ranged from the unraveling of the history of St. Lucia from the days of the Caribs, complete with a Carib King and Queen at Super J Sunny Acres; recreation of river washing scenes next to the soap powder displays at the Super J La Tourney store in Vieux Fort, and the dramatic entrance of the La Wen Kweyol of Super J Rodney Bay on a horse, with her Lou Wa at her side.



Other notable pieces included the craftsmanship of the hut inside the Super J New Dock store, use of creole in the branding of the La Clery store; Boulevard store members wearing t-shirts with creole slogans, sea grape wine produced by the team at Super J

Rodney Heights store and the Cashiers at the Super J Waterfront store all uniformed in specially made modern madras dresses, that set the ambience at that store.

Customers and pre-schoolers shopping and visiting the stores during creole heritage month were thrilled by the displays. Many shoppers commented on the creativity noting that “some of the communities hosting Jounen Kweyol this year could have gotten ideas on how to bring across the local items and culture in a fun and attractive way.” Sylvester Phillip, a Super J customer wrote to give his overall impressions of the company’s involvement noting **“if there was a peace prize for local culture, I would give it to Consolidated Foods Ltd.”**

“These types of activities create a further bond between our stores and the many customers whom we are proud to serve on a daily basis. It tells them that as an indigenous operator, we are mindful of our traditions, and we will create promotions and campaigns around these, to add value to their experiences” noted Sariah Best-Joseph PR Manager.