



For Immediate Release

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Good Food, Great Communities – The Ingredients for Life
Super J Stores celebrate Jounen Kweyol

Super J supermarkets have been observing Creole Heritage Month throughout October under the theme “Good Food, Great Communities – The Ingredients for Life”.

The highlight of the company’s celebrations is an in store Jounen Kweyol competition among the eight stores island wide. Here the focus is on in store decoration, staff attire, props, originality, ambience, Creole displays and the best La Wenn ek Louwa Kweyol.

Today being Vedredi Kweyol in store activities were at an all time high, with each store putting on its best performance for the Judges, who have been reviewing the stores every week since October 1st. Throughout the course of the day various pre schools visited the stores to catch the atmosphere, view the exhibits, get a better understanding of the food aspects of our culture and were even treated to Creole food.

The results of the Super J in store Jounen Kweyol Competition will be officially announced to the team during the month of November 1st.

Super J Supermarkets is a partner of the Saint Lucia Folk Research Centre in this year’s Jounen Kweyol celebrations, through sponsorship of the La Wenn ek Louwa Kweyol Finals (Creole Queen and King).

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