

Spinneys Loyalty Program Voted Product of the Year



Description

Beirut, Lebanon - April 2019: Spinneys Loyalty Program is voted Product of the Year by consumers in Lebanon under the loyalty program category of the Product of the Year 2019 Lebanon edition, celebrated on March 27th, 2019, during a gala dinner held at MusicHall Beirut, in the presence of business leaders and media representatives. It all started back in the 60s with a simple stamps collection program at Spinneys. Today, with more than 200,000 active loyalty members, Spinneys distributes 90,000 rewards every year for a 4 Million dollars value. Spinneys loyalty program portrays appreciation towards the shoppers, by rewarding them for their loyal shopping, with exclusive premium gifts, depending on their tiers Classic, Gold or Platinum. Moreover, Spinneys has introduced diversified Clubs catering all lifestyles; whether you are a dedicated parent, a fitness enthusiast, a cooking addict, a beauty lover, a wine lover or a pet owner, Spinneys has the right card for you. Choose one of the 7 club cards from Spinneys loyalty program, collect points and get exclusive rewards tailored to your shopping needs. In addition to the above schemes, a co-brand partnership scheme is designed to strengthen the bond between Spinneys and NGOs where NGOs experience a beneficial return on investment. Till date Spinneys has distributed more than 1.5 million gifts for a value exceeding 30 Million dollars and is grateful for all the shoppers who voted for its Loyalty Program in this Product of the Year annual study, conducted by leading global information and measurement company, Nielsen, for their loyalty is the main pillar of Spinneys' success and continuous growth. For more information about Spinneys Loyalty visit: Spinneysrewards.com About Spinneys: Spinneys is the premier supermarket retailer in Lebanon known for its 70 years of great reputation for providing consumers with an unrivalled, customer-centric shopping experience. Spinneys operates 16 hypermarkets and supermarkets in Lebanon plus three outlets of Happy discount stores, six Grab 'n Go stores, in addition to "Signature by Spinneys", recently opened in Beirut Souks and it will be followed by the opening of the 18th Spinneys branch at the Centro Mall in Jnah.

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