Marks IGA Mansfield

CASE STUDY



From an afterthought beside a supermarket, to a flagship gateway to the Buller ski season

Client	IGA Liquor
Location	Mansfield, VIC
Project Type	Liquor Retail
Scope	Shelving, custom joinery, LED lighting, feature display table

The previous liquor store on this site was little more than an afterthought: a small footprint tacked onto the Marks IGA Supermarket. Mansfield's position as the gateway to Mount Buller meant there was untapped opportunity in the tourism market once a larger site became available.

The Fit-Out

- ADP S-Mart Liquor Gondola & Wall Shelving
- Custom joinery for a full Enomatic Wine Server
- Custom joinery for a Vintec wine fridge, built into a gondola feature end
- Custom Feature Display Table at the entrance, for tastings & monthly merchandising
- LED shelf lighting across Outrigger Wall Shelving and the Feature Display Table
- Custom timber wine presenters









The Result

ADP helped turn a bigger site into a genuine flagship destination store for the premium local and tourism market passing through town.

Why It Stands Out

A premium liquor store anchored by a full Enomatic Wine Server, a feature rarely seen in a regional liquor store.

adp

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1800 642 366

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