

GREAT Business People

First Choice Supermarket

First Choice – Wairoa’s new mini supermarket is already a huge hit with locals, providing convenience and choice on the North Clyde side of town.

The new business opened in the former Mobil building in mid-January and is preparing for its grand opening on March 6.

The business is being developed by husband-and-wife duo Reena and Parkash Lohana, who have moved to town with their four-year-old son Jayesh.

The couple are keen to make their Bridge Street hub a one-stop shop, are pushing ahead with the car wash, and have other development plans in the pipeline.

First Choice is offering a range of grocery items and brands from breakfast foods, pantry and baking items, dairy, chilled and frozen meats, fresh fruit and vegetables, biscuits, canned goods, treats, cleaning products, beauty care, pet products, toiletries, a range of baby products, magazines and newspapers, plus more.

The one-stop shop also offers a wide range of food and snacks. Freshly prepared hot food includes chicken and chips, the famous loaded chicken box, kebabs, burgers and pies, plus sandwiches, muffins, cakes, doughnuts, slushies, and fresh fruit ice cream. The Eversys Enigma premium coffee is a popular choice, offering a range from hot drinks to iced beverages.

The Lohanas are starting with the mini-market and will gauge the community’s need and expand if needed. “Wairoa is our flagship shop, and all going well, will be the first of many shops. We’re not just your average grocery store. We’ve combined your daily essentials with your favourite treats. Whether you’re doing the weekly shop or just need a quick break, we’ve got it. Plus, we have loads of easy parking.”

Reena and Parkash are originally from Pakistan. Parkash had supermarket experience prior to moving to New Zealand and has since worked at a Four Square and a Pak n Save in Auckland, and then owned Mobil fuel station in Christchurch, before moving to Wairoa.

“We saw the opportunity to develop the supermarket in the former Mobil shop, which was flooded in Cyclone Gabrielle, and we are so happy to be here. Wairoa is a gem and a peaceful town where everybody knows each other. We want to connect with the community, and we want to provide good products, service and pricing.”

Looking after their customers is a priority with combo deals offering a cheaper way to shop, along with competitive pricing like two bottles of milk for \$8 and \$1.90 for a loaf of bread.

The Lohanas also employ six staff members: two experienced staff from Auckland who are assisting with training, and four local staff.



FB: firstchoicewairoa

Hours: 5am-9pm
seven days a week



If you have a great business or service to promote, please contact Wairoa District Council at: ed@wairoadc.govt.nz

