



Caroline McCormack,
Food Category manager

Hi there,

My name is Caroline Mc Cormack, a County Mayo lady, and I joined Topaz support office retail team on June 9th. As part of my Topaz induction programme I joined the deli team in Citywest where Ann and Bernard showed me the ropes. The guys were fantastic, answering all my questions and helped me make a few sandwiches too!

I am delighted to come on board during this exciting time of the Topaz brand roll out. The support office is full of energy and enthusiasm and is a great place to work. My role in Topaz is to manage the CoCo "Food To Go" category for the business, in other words to maximise margin potential, ensure our offer is on trend and relevant for the future.



My first project with the company was to support the re-opening of Topaz Restore Glasnevin and Topaz Restore Kill. Both sites are now up and running. Glasnevin is capturing deli sales for the very first time and Kill shows a promising return to sales prior to the rebuild after just three weeks! Having worked with the site teams and the very helpful Mr Alan Landy, I feel I have gained valuable experience for the next site re-launch - Topaz Restore Dalkey, which is due to open in September.

Some interesting facts about me; I have a brown belt in Karate - my next is black! I am a die-hard Mayo football fan, all be it a little disillusioned at the moment but I know some day our day will come.....

I plan to travel to all the sites over the coming months and I look forward to meeting you all then!

Caroline

News in brief

- **Barrier free toll tags** are now available in all Topaz company owned sites around Dublin and retail for €30.
- This month sees the launch of **Topaz branded water!** The 750ml bottle will be on promotion - buy one get one free for €1.50. 
- **Topaz car bins** will be available for sale in all company owned sites from this month on and will retail at €4.95.
- The **SMS text alert service** for fuel deliveries was launched in June. Registered customers receive a text alert advising them of their delivery ETA.
- The roll out of the new **Topaz fuel card** continues and is scheduled to be completed by mid - October. The fuel card team have been busy signing up new customers and were awarded by tender the Revenue Commissioners business. The provision of dedicated truck facilities at Dublin Port and Kill are an important part of the Topaz offer for the transport and haulage industries. 
- Good Luck to HR's Brendan Byrne who is taking part in Route 66 in aid of **Temple Street Children's Hospital**. This is Brendan's second time to take part in this event and this year Brendan's son Niall will accompany him. Brendan and Niall have been set the challenge to raise a minimum of €15,200 and as a group the target is half a million euro which will help support the development of the Cystic Fibroses Unit. Route 66 commences in Chicago, takes in 8 states and 3 different time zones in 8 days before arriving in Santa Monica (California).

Good times Topaz Launch



1. Nadia & Luca Farelly, Danny Murray with Meningitis Trust mascot Monty the Duck!
2. Oisín Masterson – 4 Million cups of Fairtrade coffee.
3. The 2008 Topaz International Donegal Rally.
4. The 2008 Topaz Retail CoCo Conference.
5. Elaine Mellon & Richard Stones participating at the Topaz Donegal Rally Media Day.
6. Ava Hartley taking part in the Topaz-Meningitis launch day.



Autumn 2008

What's happening? Topaz Launch

Innovation Spot
Topaz Launches its New Clean Fuels

Topaz Goes Fairtrade



What's happening?

Note from Oisín Masterson, Marketing Manager Topaz

Well the time has arrived – the start of the Advertising Phase of the Topaz Brand Launch. This is a really exciting time for all of us and in many respects, marks both a beginning and an end. It is the end of a long period of time devoted to analysing consumer research, working with our creative partners and really debating, discussing and agreeing on the absolute best way forward for our brand.

“We want to do those little things that can have a big impact with our customers”

More importantly, it marks a beginning. We now open our doors to the Irish Consumer and unveil our brand and the vision we have for Topaz. In our advertising we will be inviting customers into “Planet Topaz,” where we are committed to doing things better than our competitors. Indeed our company mantra is “Topaz – that’s better.”

The initiatives we have focussed on for our launch are borne out of topics and areas that Irish consumers told us were important. This information allowed us to develop a campaign centred on “Little Big Things.” The essence of “Little Big Things” is simple – we want to do those “little” things that can have a “big” impact with our customers. Our launch advert will focus on three key messages – (1) Clean Fuel, (2) Freshly Brewed Fairtrade Coffee and (3) Hello, Please and Thank You. Clean Fuel focuses on offering our customers a fuel product that gives them more miles per gallon – it’s easy to see why that’s better! Changing all our coffee to Fairtrade shows our

Innovation spot

Topaz launches its new Clean Fuels

This month sees the launch of Clean Fuels in all Topaz branded service stations. At Topaz, we wanted all our petrol and diesel to be better for the environment, better for car engines and better for our customers’ wallets! In association with the world’s leading chemical supplier we have created Clean Fuels. Topaz has added a special additive to both unleaded and diesel fuels at no extra cost to the customer! Clean is suited to all car engine types. Topaz Clean Fuels will;

- Clean your engine and protect against corrosion
- Reduce emissions for a cleaner environment
- Improve engine efficiency and reduce fuel consumption by up to 3%

Clean has been independently certified by the AA. Topaz are proud to be working in close association with the AA, Ireland’s leading premier motoring organisation, in setting new standards in quality, service and safety to our customers.

Clean will differentiate Topaz with the other fuel companies in Ireland and is a key element in the marketing of our new brand. More miles per gallon with Topaz Clean Fuels!



Frank Gleeson, Retail Director & Oisín Masterson, Marketing Mgr, pictured at the launch of Clean Fuels



Oisín Masterson & Mari Pold pictured at Dublin Port

customers that it is important for us to do what we can to support socially conscious initiatives. And by us doing this, they too can do their bit by choosing to buy their coffee in our stores – again, it’s easy to see why that’s better! Hello, Please & Thank You is our Customer Experience Promise where we commit to the simple idea of greeting and thanking our customers for choosing us – again, very easy to see why that’s better!

I’d like to wish you all the very best of luck over the coming weeks and months in delivering on the Topaz Promise and look forward to hearing how you are getting on in the new era of Topaz.

Slán,
Oisín

Network news

Update from Shane Flynn, CoCo Business Manager.

The retail CoCo business has had a busy few months recently. The re-brand of our sites continues at great pace and in conjunction with that rollout, our retail CoCo sites are being given makeovers to complement our fuel brand. In addition, the conversion from the RBA model to CoCo has continued throughout the summer months and we will complete that process in September. We have also recently re-opened two of our key sites at Glasnevin and Kill following a major refurbishment job. The sites look fantastic and good luck to Geoff and Anna and their respective teams!

We had our retail conference recently in Dublin and it was a great success. There was a terrific turnout from both the retail network and support office and the atmosphere was fantastic. The conference was opened by our CEO Danny Murray who set the scene for the day. There were a number of presentations throughout the day with Frank Gleeson, Paul Candon, Oisín Masterson, Kendra Ryan and myself all contributing. Oisín unveiled the details of the upcoming advertising campaign which was very well received by all. Another highlight was the presentation of certificates to all managers who successfully completed the recent management development program.



John Finnegan (Topaz Tralee) awarded Forecourt Mgr of the Year & Lisa McCluskey (Topaz Elm Park) as runner up at the 2008 GRAM Awards.

In the evening we recognised many of our site teams and managers in our retail awards. There were nine categories of awards that night and the nominees and winners are all to be congratulated. I would like to especially mention the team at Manor, Waterford who won the best gap score award with a fantastic score of



Members of Limerick Live 95FM promotional crew during the regional rollout

91% for last year and also our manager of the year – Bernard Thiar. Well done again!

During these challenging times I believe that it is more important than ever to deliver great service to our customers. We measure our service levels in CoCo through our mystery shopping audits run by Gap Buster. I am happy to report that for the last number of months our network scores in CoCo have exceeded the 85% mark but we must now look to surpass the 90% mark. At the last count in August we had achieved a score of 88% and 17 sites had achieved 100%! This is a terrific achievement.

The Topaz Regional Rollout

The engineering team has been extremely busy working on the network re-brand. Following hot on their heels, a marketing and public relations campaign was kicked off to bring the brand to life around the country.

The first county to be completed (in time for the Topaz rally) was Donegal and from there we moved on to Dublin – Cork – Limerick – Galway – Waterford – Tipperary and Kerry.

A press release was issued to all local newspapers, detailing local service station names and addresses. Local radio stations promos were booked during primetime slots and their promotional vehicles visited a vast selection of Dealer and CoCo sites with bags of branded Topaz goodies. A door drop campaign was launched in most localities, delivering some 135,000 letters! The regional rollout PR campaign concluded with full colour press adverts going into many of the key local newspapers.

Sponsorship

The 2008 Topaz Triple Crown (Mary O’Hanlon, Topaz Volunteer)

Following on from a very successful golf event in 2007, The Topaz sponsored Irish Triple Crown team headed off to The Belfry, near Birmingham, on Thursday 14th August to defend their title and bring the trophy home. This amazing golf team and their caddies, organisers, family and supporters descended on the Belfry and played their hearts out during the tournament weekend.

Friday saw them playing the famous Brabazon course, which was a gruelling 4 ½ hour competition, leaving some very tired competitors by the end of it. But Ireland was ahead by 3 points....

Saturday began with an early start on the PGA golf course where the athletes competed for honour and glory. Our Irish team played a tremendous game and for the second year running we had a well deserved win. So the Topaz Triple Crown trophy is safely back in Dublin. The Irish team was the only team to field female players; all the other teams were exclusively male (no wonder we won...)

The competition was played in a wonderful atmosphere of sportsmanship and friendliness. These teams of golfers are definitely the most



Members of the 2008 Topaz Triple Crown Team

amazing I have ever seen. Their commitment to their sport and the support from family and friends is what the Special Olympics are all about.

Of course none of this would happen without the dedication of the organisers, a special word of praise must go to Michael Ford, who gives generously and unselfishly of his time and energy.

On a final note, the longest drive was won by Ciaran (from the North). It was an amazing drive, Denis Taylor would have to have a good day to beat it - and we all know how far Denis can hit a ball! The next Topaz Triple Crown will be hosted by either Scotland or Wales.

Topaz Goes Fairtrade



Peter Gaynor, Executive Director Fairtrade Mark Ireland pictured with Danny Murray and Frank Gleeson at the Fairtrade coffee launch.

At Topaz we are conscious that Fairtrade provides a better deal for those in developing countries. We have recently introduced Fairtrade coffee into all of our company owned service stations. As one of the country’s largest coffee retailers, we sell over 4 million cups of coffee each year. This represents 30 tonnes of coffee beans, which is also one of the largest orders ever secured on Fairtrade terms.

The coffee will be sourced from Fairtrade certified producers in Brazil with significant benefits for local producers in that country. Speaking at the recent photo call in Dublin Port, Danny Murray explains “we have now selected the specific farms and regions that our coffee will come from and we have assured ourselves that the practices involved in their production are sustainable and protective of their local communities”.

By offering Fairtrade coffee, Topaz ensures that farmers get paid a premium price for their crop and secure a better standard of living for their families. Topaz – that’s better.