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The Search is Over for Sydney Markets' Best Greengrocers for 2014

Sydney Markets have presented their 13th Greengrocer of the Year Awards and according to Sydney Markets Limited's CEO, Bradley Latham, shoppers from "The Shire" to the Western Tablelands are being offered exceptional quality fruit and vegetables and good old-fashioned service from their local greengrocers.

The Metropolitan Greengrocer of the Year Award for 2014 was presented to 'The Shire's **Southgate Sylvania Best Fresh** and **Country Fruit Bathurst** was recognised with their 7th consecutive Regional Greengrocer of the Year Award. **Trim's Fresh, Leichhardt** and **Mountain Fresh Growers, Winmalee** were acknowledged with the 2014 Highly Commended Awards.

Sydney Markets' annual **Awards** recognise retailers that provide outstanding produce knowledge and freshness, excellence in customer service, store appearance, value add merchandising and consistently high branding. The program is the culmination of a year-long judging process with over 210 independent greengrocers throughout NSW and ACT being critiqued against 40 separate criteria.

Mr Brad Latham said "Southgate Sylvania Best Fresh and Country Fruit, Bathurst are to be commended on their tremendous achievement. Their continual quest for excellence and dedication has earned them this recognition.

Independent greengrocers provide an invaluable service to local communities. They are hardworking individuals who are up before dawn to source the best produce available from Sydney Markets and each of this year's finalist is to be congratulated on their achievement. In an industry that is working harder and longer trading hours, these awards serve to acknowledge the vital role independent greengrocers play in feeding Australia."

The 2014 finalists were

Metropolitan

Country Growers , Brookvale	Norton St Grocer, Leichhardt
Freshworld, Castle Hill	Parisi's Food Hall, Rose Bay
Maloney's Grocer, Surry Hills	Southgate Sylvania Best Fresh, Sylvania
Martelli's Fruit Market, Cherrybrook	The Village Grocer, Balgowlah
Norton St Grocer, Bondi Junction	Trim's Fresh, Leichhardt

Regional

Armidale Wholesale Fruit Market, Armidale	Mother Nature's, Coffs Harbour
Country Fruit Bathurst, Bathurst	Mountain Fresh Growers, Winmalee
Hunter Valley Growers Market, Charlestown	Mr Spudley's Vegie Patch, Shellharbour

Country Fruit, Bathurst – 2014 REGIONAL GREENGROCER OF THE YEAR

Contact: Craig Sharah - Mobile 0403 913 196

From the moment you walk through the glass sliding doors, *Country Fruit Bathurst* is appealing. The décor is tasteful; the presentation spotless; the aromas enticing; and the banter of friendly chatter between staff and customers is uplifting. Little wonder this store, operated by husband and wife team Craig and Anna Sharah, has now won their 7th consecutive Regional Greengrocer of the Year Award.

Craig Sharah is a fourth generation fruiterer whose 30 years' experience in fruit and veg retailing has nurtured a good eye for detail and a desire to share his appreciation for quality food and service with the Bathurst community.

Country Fruit Bathurst carries a superb selection of quality fruits and vegetables, all of which are presented smartly. The colours of the produce are used effectively to add contrast, the wicker baskets create focal points and there is a pleasing sense of healthy freshness. Plump red truss tomatoes are ripe for the picking and the mushrooms are snowy white. Purple tissue paper cups the grapes and is wrapped around the stone fruit, oranges, apples and pears in the stacks, adding a finishing touch. Stacks of broccoli, corn and asparagus are presented on shaved ice to maximise freshness. Country Fruit Bathurst also carries a superb selection of lettuce and Asian vegetables, all immaculately laid out in the refrigerated shelving.

At the back of the store under the boldly painted black lettering that spells out "GOURMET", you will discover a plethora of imported and local cheeses and platters of glacé fruit and fresh dates alongside a food connoisseur's range of groceries, produced locally and from around the world.

What started out as a wholesaling and providoring business has flourished into a one stop shop that offers an exceptional shopping experience.

Southgate Sylvania Best Fresh – 2014 METROPOLITAN GREENGROCER OF THE YEAR

Shop PS01, Southgate Shopping Centre, Cnr Princess Hwy & Port Hacking Rd, Sylvania

Contact: Mark Amerio - Tel: (02) 9544 7822

Southgate Sylvania Best Fresh is a large, sun filled store, attractively presented with a fabulous feeling of freshness and abundance. Market fresh fruit and vegies are caringly stacked onto big colourful displays, the range and quality is simply impressive and the value for money noteworthy.

Named as Sydney Markets Highly Commended Award winner in 2013, Southgate Sylvania Best Fresh have not rested on their laurels but forged ahead making more improvements to store presentation and service and extended their diverse offering. Not only have their efforts paid off for the customers but it has also earned them the prestigious title of 2014 Metropolitan Greengrocer of the Year.

From the floor to the checkout the team at Southgate Sylvania Best Fresh are amongst the most attentive in Sydney. Regulars are acknowledged on a first name basis and friendly conversations filter through the store as customers come and go from this busy Sutherland Shire store.

Proprietors Mark and Suzie Amerio have built a fresh business that is community focused and engagement with shoppers through a loyalty program, newsletter and social media to ensure customers are well informed on specials, what's in season, special buys and seasonal recipes is building a loyal following.

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