



BEST OF THE BUNCH ANNOUNCED AT THE 2017 SYDNEY MARKETS FRESH AWARDS

Sydney, 20th July 2016- Sydney Markets has crowned the winners of the 2017 Fresh Awards, leaving hundreds of Greengrocers, Growers, and Florists across NSW and ACT green with envy.

Rose Bay, Blue Mountains, Rossmore, Monterey, Jesmond, and Balgowlah, are among the areas housing some of Australia's top fruit, vegetables and flower retailers and growers.

Recognising the challenges of running independent businesses in highly competitive industries, the Fresh Awards aims to both celebrate the successes of these local gems, as well as help them identify opportunities for improvement.

More than 300 independent retailers and growers across NSW and ACT participated in the program, where retailers are measured through a rigorous mystery shopping program over the course of six months. The mystery shoppers make purchases, tests industry knowledge, and engage with staff to measure the customer's shopping journey through the store.

The freshest picks were announced at a gala function at the Museum of Contemporary Art in Sydney on Thursday 19 July, with Chris Bath acting as Master of Ceremonies. Sixty greengrocers, florists, growers, and bloggers were in with a chance, but just fifteen walked away with a category title and an impressive prize package.

Brad Latham, Sydney Markets Limited CEO says, "Whether family run, a partnership between friends or a sole trader, independent businesses are the heart of their local communities.

"Greengrocers, Florists and Growers go to great lengths to provide their customers with the freshest and highest quality produce; from waking up at the crack of dawn daily to purchase the best picks, to the back breaking work of harvesting and picking. Sydney Markets is committed to recognising their efforts and encouraging more Australians to support their local fresh produce providers."

Family businesses were the big winners on the night, with the two top prizes, Greengrocer and Florist of the Year going to family operators, Harbord Growers Market in Balgowlah and B & M Florist in Monterey.

Family businesses account for around 70 percent of Australian businesses¹. This figure rings true for fruit, vegetable, and flower businesses, with many of them second or third generation family owned and run.

Greengrocer of the Year Award winner, Amerigo Gerace from Harbord's Grower Market, Balgowlah said:

"We have been in the fresh produce industry for more than 26 years, across three generations of family. We have worked exceptionally hard to not just supply the best produce for our community, but to also make customers feel like they are a part of our store family. It's an experience they can't get at the huge chains and what helps us stand out. It feels extremely satisfying to be awarded for our efforts and really does show that family run businesses will never go out of style with Australians."

The program also includes an award category for bloggers, designed to recognise the contributions of online influencers in encouraging their readers to support independent fresh produce and flower retailers. A full list of winners can be found below.

For more information about the Fresh Awards visit: www.freshawards.com.au

For more information on the awards, images or interviews with winners, please contact Linda Kastanias at linda@chasingalbert.com

GREENGROCER AWARDS

2017 GREENGROCER OF THE YEAR: HARBORD GROWERS MARKET, STOCKLAND BALGOWLAH

Best Small Business Winner Finalists:

- **Winner - Fruitologist, Rozelle**
- Figtree Greengrocer, Lane Cove West
- Fruitologist, Bondi
- Sydney's Best Engadine, Engadine

Best Medium Business Winner and Finalists:

- **Winner - Harbord Growers Market, Balgowlah**
- Kareela Grocer, Kareela
- Mountain Fresh Growers, Winmalee
- Ziggy's Fresh, Fyshwick

Best Large Business Winner and Finalists:

- **Winner - Parisi's Food Hall, Rose Bay**
- Fruitezy Marketplace, Miranda
- Jesmond Fruit Barn, Jesmond
- Taste Growers Market, Zetland

Service Excellence Winner and Finalists:

- **Winner - Mountain Fresh Growers, Winmalee**
- Best Fresh Grocer, Caringbah
- Harbord Growers Market, Balgowlah
- Menai Top of the Crop, Menai

Retail Presentation Winner and Finalists:

- **Winner - Parisi's Food Hall, Rose Bay**
- Jesmond Fruit Barn, Jesmond
- Karelia Grocer, Kareela
- Taste Growers Market, Zetland

Knowledge in Action Winner Finalists:

- **Winner - Jesmond Fruit Barn, Jesmond**
- Harbord Growers Market, Balgowlah
- Richmond Fruit Market, Richmond
- Taste Growers Market, Zetland

FLORIST AWARDS

2017 FLORIST OF THE YEAR AWARD WINNER : B & M FLORIST, MONTEREY

Store Presentation Winner and Finalists:

- **Winner - Native Botanical, Young**
- Bella Vista Flower Merchants, Bella Vista
- B & M Florist, Monterey
- Dianne's Fresh Flowers, Sans Souci

Merchandising and Branding Winner and Finalists:

- Winner- Jodie McGregor Flowers, Annandale
- B & M Florist, Monterey
- Native Botanical, Young
- Tulipanna, Bondi

Service Excellence Winner and Finalists:

- Winner- Dianne's Fresh Flowers, Sans Souci
- Bella Vista Flower Merchants, Bella Vista
- Vanessa Pringle Floral Design, Bathurst
- Woonona Florist, Woonona

2017 FLOWER GROWER OF THE YEAR AWARD :

- Winner S & P Dominello, Peat Ridge
- B & B Flowers, Glenorie
- Bagala Bros, Horsley Park
- T & G Flowers, Horsley Park

2017 PRODUCE GROWER OF THE YEAR AWARD:

- Winner Vegie King, Rossmore
- Goldenfield Growers, Wallacia
- Grima Fresh Farm Produces, Horsley Park
- P J Fresh Produce Direct, Badgerys Creek

2017 BEST FRESH BLOG AWARDS

Greengrocer Story Winner and Finalists:

- Winner- Alice Longhurst & Sharon Williams, Western Sydney Food Blog
- Martyna Angell, The Wholesome Cook
- Serina Huang, Ms Frugal Ears
- Tania Cusack, My Kitchen Stories

Flower Story Winner and Finalists:

- Winner - Lisa Tilse, We are Scout
- Bryony Sumner, Northern Aussie Mum
- Jenny Wong, See Taste Do
- Pamela Woods, Classbunny

ⁱ <https://www.business.gov.au/info/plan-and-start/start-your-business/family-business>

About Sydney Markets:

Sydney Markets, which has been running since 1788, is a world leader in fresh produce, central market operations and community market management.

The local workforce of 5,000 work tirelessly to ensure 2.5 million tonnes of fresh fruit and vegetables are sold annually through Sydney Markets

Sydney Markets is the vital link of Australia's horticultural supply chain. Produce is received from approximately 20,000 growers Australia-wide with the wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.