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West is Best in Fresh Produce

Minchinbury in Sydney's west and **Bathurst** in country NSW have proved to be winning choices for consumers looking for an exceptional fresh fruit and vegetable shopping experience.

According to Sydney Markets Limited CEO, Bradley Latham, "people looking for quality fresh produce only need to look to their local Greengrocer. Many independent Greengrocers in our community are 2nd and 3rd generation family businesses. They understand that quality, service and actually listening to their customers is how they make a difference."

This commitment to quality and passion for fresh produce is officially recognised by the Sydney Markets **Greengrocer of the Year Awards**. With 215 businesses from Tamworth to Tumut being judged against 40 separate criteria, becoming a finalist is a huge achievement; taking out the actual title is industry recognition of being the best of the best.

The **2011 Metropolitan Greengrocer of the Year** is **Minchinbury Fruit Market**, Minchinbury.

The **2011 Regional Greengrocer of the Year**, for an unprecedented 4th year running, is **Country Fruit Bathurst**.

Celebrating a decade of the *Greengrocer of the Year Awards*, the Sydney Markets has introduced a new **Highly Commended Award** in recognition of those businesses which consistently demonstrate excellence in fresh produce retailing. The inaugural winners of the **Highly Commended Award** are:

- **Norton St Grocer**, Bondi Junction – **METROPOLITAN**
- **Farmer Bob's Fruit Market**, Tamworth – **REGIONAL**

"Quality fresh produce and exceptional service will always be a key offering of modern Greengrocers. Walk into any store from our list of Finalists and you'll see how good service generates good business! By listening to their customers on a daily basis, Greengrocers understand that, in order to thrive, they must satisfy both the culinary and cultural needs of their local community. That's why so many Greengrocers become one-stop-shops; a place where shoppers can buy the best in-season fruit and veggies plus a whole lot more" said Mr Latham.

This year's Finalists for Greengrocer of the Year were:

Metropolitan	Regional
Best Fresh Grocer, Caringbah	Country Fruit Bathurst, Bathurst
Figtree Greengrocer, Lane Cove West	Farmer Bob's Fruit Market, Phillip St, Tamworth
GyMEA Fresh Fruit Market, GyMEA	Fruit For All, Berkeley Vale
Metro Grocer, Marrickville	Jesmond Fruit Barn, Jesmond
Minchinbury Fruit Market, Minchinbury	Mountain Fresh Growers, Winmalee
Norton St Grocer, Bondi Junction	Woonona Fruit Basket, Woonona
Norton St Grocer, Leichhardt	
Parisi's Food Hall, Rose Bay	
Southgate Sylvania Best Fresh, Sylvania	
The Village Grocer, Balgowlah	

Minchinbury Fruit Market – 2011 Metropolitan Greengrocer of the Year

1039 Great Western Highway, Minchinbury NSW 2770, Tel: 02 9625 8021

Contact: Craig Gauci Mobile: 0419 485 463

The pictorial history of the Gauci family is proudly displayed along the walls of the Minchinbury Fruit Market. From market gardens and roadside stalls in the 1950s, to the massive, modern retail space customers enjoy today, the third generation of Gauci's are now adding their chapter to this remarkable story.

Fresh fruit and vegetables are still the focus of this amazing business, but the offering has been expanded over the years to include imported delicatessen lines as well as an in-house butcher.

The success of Minchinbury Fruit Market comes from their commitment to fresh produce, to providing value for money, and to listening and responding to their customers' need.



Country Fruit, Bathurst – 2011 Regional Greengrocer of the Year

165 George St, Bathurst NSW 2795, Tel: 02 6331 1742

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Country Fruit, Bathurst, has become the benchmark for excellence in fresh produce. As a fourth generation Greengrocer, Craig has proudly led his team in Bathurst to 4 successive *Regional Greengrocer of the Year* awards!

Never one to rest on his laurels, Craig has constantly updated his store to take advantage of new technology to enhance the shopping experience for his customers. Embracing new trends and tastes, Country Fruit has supported local growers to supplement its vast range of fresh produce sourced from the Sydney Markets.

Craig and wife Anna's passion for cooking and fresh produce, along with well-trained staff with in-depth product knowledge, have ensured that Country Fruit, Bathurst, continues to offer a level of quality, service and expertise that is unrivalled in Regional New South Wales.

For more information on the Greengrocer of the Year Awards visit <http://www.sydneymarkets.com.au/produce-awards.asp>

For more information and photos please contact Sue Dodd, Retail Support Program Manager, Sydney Markets Limited, on M: 0438 725 453 or E: sue.dodd@sydneymarkets.com.au