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Independent Greengrocers Doing A Bewdiful Job

800 store inspections, from Tumut to Tamworth, covering 230 stores have finally determined two of the state's most outstanding independent Greengrocers.

Sydney Markets' Greengrocer of the Year Awards program, now in its 6th year, acknowledges excellence in fresh fruit and vegetable retailing, through their anonymous shopper program. The 2007 Metropolitan Greengrocer of the Year was awarded to **Best Fresh Farm Market, Caringbah** with the Regional Greengrocer of the Year title going to **TJ's Country Fresh in Kincumber**.

Renowned greengrocer *Con the Fruiterer* was on hand to present the awards and at the same time offer 600 guests from the fresh produce industry some 'bewdiful' tips on how to be the winners next year.

Sydney Markets Limited CEO, Mr Brad Latham said "Best Fresh Farm Market and TJ's Country Fresh are to be commended on their tremendous achievement. Their continual quest for excellence and dedication has finally earned them this recognition as they have both been finalists in previous years.

Mr Latham congratulated all participants saying "It's encouraging to see the continual growth in the independent fruit and vegetable retail sector. It is apparent independent greengrocers are generating increasing loyalty amongst existing customers and growing their market share by focusing on meeting and often exceeding their customers' needs. The general public shop at independent greengrocers because they know they will get quality fresh produce at reasonable prices along with positive customer service and are they are passionate about supporting local businesses."

SYDNEY MARKETS GREENGROCER OF THE YEAR AWARDS 2007 FINALISTS

Metropolitan

Best Fresh Farm Markets, Caringbah
Cronulla Fruit Fair, Cronulla
Freshco, Hornsby
Fruit Ezy, Chatswood
GyMEA Fresh Fruit Market, GyMEA
Kareela Fruit Market, Kareela
Martelli's Fruit Market, Cherrybrook
Minchinbury Fruit Market, Minchinbury
Norton St Grocer, Bondi Junction
Simply Fresh Fruit Market, Phillip - ACT

Regional

C.J Dean's Fruit Market, Tumut
Farmer Bob's Fruit Market, Tamworth
Highlands Fresh, Mittagong
Mr Spudley's Vegie Patch, Shellharbour
The Local Fruito, Erina
TJ's Country Fresh, Kincumber

BEST FRESH FARM MARKET, Caringbah – 2007 Metropolitan Greengrocer of the Year

54 President Avenue, CARINGBA. Tel 02 9540 4489

Contact: *Victor Zappia. Mobile 0412 642 098*

Located outside the Caringbah Shopping Village adjacent to the car park, Best Fresh Farm Market is an inviting store with a relaxed ambience.

This award winning greengrocer certainly packs in a splendid selection of quality fruit and vegetables in a narrow, well ordered space. The produce is traditionally displayed in single tier and the mirrored walls provide the feeling of abundance. The store complements its fresh produce with a serviced deli and numerous continental groceries.

Best Fresh Caringbah has a wide frontage and utilises this space to its full potential, showcasing weekly specials. Inside the store displays glisten with the season's best buys. Pricing tickets are easy to read, consistent in appearance, well branded and include interesting and useful tips and trivia on fresh produce.

According to Frank Mirabito, the store's tickets are a winner and they often create 'traffic jams' as customers browse through the useful information and on fresh produce.

Staff are passionate about customer service and product knowledge and present neatly in navy and gold uniforms.

Zappia brothers, Steve, Ben and Victor have collectively owned this store since 1993. Frank Mirabito joined the partnership in 2007 and under his management the business has gone from strength to strength.

Best Fresh Farm Market, Caringbah is open 7 days a week, 8am – 7pm.

TJ'S COUNTRY FRESH – Kincumber – 2007 Regional Greengrocer of the Year

Shop 13, Kincumber Shopping Village, Avoca Drive, KINCUMBER. Tel 02 4369 1886

Contact: *Justin Bourke. Mobile 0416 145 123*

Justin Bourke, proprietor of TJ's Country Fresh in Kincumber, has an infectious smile at the best of times, but he is sure to be wearing an extra cheeky grin over coming weeks reflecting his delight in taking out the Sydney Markets 2007 Regional Greengrocer of the Year.

In the 19 years that Justin Bourke has operated his fruit and vegetable businesses he has continually evolved his store to ensure he meets the needs of his customers.

It was only two years ago the premises underwent a massive makeover and this local greengrocer has never looked better. The store has wide aisles and big displays and stocks a superb range of quality fruits, vegetables, herbs and fresh cut flowers and shoppers can also source an interesting array of cheeses, cold meats, continental and Asian groceries.

Staff are chatty, helpful and enthusiastically answer customer inquires and if it's car delivery service that you need then they offer that too. If you are not sure what to cook for dinner then TJ's Country Fresh has loads of fresh ideas and recipe cards.

TJ's Country Fresh is open 7 days a week from 8 am to 6 pm and also operates a providoring business that supplies market fresh produce to restaurants and hotels throughout the Central Coast region.

Sydney Markets Limited

Sydney Markets Limited owns and operates Australia's largest market and is recognized as a world leader in fresh produce and community market management. Approximately 130 wholesalers, 400 produce growers, 170 flower growers and over 160 supporting businesses are located on site at Flemington. More than 5000 people work in businesses at Sydney Markets.

For more information or photos please contact Sue Dodd, Sydney Markets Limited, Retail Support Program Manager – Mobile 0438 725 453 or email sue.dodd@sydneymarkets.com.au