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The Search is Over for Sydney Markets' Best Greengrocers for 2008

Sydney Markets have presented their seventh 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 community greengrocers.

The Metropolitan Greengrocer of the Year Award for 2008 was presented to the Shires' **Cronulla Fruit Fair** with **Country Fruit Bathurst** taking home the Regional Greengrocer of the Year title.

This long-running program is popular with the industry and creates considerable community interest as it promotes and acknowledges best practices and plays an important role in increasing the levels of retail excellence year after year.

Sydney Markets Greengrocer of the Year awards involve anonymous shoppers completing in excess of 800 store visits to evaluate over 230 stores. Businesses are judged on store presentation, produce quality and freshness, range, customer service and visual merchandising and branding.

Brad Latham said "Both Country Fruit Bathurst and Cronulla Fruit Fair are deserving recipients of these awards. They have been unrelenting in their quest for excellence and have proved that hard work and dedication pays off.

The calibre of the finalists is exceptional. "The results from this program plainly indicate that greengrocers are using the information the anonymous shoppers provide to make positive changes to their businesses. Across the board there have been improvements in the areas of service, store appearance, product knowledge and merchandising being offered to customers, and this year's scores were extremely close"

SYDNEY MARKET GREENGROCER AWARDS 2008 FINALISTS

2008 METROPOLITAN FINALISTS	2008 REGIONAL FINALISTS
Antico's Northbridge Fruitworld, Northbridge Best Fresh Farm Markets, Caringbah Cronulla Fruit Fair, Cronulla Fruit Ezy, Chatswood GyMEA Fresh Fruit Market, GyMEA Martelli's Fruit Market, Cherrybrook Simply Fresh Fruit Market, Civic Simply Fresh, Woden Sydney's Best, Engadine Trim's Fresh, Casula	Country Fruit Bathurst, Bathurst Farmer Bob's Fruit Market, Phillip St Tamworth Highlands Fresh, Mittagong Mitchell's Fruit, Dapto Mountain Fresh Growers, Winmalee TJ's Country Fruit, Kincumber

Country Fruit, Bathurst – 2008-09 REGIONAL GREENGROCER OF THE YEAR

165 George St, Bathurst. Tel: (02) 6331 1742.

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 welcoming.

This year's award winning store is operated by Craig Sharah, a fourth generation fruiterer whose 24 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 abundance and 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 oranges, apples and pears in the stacks, adding a finishing touch. We loved the way the broccoli, corn and asparagus are presented on shaved ice. Country Fruit Bathurst also carry 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", there is a creative, three-tiered display of cheeses which includes platters of glace fruit and fresh dates and a food connoisseur's range of groceries, produced locally and imported.

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

Cronulla Fruit Fair – 2008-09 METROPOLITAN GREENGROCER OF THE YEAR

44 Cronulla Street, CRONULLA 2230. Tel (02) 9523 2749

Contact: Paul Saad - Mobile 0410 518 047

This boutique greengrocer has the WOW factor – the displays are immaculate and the quality first rate; in fact you almost feel guilty disrupting the display.

The displays are kept in traditional stacks (a craft that has been handed down from father to son) but there is no need to pick over these stacks as every item is as good as the next and the displays are constantly topped up and tidied up by their attentive staff throughout the day.

From the floor to the checkout Cronulla Fruit Fair's staff are amongst the most attentive in Sydney. They are well trained, professional and have a vast array of product knowledge.

This store is abuzz with people coming and going, customers are greeted by name and the smartly dressed staff know many of their regulars on a first name basis.

Proprietor Paul Saad has been 15 years in fruit and vegetable retailing and has owned his Cronulla store since April 2005. Paul's business motto is "Quality isn't a choice it is a necessity" and time and time again this rang true when Sydney Markets anonymous shoppers frequented this busy greengrocer.

When it comes to tailored customer service Cronulla Fruit Fair is a stand out. Each Thursday senior citizens receive a 20% discount and free home delivery. Customers can visit the store or phone through an order and have their purchases delivered. According to Paul this concept has been well received by locals and fulfils a community need. Cronulla Fruit Fair also offers a generous loyalty program that has the locals returning to shop here several times a week.

Cronulla Fruit Fair trades from 7 am to 7pm offering fresh produce, fresh cut flowers, groceries, deli lines, fruit salads, juices and yoghurts.

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