



SYDNEY MARKETS

# LEADER



— 2023 FRESH AWARDS ISSUE —

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# AN INTERVIEW BY CHRIS BATH

The 2023 Fresh Awards Night at Sydney Markets was nothing short of spectacular, and I had the privilege of sitting down with Sydney Markets CEO, Brad Latham, to discuss what made this year's event so special and to shed light on some of the standout award winners.

## **A NIGHT TO REMEMBER**

As we kicked off our conversation, Brad highlighted the outstanding effort by Ned Tesic and his team in organising the event. The decision to host the awards on a Friday night seemed to have paid off, as many attendees turned it into a weekend of celebration. Brad emphasised that this relaxed and enjoyable atmosphere contributed to the remarkable turnout.

One notable addition to this year's awards ceremony was the introduction of the Paddy's People's Choice awards. This new category proved to be a hit, resonating with both attendees and participants. It brought together the Haymarket and Flemington communities, showcasing the importance of unity and collaboration within the Sydney Markets community.

## **HONOURING HIGH PERFORMERS**

Brad also took a moment to acknowledge and appreciate the hardworking team at Sydney Markets and business throughout the supply chain. He stressed the importance of recognising high performers within the industry, describing it as a "feather in the cap" and a truly gratifying experience.

## **THE STANDOUT WINNERS**

Now, let's delve into some of the most exciting awards of the evening. The Wholesaler of the

Year award went to Lemdell, a business that has been a mainstay of the industry since the early '80s. Brad highlighted the outstanding quality of produce and the Capobianco family's ability to diversify their offerings while always meeting the needs of their customers. When Lemdell's incredible team received the award, their emotion and pride was palpable, underlining the significance of this recognition.

In the category of Produce Grower of the Year, Parilla emerged victorious. Parilla specialises in sprouts, delivering top quality and service within a tight timeframe. Brad pointed out that the secret to their success lies in their ability to consistently meet criteria such as timely deliveries, product quality, and freshness. The niche they occupy in the market makes their win even more impressive.

Eagle Greens claimed the title of Flower Grower of the Year, with Rick and Kathy at the helm. This dedicated couple, with more than 30 years in the flower-growing business, not only excel in their craft but are also genuinely remarkable individuals. Brad noted the unique journey of Rick, from being a mechanic to becoming a successful flower grower. The pride and joy they felt upon receiving the award was evident in Kathy's heartfelt speech.

## **THE QUEST FOR IMPROVEMENT**

When asked about the drive to maintain excellence year after year, Brad emphasised the importance of consistent self-improvement. In the competitive world of business, resting on one's laurels is not an option. Whether it's enhancing product quality, refining services, or improving work health and safety aspects, businesses must always strive for progress. These continuous efforts contribute to the improvement of the entire industry.

# WITH CEO **BRADLEY LATHAM**

## **THE FUTURE OF FRESH AWARDS**

In conclusion, I asked Brad if he was satisfied with the evolution of the Fresh Awards. His response was positive, and he expressed excitement about the themed events that have become a hallmark of the awards. He's eagerly anticipating more attendees each year and hinted at an even "bigger and better" future for the event, which perfectly reflects the Sydney Markets community's ethos of constant improvement.

As we look forward to the next Fresh Awards and thank the spirit of unity within the Sydney Markets community and its pursuit of excellence, the Fresh Awards are poised for continued success and growth.

(From left to right)

**CHRIS BATH**

Journalist

**BRAD  
LATHAM**

Chief Executive Officer  
*Sydney Markets Limited*





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Thanks to Toyota Material Handling, ANZ Worldline Payment Solutions and Markets Club.



## MARKETS CLUB







# PADDY'S PEOPLE'S CHOICE AWARDS

For the first time, we are introducing a new category to the Fresh Awards - The Paddy's People's Choice Awards. This award recognises the best Paddy's Markets fresh and retail traders and for the first time, we have moved the judging over to the people.

The awards are chosen by our customers, with thousands of votes submitted across both Haymarket and Flemington. We say thank you to all of our Paddy's Markets customers who took the time to support their favourite traders.







# THE FRESH AWARDS

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On Friday 7th July 2023, the elite of the fresh industry joined together and attended the sixth annual Sydney Markets Fresh Awards at the International Convention Centre in Darling Harbour. Celebrating and recognising the achievements of produce and flower growers, greengrocers, florists, wholesalers, providores, content creators and for the very first time, the Paddy's People's Choice Awards, across NSW.

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Hosted by Chris Bath and featuring a number of spectacular displays of produce and performances, this year's theme – Australiana, was in full swing.

This year, 85 finalists across 21 categories were nominated including, Best Small, Medium, and Large Business; Service Excellence; Retail Presentation; Non-Retail/Studio Florist; Merchandising and Branding; Knowledge in Action and the overall winners of the Flower and Produce Growers of the Year, Greengrocer and Florist of the Year,

Providore of the Year, Wholesaler of the Year, Fresh Content Award, and the new category of Paddy's People's Choice.

Sydney Markets would like to congratulate this year's winners and finalists and would like to acknowledge all of those who assisted in making the 2023 Fresh Awards a memorable event. We thank our 2023 Fresh Awards sponsors for making this possible: ANZ Worldline Payment Solutions, Toyota Material Handling, and Markets Club.

# 2023 FINALISTS



## FLORIST SERVICE EXCELLENCE

Bella Floral Boutique - Morisset, Touchwood Flowers - Port Macquarie, Vanessa Pringle Floral Designs - Bathurst, Warilla Florist - Warilla



## GREENGROCER SERVICE EXCELLENCE

Jannali Quality Fruit And Vegetables - Jannali, Minchinbury Fruit Market - Minchinbury, QE Foodtores - Camperdown, The Whole Fruit and Grocery Store - Sylvania



## FLORIST RETAIL PRESENTATION

B&M Florist - Monterey, Bella Floral Boutique - Morisset, Boydita Flowers Delivered - Erina, Vanessa Pringle Floral Designs - Bathurst



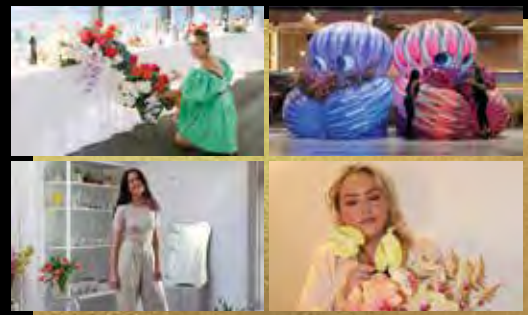
## GREENGROCER RETAIL PRESENTATION

Harbord Growers Market - Balgowlah, Jesmond Fruit Barn - Jesmond, LoSurdo's Fresh Food Grocer - North Sydney, Trim's Fresh - Wetherill Park



## FLORIST BRANDING & MERCHANDISING

Bella Floral Boutique - Morisset, Brilliant Blooms - Fairymeadow, Fleur My Darling - Jannali, Jodi McGregor Flowers - Annandale



## NON-RETAIL/STUDIO FLORIST AWARD

Carly Rose Weddings and Events - Miranda, Don de L'Amour - Silverwater, Florada - Botany, Oxytocin Flowers - Five Dock



# 2023 FINALISTS



## GREENGROCER KNOWLEDGE IN ACTION

Bulli Greengrocer - Bulli, Fruitezy Marketplace - Miranda, Oatlands Village Fresh Produce - Oatlands, The Whole Fruit and Grocery Store - Sylvania



## GREENGROCER BEST SMALL BUSINESS

Jannali Quality Fruit And Vegetables - Jannali, Rossi's Fresh - Carlingford, Summer Hill Village Fruit Shop - Summer Hill, QE Foodstores - Randwick



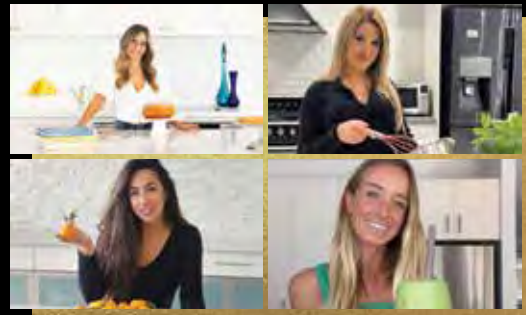
## GREENGROCER BEST MEDIUM BUSINESS

Sutherland Best Fresh - Sutherland, The Growers - Ryde, The Whole Fruit and Grocery Store - Sylvania, Ziggys Fresh - Fychwick



## GREENGROCER BEST LARGE BUSINESS

Grima Bros Fresh Market - Gregory Hills, Harbord Growers Market - Balgowlah, Parisi's Food Hall - Rose Bay, The Grocery Store - Miranda



## FRESH CONTENT AWARD

Jessica Timpano - The Little Italian Cook, Manel Ahmad - Cooking With Manel, Norma Derbas - Norma's Food Diary, Rebecca Gawthorne - Nourish Naturally





## 2023 FLOWER GROWER OF THE YEAR

East Coast Wildflowers - Mangrove Mountain, Eagles Green Supplies - Ourimbah, Ionima Flowers - Yanderra, Harry's Wholesale Nursery - Binningup



## 2023 PRODUCE GROWER OF THE YEAR

Gourmet Herbs - Glossodia, Grima Brothers - Horsely Park, Nahle Bros Fresh Produce - Bankstown, Parilla Fresh - Milperra



## 2023 FLORIST OF THE YEAR

Bella Floral Boutique - Morisset, Vanessa Pringle Floral Designs - Bathurst, Iodie McGregor Flowers - Annandale, Boydita Flowers Delivered - Erina



## 2023 PROVIDORE OF THE YEAR

Alpha Fresh Foods, Go Troppo Fruit Market, Parisi Wholesale, Pro Bros Provideore



## 2023 GREENROCER OF THE YEAR

Jannali Quality Fruits and Vegetables - Jannali, QE Foodstore - Randwick, The Grocery Store - Miranda, The Whole Fruit and Grocery Store - Sylvania



## 2023 WHOLESALER OF THE YEAR

Aussie Fresh Produce, Fresh Fellas, Fresh Produce Group Australia, Lemdell, Zappia Produce Group



# 2023 WINNERS



## GREENGROCER OF THE YEAR THE WHOLE FRUIT AND GROCERY STORE

The Whole Fruit and Grocery Store, based out of Sylvania Southgate, has been run by owner Daphne Raiti and her strong management team for nearly five years. The business started as an opportunity to take a run-down shop and bring it back to life as a quality fruit and veg store with a continental deli and groceries.

It was a challenge but a rewarding experience, with The Whole Fruit and Grocery Store building an amazing team, loyal customers and learning a lot along the way. Their goal is to provide customers with a quality product at a great price. They are proud to have stuck to that over the years and their customers recognise this.



## BEST SMALL BUSINESS

### QE FOODSTORES

QE Foodstores are an independent Australian family-owned business dedicated to giving customers a quality shopping experience at 11 stores across Sydney, including Randwick. The customer is at the heart of everything QE Foodstores does – every day.

They make it easy to purchase quality food and groceries locally. The QE Foodstores story began in July 2002, after founder

Narinder Singh moved from New Zealand to Australia with a dream of setting up a business for his family. QE Foodstores is proud to have developed and nurtured thousands of loyal customers who continue to choose their brand and inspire the team to do better every day.





## BEST MEDIUM BUSINESS SUTHERLAND BEST FRESH

Maurice and Peter are the father-son duo behind Sutherland Best Fresh. The store does anything from pre-cut fruit and veggies, salads, soups, dips, antipasto and dairy items. With their very own butcher included in the equation, everything needed for a weekly shop is here.

The staff are always interested in what their customers are cooking and ready to source more unusual produce if necessary. The price is fair, the quality is exceptional and the staff are extremely friendly. The simplest customer service rule applies at Sutherland Best Fresh: always greet your customer with a smile, always be friendly and say thank you.





## BEST LARGE BUSINESS THE GROCERY STORE

With a family tradition of supplying quality fresh produce and groceries, Charlie Evripidou and his sons Alex and Nick are the driving force behind The Grocery Store. Alongside their skilled staff, the Evripidou family provides a one-stop shopping experience in Sydney's Shire district. They pride themselves on offering the freshest and most comprehensive range of fruit and vegetables their customers will taste, sourced every morning from Sydney Markets.

The Grocery Store also has Italian-style ready-to-go deli items; top-quality meats, cheese and antipasto; a huge selection of continental groceries, dairy and nuts; and a food kiosk which serves breakfast, lunch, juice and coffee.





## RETAIL PRESENTATION AWARD LOSURDO'S FRESH FOOD GROCER

LoSurdo's is a family owned and run premium fresh food grocer spanning two generations. It was first established in Sydney's Double Bay in 1957 by Domenic LoSurdo and later partnered with his son Robert. Throughout their history, they have serviced many prominent fine food lovers such as the Packers, Leo Schofield, John Laws, Baroness Boyd and Lady Fairfax.

LoSurdo's offers a range of services to their customers such as: weekly boxes and subscriptions, entertainment platters, deli products, cheese and dairy products, baked breads, flowers, gift baskets and frozen goods.

With their long-standing relationships with local specialised growers and their generational business, LoSurdo's provides nothing but the best to their customers.



## KNOWLEDGE IN ACTION

### BULLI GREENGROCER

With more than 50 years of experience between them, Bulli Greengrocer owners John Minnes and Resham Kandel are veterans of the fresh produce industry. Taking over the business about 12 months ago, the pair

cheerfully offer the Illawarra community a wide range of the freshest fruit, vegetables, ready-to-go meals and much more alongside their expert staff.





## SERVICE EXCELLENCE AWARD MINCHINBURY FRUIT MARKET

Located on the Great Western Highway, Minchinbury Fruit Market is a fabulous place to shop for fresh fruit and vegetables - but a whole lot more can be discovered in this big green shed. The interior of the store is bright, clean and there are four extra-long aisles that stretch the length of the store, filled with an impressive range of quality fruit and vegetables.

Minchinbury Fruit Market also offers a large selection of perishable goods, a plethora of delicious delicatessen lines, milks, cheeses, gourmet groceries and an in-house butcher.



## FLORIST OF THE YEAR

### VANESSA PRINGLE FLORAL DESIGNS

Vanessa Pringle Floral Designs is a locally owned business specialising in bespoke floristry. Using the freshest of flowers, Vanessa and her team cater to the floristry needs of residents, corporate groups and celebratory functions across Bathurst and the Central West. They take pride in the quality and longevity of their fresh produce and are renowned for their great selection of fresh flowers, replenished three times a week direct from the Sydney Flower Markets.

Vanessa has been an accomplished florist for over 20 years, owning a business in North Sydney which she sold in 2005 before moving to Bathurst and planting more floristry roots in 2011.





## RETAIL PRESENTATION

### BELLA FLORAL BOUTIQUE

Bella Floral Boutique is committed to offering only the finest floral arrangements and gifts, backed by friendly and prompt service. Their professional staff are dedicated to making every customer's experience pleasant.

They always go the extra mile to make floral gifts perfect and have a host of ideas about

how to make any gift occasion something special for the giver and the recipient. Bella Floral Boutique also offers a wedding bouquet and wedding function flowers service guaranteed to please.



## SERVICE EXCELLENCE

### WARILLA FLORIST

Established in 1982, Warilla Florist offers flowers of glasshouse quality, which last longer than field flowers. Their native and tropical flowers are especially fresh and colourful.

With the team possessing over 70 years of experience, Warilla Florist offers a large

range of ready-to-go bouquets and flower arrangements but can also make something different for customers in minutes. Their wedding bouquets are made to individual requirements and are guaranteed to create a special experience.





## MERCHANDISING & BRANDING BRILLIANT BLOOMS

Brilliant Blooms is owned and operated by the mother-daughter duo Sarah and Jess Turney. The talented pair have a profound love and passion for providing beautiful, fresh flowers to the communities in and around the Illawarra and South Coast.

With a shared creativity and a love of flowers, Sarah and Jess take pride in putting together unique and stylish bespoke floral arrangements for any occasion. The pair are industry-renowned florists and have received various awards and accolades for their work.





## NON-RETAIL/STUDIO FLORIST CARLY ROSE WEDDINGS & EVENTS

Carly Rose offers bespoke weddings and events for enriched hearts across Sydney, Southern Highlands, Hunter Valley and beyond. Focusing on design, aesthetics and unique colour palettes, the team at Carly Rose are known for their luxe statement florals, paired with on-trend styling pieces.

Forget having to contact and co-ordinate 10 different suppliers. Ain't nobody got time for that! They are professional florists, stylists, balloonies and photo boothies. Everything is carefully curated in-house, delivering a seamless experience throughout planning and design.





## PROVIDORE OF THE YEAR GO TROPPO FRUIT MARKET

Proudly family-owned and run for more than 30 years, Go Troppo Fruit Market supplies top-quality fresh fruit and vegetables to Canberra and the surrounding region. Knowledgeable and friendly, the Go Troppo team go above and beyond to help their customers.

In memory of Frank 'Mr Trop' Comisso, who passed away suddenly on 15 August 2023. Frank will be dearly missed by the Markets community.



## WHOLESALER OF THE YEAR LEMDELL

The Capobianco family founded Lemdell in 1975 and rapidly became renowned in Australia as the premium grower and marketer of fresh mushrooms. The next generation of Capobianco family members has developed Lemdell into a diverse and vertically integrated business across an ever-increasing number of fresh fruit and vegetable commodities and services.

Utilising a premium location within the Sydney Produce Market, Lemdell has the capability of sourcing, distributing and marketing produce overnight from many growing regions in Australia.





## FLOWER GROWER OF THE YEAR EAGLES GREEN SUPPLIES

Eagles Green Supplies (formerly Goldenvale Nursery) are third-generation suppliers of flowers and foliage to the flower industry. Offering over 30 years experience in delivering the finest quality products to the industry,

Eagles Green Supplies assures expert advice, complete dedication and the best product available for any project, big or small. The business is owned and operated by Rick and Kathy Eagles.



# PRODUCE GROWER OF THE YEAR

## PARILLA FRESH

Parilla Fresh grows, packs and distributes a wide range of sprout products to independent, specialty and major grocery outlets along the east coast of Australia and to South Australia.

A privately owned business operating since 1985, Parilla Fresh is committed to providing quality, healthy sprouts to all Australian families.





## CONTENT CREATOR AWARD

### COOKINGWITHMANEL

Manel is a banker by day and a Sydney food blogger and caterer by night. She specialises in cafe-style food and has a strong passion for dessert making.

Manel is inspired by her family of cooks as well as her extensive travel experiences around the world. Cooking brings her joy and happiness and she hopes to inspire people to cook amazing recipes for their family.



# PADDY'S PEOPLE CHOICE FRESH – FLEMINGTON

## YEP LUM & CO

The oldest traders at Sydney Markets, Yep Lum & Co have provided their clients fresh produce for over 80 years.

Founded in 1940 by Heny Lum Yip, Yep Lum & Co offer a range of top-quality veggies including garlic, pumpkins, onions and potatoes to restaurants and supermarkets across the city.





## PADDY'S PEOPLE CHOICE RETAIL – FLEMINGTON ANTHONY'S PETS

Open at Paddy's Markets Flemington every Sunday, Anthony's Pets has a plethora of furry friends for sale including puppies, kittens, bunnies and birds of all breeds.

The team at Anthony's Pets are committed to fulfilling all your animal needs.





# PADDY'S PEOPLE CHOICE FRESH - HAYMARKET TENDER & FRESH MEAT

Paddy's Haymarket's newest addition, Tender & Fresh Meat started its tenancy in November 2022.

Since then, it has impressed customers with its range of quality wagyu meat, a great selection of red meats, and poultry.





## PADDY'S PEOPLE CHOICE RETAIL – HAYMARKET SYDNEY UGGS

Sydney Uggs stocks the finest range of Australian-made ugg boots. They also offer a luxurious range of sheepskin rugs, souvenirs, leather goods, headwear, work boots, slippers and home decor.

# FRESH AWARDS NIGHT

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# BEHIND THE SCENES

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