



SYDNEY MARKETS

# LEADER



— 2024 FRESH AWARDS ISSUE —

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# CEO'S

## PERSPECTIVE

On the 12th of July Sydney Markets held our annual Fresh Awards at the International Convention Centre in Darling Harbour, celebrating the best that our industry has to offer in wholesaling, produce and flower growing, providoring, greengrocers, florists, Paddy's Markets retailers, and content creators.

This year over 500 attendees took part with the nights theme "The Future is Fresh," highlighting the positive direction our industry is heading in.

I would like to acknowledge and thank our sponsors, without whom this night would not have been possible. Thank you to Eurocold, Holman Barnes Group Markets Club, and Toyota Material Handling – your continued support of our industry is appreciated, and we hope to have you return for years to come.

Hosted by MC Chris Bath, the event celebrated an impressive 89 finalists and crowned 22 deserving winners. The Fresh Award is an acknowledgment of the hard work and dedication these winners show to our industry. The excitement and emotion shown by the winners when receiving their awards is never ceases to surprise me and the team.

The Fresh Awards is the fresh produce and flower industries' most prestigious Awards and while we are still acknowledging the winners from 2024, we have already opened nominations for the 2025 Fresh Awards.

Keep up to date with our social media channels for video highlights of the winner's journeys.

For a complete list of winners, and to nominate a business for the 2025 Fresh Awards visit [freshawards.com.au](https://freshawards.com.au).

Congratulations to all our worthy winners and we look forward to seeing you next year.







**CHRIS BATH**

Journalist

**BRAD LATHAM**

Chief Executive Officer  
Sydney Markets Limited

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# THE FRESH AWARDS

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On Friday 12th July 2024 the elite of the fresh industry joined together and attended the seventh 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, and content creators, across NSW and the Paddy's People's Choice Awards.

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This year, 89 finalists across 22 categories were nominated, including Best Small, Medium, Large and Extra 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 Paddy's People's Choice Award.

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 2024 Fresh Awards a memorable event. We thank our 2024 Fresh Awards sponsors for making this possible: Holman Barnes Group Markets Club, Toyota Material Handling and Eurocold.

# 2024 FINALISTS



## FLORIST SERVICE EXCELLENCE

Bella Floral Boutique - Morisset, The Little Garden - Belmont, Boydita Flowers Delivered - Erina, Vanessa Pringle Floral Designs - Bathurst



## GREENGROCEER SERVICE EXCELLENCE

Fruitezy Marketplace - Maroubra, Peachy Greengrocer - Rutherford, Wollombi Road Providore - Cessnock, Mortdale Fruit Box Market - Mortdale



## FLORIST RETAIL PRESENTATION

The Ohana Collection - Harden, Pearsons Florist - Bondi Junction, Flowers With Devotion - Carlton Copper Beech - Balgowlah



## GREENGROCEER RETAIL PRESENTATION

Fruit For All - Berkeley Vale, Richmond Fruit Market - Richmond, Ziggy's Fresh - Fyshwick, Menai Top of the Crop - Menai



## FLORIST BRANDING & MERCHANDISING

Petals & Leaves - Cherrybrook, B&M Florist - Monterey, The Wildflower Studio - Kiama, Pick Me Flowers and Gifts - Orange



## NON-RETAIL/STUDIO FLORIST AWARD

IW Flower - Hye Kim, The Lillipillan - Tegan O'Brien Noah & the Fox - Tiffany Tregenza, Christine and Rose Flowers - Gemma Mehta







## GREENGROCER KNOWLEDGE IN ACTION

Bulli Fruit & Vegetable Market - Bulli, Sutherland  
Best Fresh - Sutherland, Jesmond Fruit Barn -  
Jesmond, St Ives Greengrocer - St Ives



## GREENGROCER BEST SMALL BUSINESS

Franks Fruit Market - Haberfield, Rossi Fresh  
- Carlingford, Fita Fruita - Turramurra, QE  
Foodstores - Paddington



## GREENGROCER BEST MEDIUM BUSINESS

Peachy Greengrocer - Rutherford, Bulli Fruit &  
Vegetable Market - Bulli, Galluzzo Fruiterer -  
Glebe, Minchinbury Fruit Market - Minchinbury



## GREENGROCER BEST LARGE BUSINESS

Westpoint Growers - Blacktown, Fill & Carry Fruit  
Market - Kanwal, Parisi's Food Hall - Rose Bay  
Best Fresh Grocer - Caringbah



## GREENGROCER BEST EXTRA LARGE BUSINESS

Martelli's Fruit Market - Cherrybrook, Fruitzy  
Marketplace - Maroubra, Jesmond Fruit Barn -  
Jesmond, Trim's Fresh - Merrylands



## FRESH CONTENT AWARD

Vincent Lim, dimsimplim, Suzanne Robinson,  
Mummy to twins plus one, Lorraine Elliot, Not  
Quite Nigella, Katie White, by\_katie\_white

# 2024 FINALISTS



## 2024 FLOWER GROWER OF THE YEAR

Eagles Green Supplies, Bagala Bros, Ionima Flowers, East Coast Wildflowers



## 2024 PRODUCE GROWER OF THE YEAR

Sydney Bean Sprouts, D Fresh Produce, IZ Growers, Grima Farm Fresh Produce



## 2024 FLORIST OF THE YEAR

The Little Garden - Belmont, Bella Floral Boutique - Morisset, B&M Florist - Monterey, Flowers With Devotion - Carlton



## 2024 PROVIDORE OF THE YEAR

St George Food Distributors, Gourmand Providore, Pro Bros Providore, Parisi



## 2024 GREENGROCER OF THE YEAR

Parisi's Food Hall - Rose Bay, Fruitezy Marketplace - Maroubra, Martelli's Fruit Market - Cherrybrook, Minchinbury Fruit Market - Minchinbury



## 2024 WHOLESALER OF THE YEAR

Fresh Produce Group Australia, Zappia Produce Group, Southern Asia, Preferred Fruit, Lemdell





### PADDY'S PEOPLE'S CHOICE FRESH - FLEMINGTON

Yep Lum & Co, Nino's Ice Cream Truck,  
Mario & Natalie Vella, Green Valley Spices



### PADDY'S PEOPLE'S CHOICE RETAIL - FLEMINGTON

Vanilla Grove, Bella's Bees, Anthony's Pets,  
Australia D & I Training



### PADDY'S PEOPLE'S CHOICE FRESH - HAYMARKET

Mustafa Allazze Fruit & Vegetables, Go Nuts  
Australia, Tender & Fresh Meat, Jason's Fruit & Veg



### PADDY'S PEOPLE'S CHOICE RETAIL - HAYMARKET

Bruck Travel Goods, Malika, Sydney Souvenirs  
Sydney Uggs



# 2024 WINNERS



## GREENGROCER OF THE YEAR FRUITEZY MARKETPLACE

Founded by Max Filipe in 2001, Fruitezy is a family-owned business in Sydney. Max began his journey in fresh produce in 1985 and expanded to multiple locations, including Miranda and Chatswood. After a brief break, he launched Fruitezy in Chatswood Chase,

followed by stores in Westfield Miranda and Maroubra. In 2023, Fruitezy expanded to the Sydney Fish Market, where their headquarters and online delivery business are now located.





## BEST SMALL BUSINESS

### FITA FRUITA

Established in Turramurra and owned by Khaled for the past decade, Fita Fruita has been voted Best Small Business at the 2024 Fresh Awards. The family-run fruit and vegetable shop has deep roots in the local community and is renowned for its exceptional quality produce, including unique items like pine nuts and donut peaches, Fita Fruita stands out with its boutique-like presentation and exemplary customer service.

Many of the staff have been with the business for a long time, which has created a familial atmosphere, as well as an active presence in the local community through fundraising and donations reinforcing their commitment to the area. Khaled's dedication ensures that Fita Fruita continues to thrive and maintain its high standards of excellence.



# 2024 WINNERS



## BEST MEDIUM BUSINESS MINCHINBURY FRUIT MARKET

Since arriving from Malta in 1949, the Gauci family has grown from modest vegetable farmers to award-winning retailers. Located on the Great Western Highway, Minchinbury Fruit Market is a vibrant, spacious store offering an impressive range of fresh fruits and vegetables. The bright, clean interior features long aisles filled with quality produce

and a mural showcasing the Gauci family's rich history. Beyond produce, the market offers gourmet groceries, an array of imported delicatessen items, and an in-house butcher. Now operated by the third generation of the Gauci family, Minchinbury Fruit Market remains a beloved fresh produce destination in Sydney.





## BEST LARGE BUSINESS

### PARISI'S FOOD HALL

Parisi's Food Hall Rose Bay offers a stylish mix of marble and terrazzo in a bright, spacious interior that caters to the community's refined tastes. Managed by the passionate team of Peter Morelli, Mario Bombardier, and Claudio Guerrera, this Dover Road store showcases

top-quality fresh fruit, vegetables, and flowers. Immaculate produce displays, an impressive range, and the added delights of a deli, fresh cut flowers, café, and gourmet groceries make Parisi's a must-visit destination, both in person and online.

# 2024 WINNERS



## BEST EXTRA LARGE BUSINESS MARTELLI'S FRUIT MARKET

Martelli's, a cherished family-owned grocer since 1988, offers the finest fruits and vegetables in a clean and organized shop. Known for friendly

staff and great prices, Martelli's has been a community favourite for decades.





## RETAIL PRESENTATION

### ZIGGY'S FRESH

Ziggy's Fresh has a rich history starting in 1959 when Henry and Winifred Irvine opened their first fruit shop in Yass, NSW. The family tradition continued with their son Ken and his wife Toni, who expanded the business across NSW before moving to Canberra in

2002. They took over Ziggy's Belconnen in 2003, opened a Fyshwick store in 2008, and have consistently won the Greengrocer of the Month Award since 2009, culminating in the prestigious Sydney Markets Fresh Awards Greengrocer of the Year Award in 2016.

# 2024 WINNERS



## KNOWLEDGE IN ACTION BULLI FRUIT & VEGETABLE MARKET

Bulli Fruit & Vegetable Market has been voted as the best fruit and vegetable retailer in the Illawarra region in 2013, 2014 and 2015. This greengrocer has now gained the prestigious Greengrocer Award of Knowledge in Action at the Sydney Markets 2024 Fresh Awards.

With their great quality of fresh produce, and offering a range of products, including spices, grocery items and a small deli section.





## SERVICE EXCELLENCE

### PEACHY GREENGROCER

Founded in Rutherford in 2020, Peachy Greengrocer is dedicated to serving the community with top-quality produce. Previously, the business operated in Cessnock for about 15 years. Owner Justin, has more than 20 years of experience in the fruit and vegetable industry and a background as a chef. He saw a market gap due to the closure of local fruit and veg shops, which inspired him to open Peachy Greengrocer, ensuring high-quality produce remained accessible.

Justin sources produce directly from the Sydney Markets, focusing on superior quality, freshness and excellent presentation, which has led the business to win the 2024 Fresh Award for Service Excellence. Regular customers expect to see the familiar faces of Justin and his wife, T'arne, who work six to seven days a week, creating a strong sense of community and personalisation to the shopping experience. Looking ahead, Justin aims to maintain high standards and possibly open a second store.

# 2024 WINNERS



## FLORIST OF THE YEAR THE LITTLE GARDEN

The Little Garden, located in Belmont, NSW, offers a beautifully curated selection of seasonal fresh and dried flowers, plants, and giftware. Jess and her team describe their style as wild, whimsical, and romantic,

showcasing a full spectrum of color, texture, and creativity in every arrangement. They provide local delivery services to the eastern Lake Macquarie suburbs.





## RETAIL PRESENTATION

### PEARSONS FLORIST

Pearsons Florist, owned by the Pollak family since 1969, remains a passionate family business now involving the third generation. Located in Bondi Junction, Pearsons boasts a beautiful store, a successful website, and an award-winning school. The establishment of the Pearsons School of Floristry marked a

significant milestone, evolving from humble short courses to comprehensive programs for aspiring florists. Today, the school has trained over 2,000 florists, and its workshops and courses continue to thrive.

# 2024 WINNERS



## SERVICE EXCELLENCE BELLA FLORAL BOUTIQUE

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

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.





## MERCHANDISING & BRANDING

### B&M FLORIST

In 1987, Bill and Maria transformed Monterey Mixed, a local corner store, into B & M Florist. After Maria studied floristry, the shop grew into one of New South Wales' most awarded florists. Now, 34 years later, B & M Florist remains family-owned, with a dedicated team hand-selecting each flower and offering

exceptional quality and personalized service. The Rizo family, consisting of experts in various fields, takes pride in their single store, ensuring high-quality flowers and exclusive gifts for their customers across Sydney.

# 2024 WINNERS

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## NON-RETAIL/STUDIO FLORIST THE LILLIPILLIAN

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Floral designer Tegan O'Brien is the creative force behind The Lillipillian, known for her stylishly eclectic work with a touch of wild romance. Using texture, color, and the finest seasonal produce, she crafts striking and unforgettable bespoke floral pieces for any occasion. Based in Sydney's northern suburbs,

Tegan offers personalized floral packages for small gatherings, large functions, weddings, and editorials, traveling throughout Sydney and beyond.





## PROVIDORE OF THE YEAR

### PARISI

Founded in Sydney in 1954, Parisi has maintained a rich tradition of quality and outstanding customer service in fresh produce. Today, these values are evident in their high-quality wholesale products, convenient ready-to-eat meals, thoughtful gift options, professional catering services,

and expanding collaborations with local farmers and growers throughout Australia. Parisi encourages customers to discover their distinctive service and diverse product range. Chris and Julian Parisi have been at the helm as directors since 2012.

# 2024 WINNERS



## WHOLESALE 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 have 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

### EAST COAST WILDFLOWERS

Craig Scott, founder of East Coast Wildflowers, runs a thriving 20-hectare farm on the Central Coast of NSW, where he and his team cultivate over 200 varieties of plants, with 98% being Australian natives. Supplying cut florals and foliage to florists across Sydney, they sell their

beautiful blooms at the Sydney Flower Market three mornings a week. With a heritage of flower growing spanning generations, East Coast Wildflowers continues to meet the high demand for diverse and seasonal native flowers. 2018 Flower Grower of the Year

# 2024 WINNERS



## PRODUCE GROWER OF THE YEAR D FRESH PRODUCE

Founded in Sydney, D Fresh Produce, led by Damien and David Lin, has earned the 2024 Fresh Awards - Producer Grower of the Year Award. Specializing in Asian vegetables, they relocated to Mangrove Mountain to expand their 50-acre farm. This move has increased their production of premium herbs and vegetables tenfold, cultivating premium quality white radish, baby bok choy, shallots, coriander, mint, and parsley.

Available at the Sydney Growers Market 5 days a week, the Lin brothers are committed to innovation and quality. They have conducted extensive research and stay abreast of industry trends, employing both hydroponics and in-ground methods across their indoor and outdoor plantations. Transitioning from manual labor to the use of machinery has made the harvesting process less labor-intensive. Damien Lin highlights their choice of hydroponics for its ability to increase productivity and ease management of the end results.





## FRESH CONTENT

### VINCENT LIM

Vincent Yeow Lim is a renowned chef and restaurateur celebrated globally for his mastery of Southeast Asian cuisine. As a content creator, Vincent has captivated over

4 million followers on TikTok, Instagram, Facebook, and YouTube with his innovative and entertaining wok cooking style.

# 2024 WINNERS



## PADDY'S PEOPLE CHOICE FRESH – FLEMINGTON YEP LUM & CO

The oldest traders at Sydney Markets, Yep Lum & Co have been providing fresh produce to their clients for more than 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 VANILLA GROVE

Vanilla Grove has been recognised at the 2024 Fresh Awards as the winner of the Paddy's People's Choice for retail at Flemington. This unique perfume business was founded by third generation perfumer, Eugene, seven years ago, as he continues the legacy of his grandfather and father, who had been in the fragrance industry for 40 years.

Previously, the family operated 11 stores across New South Wales selling UK-imported fragrances, but Vanilla Grove now focuses on high-quality perfumes from Dubai. Specialising

in Middle Eastern fragrances, Vanilla Grove offers a unique selection known for excellent quality and value, providing a luxurious experience at an affordable price. This niche focus distinguishes the business in a market dominated by Western perfumes. Renowned for exceptional customer service, Eugene personally manages Vanilla Grove at Paddy's Flemington, ensuring every customer is satisfied. This dedication has earned a loyal customer base. Eugene plans to expand the product range and continue delivering high-quality fragrances and exceptional service.

# 2024 WINNERS



## PADDY'S PEOPLE CHOICE FRESH – HAYMARKET MUSTAFA ALLAZZE FRUIT & VEGETABLES

Mustafa Allazze Fruit & Vegetables has spent decades providing fresh produce to the local community. After taking over the business nearly 20 years, the shop is trusted for its quality and reasonable pricing, offering a wide range of fresh produce, including ginger, cucumber, apples, oranges, and bananas, earning it the nickname "one-stop shop." Mustafa and his team are known

for their kindness and excellent customer service, often giving complimentary rock melon or strawberries to regular customers. This personal touch has created a loyal customer base. Mustafa's son, Abdul Jaleel, is also involved, ensuring the family tradition continues. Looking ahead, Mustafa plans to maintain the legacy of quality and service, with potential plans to provide more.





## 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.

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# FRESH AWARDS NIGHT









# BEHIND THE SCENES





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