



February 2020

**SYDNEY MARKETS IS ON THE HUNT FOR THEIR VERY FIRST
'PROVIDORE OF THE YEAR'**

Today, Sydney Markets announced a brand-new award category as part of its annual Fresh Awards, the 'Providore of the Year Award'.

The Fresh Awards are one of the industry's most highly-regarded accolades. They encourage and recognise best practice and innovation in the growing and retailing of fresh produce and flowers across NSW and the ACT.

The Providore of the Year Award will recognise a fresh fruit and vegetable providore that is excelling in the industry.

Sydney Markets' Fresh Awards, Manager, Sue Dodd, said fresh produce providores are an integral link in the supply chain, procuring and delivering fresh fruit and vegetables to fine dining restaurants, cafes, airlines, cruise lines, pubs, clubs, hospitals, hotels, aged care providers, caterers, government institutions and facilities.

"The new Providore of the Year Award allows us to recognise the hard work and dedication of providores and the contribution they make to the food service industry."

The 2020 Providore of the Year Award nominees will be judged by a panel of industry experts including feedback from independent food safety and WHS specialists who will critique the businesses. The crowned winner will demonstrate a high degree of competence across a number of areas including: produce quality, food safety, product knowledge, customer service, communications, innovation, business presentation and operations branding and marketing.

The winner will be announced at the Fresh Awards gala event to be held at the International Convention Centre Sydney on Wednesday 22nd July 2020.

The 2020 Fresh Awards Providore of the Year Award prize pool includes:

- The Title: Fresh Awards – 2020 Providore of the Year
- \$1,000 cash prize
- A \$2,000 advertising package
- A \$3,000 promotional video package
- A winner's trophy and Fresh Awards winners logo
- \$400 credit to start their day with coffee and breakfast at a café in Sydney Markets
- The winner will be promoted across Sydney Markets' various social media channels, on the Sydney Markets Fresh Awards website and published in Sydney Markets publications.



Entries are now open for submission via the [Fresh Awards website](#), closing on 18 March, 2020 at 5pm. Nominations can be made by chefs, food and beverage business owners or managers who utilise a providore's service, or providores (or their staff) can self-nominate.

Sydney Markets' Fresh Awards also recognise Greengrocers, Florists, Produce Growers, Flower Growers and Wholesalers.

Brad Latham, CEO of Sydney Markets said this new category will recognise the important role fresh produce providores play in the food service industry.

"The Fresh Awards is a timely reminder to us all about the importance of supporting high quality small businesses that contribute so much to our communities."

Sydney Markets is home to the Sydney Produce Market, Sydney Flower Market and Sydney Growers Market. Supplied by over 20,000 local and interstate growers, more than 700 businesses call the Sydney Markets home, selling fresh fruit, vegetables and cut flowers to florists, fruit and vegetable retailers and consumers.

For further information about the 2020 Fresh Awards and entry criteria, visit www.freshawards.com.au

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