



SYDNEY MARKETS TO LETTUCE KNOW THE FRESHEST IN THE BUSINESS ONCE AND FLORAL

Sydney, June 15, 2017- From Belconnen to Zetland, independent growers, greengrocers and florists across NSW and ACT will battle it out at the Sydney Markets Fresh Awards this year, proving that small businesses are still the heart of their local communities.

Celebrating excellence in fresh fruit, vegetable, flower growing and retailing, the Fresh Awards are a chance for local independent fresh retailers to showcase their world class customer service, industry expertise, innovation, and commitment to quality produce.

Confident they have what it takes to win, registered businesses are visited by an anonymous local mystery shopper over a six-month period. With the success of independent retailers relying heavily on their ability to give shoppers a truly personalised experience, the mystery shopper makes purchases, tests industry knowledge, and engages with staff to measure the customer's shopping experience from hello to receipt.

This year there are 60 finalists across 15 awards vying for the chance to win on the 19th of July at the The Museum of Contemporary Art, Sydney. ABC Journalist Chris Bath will act as Master of Ceremonies on the night, overseeing awards including the best Small, Medium, Large business; Service Excellence; Retail Presentation; and the overall gold winners of the Flower and Produce Growers of the Year, Greengrocer and Florist of the Year. A full list of awards and finalists can be found below.

Sue Dodd, Sydney Markets, Fresh Awards manager says, "We are extremely excited to present the Fresh Awards this year, with a whopping 60 finalists to be recognised on the night. The high number of finalists this year is proof that Australians truly understand and appreciate the personal nature and expertise they have access to through their local greengrocer or florist. These businesses work tirelessly to provide their customers with the freshest produce and greatest quality service, and deserve to be recognised for their craft."

Sydney Markets is home to the Sydney Produce Market, Sydney Flower Market and Sydney Growers Market. Supplied by more than 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 retailers and consumers.

To celebrate the award season, Sydney Markets will be sharing the stories behind the fresh businesses, as well as showcasing some of the recipes, seasonal produce knowledge and DIY floristry tips that make shopping at local greengrocers and florists so popular.

To keep up with all things fresh visit www.freshawards.com.au

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**For more information, interviews with local businesses or images, please contact:
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GREENGROCER AWARDS

Best Small Business Finalists:

- Bondi Fruitologist, Bondi
- Figtree Greengrocer, Lane Cove West
- My Fruitologist, Rozelle
- Sydney's Best Engadine, Engadine

Best Medium Business Finalists:

- Harbord Growers Market, Balgowlah
- Kareela Grocer, Kareela
- Mountain Fresh Growers, Winmalee
- Ziggy's Fresh, Fyshwick

Best Large Business Finalists:

- Fuitezy Marketplace, Miranda
- Jesmond Fruit Barn, Jesmond
- Parisi's Food Hall, Rosebay
- Taste Growers Market, Zetland

Service Excellence Finalists:

- Best Fresh Grocer, Caringbah
- Harbord Growers Market, Balgowlah
- Menai Top of the Crop, Menai
- Mountain Fresh Growers, Winmalee

Retail Presentation Finalists:

- Jesmond Fruit Barn, Jesmond
- Karelia Grocer, Kareela
- Parisi's Food Hall, Rose Bay
- Taste Growers Market, Zetland

Knowledge in Action Finalists:

- Harbord Growers Market, Balgowlah
- Jesmond Fruit Barn, Jesmond
- Richmond Fruit Market, Richmond
- Taste Growers Market, Zetland

FLORIST AWARDS

Store Presentation Finalists:

- Bella Vista Flower Merchants, Bella Vista
- B&M Florist, Monterey
- Dianne's Fresh Flowers, Sans Souci
- Native Botanical, Young

Merchandising and Branding Finalists:

- B&M Florist, Monterey
- Jodie McGregor Flowers, Annandale
- Native Botanical, Young
- Tulipanna, Bondi

Service Excellence Finalists:

- Bella Vista Flower Merchants, Bella Vista
- Dianne's Fresh Flowers, Sans Souci
- Vanessa Pringle Floral Design, Bathurst
- Woonona Florist, Woonona

Finalists and winners to be announced on the night for, Greengrocer of the Year, Florist of the Year, Produce Grower of the Year, and Flower Grower of the Year.

Best Fresh Blogger

GreenGrocer Story Finalists:

- Alice Longhurst & Sharon Williams, Western Sydney Food Blog
- Martyna Angell, The Wholesome Cook
- Serina Huang, Ms Frugalears
- Tania Cuscack, My Kitchen Stories

Flower Story Finalists:

- Bryony Sumner, Northern Aussie Mum
- Jenny Wong, See Taste Do
- Lisa Tilse, We are Scout
- Pamela Woods, Classbunny