



## **'FRESH AWARDS' ANNOUNCE THE CREAM OF THE CROP IN THE FRUIT, VEGETABLE & FLOWER INDUSTRIES**

Sydney Markets has announced the 2022 Fresh Awards finalists, shining a light on the best greengrocers, florists, growers, wholesalers, providores and fresh content creators from across NSW and the ACT.

Sydney Markets' Fresh Awards celebrate the success, hard work and determination of local business owners and their staff. They also provide an opportunity for local independent retailers and growers to showcase their quality produce, industry expertise, innovative practices and dedication to their customers.

This year there are 63 finalists, across 15 award categories vying to be crowned the winners at the highly anticipated Fresh Awards gala dinner. After a two-year hiatus, we're thrilled to host the 2022 event at the International Convention Centre Sydney on Wednesday 29th June.

Retailers and growers are evaluated through an intensive mystery shopping program. They are judged on everything from produce quality and freshness, customer service and industry knowledge, as well as their store appearance and innovative approaches.

This year sees the introduction of a new award category - Non-retail/Studio Florist. This new award recognises floral businesses for their achievements in originality, expression and visual composition in areas such as events and styling, floral design and visual merchandising. The Non-retail/Studio Florist award will be presented to the business that achieves the highest score in non-retail/studio floristry as measured by an independent panel of judges.

Brad Latham, CEO of Sydney Markets said the Markets is proud to celebrate the hard work of NSW and ACT based businesses through the Fresh Awards.

"After two difficult years where we were forced to cancel The Fresh Awards, we are making up for lost time by celebrating the achievements of the fresh industry with an event bigger and better than ever. We look forward to celebrating the many businesses that make up our Markets community." Mr Latham said.

"This year, we have an exciting new category for non-retail/studio florists, recognising those who work with flowers in the events industry, styling and merchandising."



Sydney Markets' Chairman, John Pearson, acknowledges the wonderful entries and nominations received this year.

"I'm inspired by how quickly these businesses have adapted to change over the past two years. There has been a significant increase in online shopping and click and collect within the fresh industry and these retailers have worked tirelessly to keep up with consumer's needs. We are proud to recognise those who excel in the industry via the Fresh Awards and look forward to celebrating the achievements of those within the floral and fresh produce industries", said John.

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 retailers and consumers.

For further information about the 2022 Fresh Awards, visit [www.freshawards.com.au](http://www.freshawards.com.au)

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## **SYDNEY MARKETS FRESH AWARDS FINALISTS 2022**

### **GREENGROCER AWARDS**

**Retail Presentation Finalists:**

- Fruitezy – Miranda
- LoSurdo's Fresh Food Grocer – Northbridge
- Tom's Superfruit – Belconnen
- Ziggys Fresh – Fyschwick

**Knowledge in Action Finalists:**

- Fruitezy – Chatswood
- Fruitezy – Miranda
- LoSurdo's Fresh Food Grocer – Northbridge
- Tom's Superfruit – Belconnen
- Ziggys Fresh – Fyschwick

**Service Excellence Finalists:**

- Fruitezy – Miranda
- Jannali Quality Fruit & Vegetables – Jannali
- The Whole Fruit and Grocery Store – Sylvania
- Ziggys Fresh – Fyschwick

**Best Small Business Finalists:**

- Daily Fresh – Randwick
- Summer Hill Village Fruit Shop – Summer Hill
- Thirroul Fruit Barn – Thirroul
- Wollombi Road Providore – Cessnock

**Best Medium Business Finalists:**

- Menai Top of the Crop – Menai
- The Whole Fruit and Grocery Store – Sylvania
- Thre3 Brothers Fresh – Dural
- Willoughby Fresh – Willoughby

**Best Large Business Finalists:**

- Fruitezy – Miranda
- LoSurdo's Fresh Food Grocer – Northbridge
- The Grocery Store – Miranda
- Ziggys Fresh – Fyschwick

**FLORIST AWARDS****Retail Presentation Finalists:**

- B & M Florist – Monterey
- Eden Flower Studio – Gregory Hills
- Floral Ink – Wentworth Falls
- Mark K Floral Designs – Maroubra

**Service Excellence Finalists:**

- Art of Bloom – Balmain
- Bella Floral Boutique – Morisset
- Eden Flower Studio – Gregory Hills
- Your Favourite Florist – Engadine

**Merchandising and Branding Finalists:**

- Belfield Blooms – Belfield
- Funky Flowers – Caringbah
- Touchwood Flowers – Port Macquarie
- Your Favourite Florist – Engadine

**Non-retail/Studio Florist Finalists:**

- Florada – Waterloo
- Hananigen Sydney – Hurstville

- MN Floral Images – South Wentworthville
- Peony Story – Rosebery
- The Naked Florist – Cardiff Heights

## **GROWERS AWARDS**

### **Produce Grower of the Year:**

- Gourmet Herbs – Glossodia
- Grech Farm Trading – Mount Hunter
- Grima's Fresh Farm – Horsley Park
- Parilla Fresh - Milperra

### **Flower Grower of the Year:**

- Bagala Bros Australia – Horsley Park
- Commercial Flowers – Kenthurst
- S & P Dominello Flower Growers – Peats Ridge
- Thornton Bros Roses – Thirlmere

## **WHOLESALE AWARD**

### **Wholesaler of the Year finalists:**

- Allcrops
- Alvaro Bros
- Perfection Fresh
- Tropicana Banana

## **PROVIDORE AWARD**

### **Providore of the Year Award:**

- Alpha Fresh Foods
- MD Providores
- PARISI Wholesale
- Sydney Direct Fresh Produce

## **FRESH CONTENT AWARD**

### **Fresh Content Award Finalists:**

- Anita Garrido – Created by Anita
- Mary Politis – Mary's Kouzina
- Suzanne Robinson – Mummy to Twins Plus One
- Tilly Pamment – Tilly's Table