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MEDIA RELEASE

THE WINNERS OF THE 2021 SYDNEY MARKETS FRESH AWARDS HAVE BEEN ANNOUNCED

Fresh Awards winners announced virtually in a first for the annual industry event

Today, Sydney Markets Limited announced the winners of the 2021 [Sydney Markets Fresh Awards](#). The top florists, greengrocers, providores, wholesalers and content creators across NSW and ACT were crowned the freshest and best in the industry.

The annual Fresh Awards are a much anticipated industry event. However, due to the uncertainty brought about by the COVID-19 pandemic, Sydney Markets made the difficult decision to cancel this year's soiree. Today's announcement saw Sydney Markets CEO Brad Latham and Chairman of the Board John Pearson, reveal the 16 winners via video for the first time in the event's history.

The Fresh Awards presentation ceremony is scheduled to follow on Wednesday 17 November. Taking place from the Markets floor, Master of Ceremonies and Fresh Awards favourite, Chris Bath, will present the winners with their trophies in a morning full of fun and frivolity.

The Fresh Awards are one of the industry's most highly-regarded accolades. They encourage and acknowledge best practice and innovation in the growing, retailing, wholesaling and content creation of fresh produce and flowers. This year saw 41 finalists recognised across 16 categories which, for the first time, included Fresh Content and Providore of the Year awards.

Brad Latham, CEO of Sydney Markets, took great pride in recognising the hard work and dedication of those working within the fresh produce and floral industries, particularly over the last 2 years.

"The Fresh Award contenders are some of the heroes of our industry. They have had to navigate some of the most challenging times in business with many not only surviving, but thriving. These small businesses have remained cornerstones of our local communities, pivoting and adapting to ensure they can continue to service their customers."

"These businesses are a credit to themselves, and to the industry in general. They work tirelessly to deliver top quality produce, customer service and value for money. We were determined to give our Fresh Awards finalists and winners the moment in the spotlight they deserve and celebrate their commitment to our industry," Mr Latham said.

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

Fresh Content creators were assessed by a panel of esteemed judges including journalists, authors and industry experts.

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 2021 Fresh Awards, visit www.freshawards.com.au

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SYDNEY MARKETS FRESH AWARDS FINALISTS & WINNERS 2021

GREENGROCER AWARDS

Greengrocer of the Year:

WINNER: Ziggy's Fresh – Fyshwick

Finalists:

Kareela Grocer – Kareela

Freshworld - Maroubra

The Whole Fruit and Grocery Store - Sylvania

Retail Presentation

WINNER: Parisi's Food Hall – Rose Bay

Finalists:

Freshworld Fruit Market – Maroubra

LoSurdo's Fresh Food Grocer – North Sydney

Ziggy's Fresh - Fyshwick

Knowledge in Action

WINNER: Fruit For All – Berkeley Vale

Finalists:

Freshworld Fruit Market – Maroubra

Greenwood Grocer – North Sydney

Trim's Fresh - Merrylands

Service Excellence

WINNER: Kareela Grocer – Kareela

Finalists:

Freshworld Fruit Market – Maroubra

Fruit For All – Berkeley Vale

The Whole Fruit and Grocery Store - Sylvania



Best Small Business

WINNER: Jannali Quality Fruit and Vegetables – Jannali

Finalists:

Greenwood Greengrocer – North Sydney
Menai To Of The Crop – Menai
The Whole Fruit and Grocery Store - Sylvania

Best Medium Business

WINNER: Mountain Fresh Growers – Winmalee

Finalists:

Kareela Grocer – Kareela
Sutherland Best Fresh – Sutherland
Ziggy's Fresh - Fyshwick

Best Large Business

WINNER: Tom's Superfruits - Belconnen

Finalists:

Grima Bros Wholesale Produce – Gregory Hills
Freshworld Fruit Market – Maroubra
Fruit For All – Berkeley Vale

FLORIST AWARDS

Florist of the Year:

WINNER: Bella Floral Boutique - Morisset

Finalists:

B & M Florist – Monterey
Jodie McGregor Flowers - Annandale
Bunch it With Country - Narellan

Retail Presentation

Art of Bloom – Balmain

Finalists:

B & M Florist – Monterey
Bunch It With Country – Narellan
Vanessa Pringle Floral Design - Bathurst

Service Excellence

WINNER: Vanessa Pringle Floral Designs - Bathurst

Finalists:

Bella Floral Boutique – Morisset
Bunch It With Country – Narellan
Jodie McGregor Flowers – Annandale



Merchandising and Branding

WINNER: Eden Flower Studio – Gregory Hills

Finalists:

B & M Florist – Monterey

Bunch It With Country – Narellan

Jodie McGregor Flowers – Annandale

GROWERS AWARDS

Produce Grower of the Year:

WINNER: Gourmet Herbs – Glossodia

Finalists:

D Fresh Produce – Mangrove Mountain

Grima's Farm Fresh – Horsley Park

Vegie King Produce – Rossmore

Flower Grower of the Year:

WINNER: S & P Dominello Flower Growers – Peats Ridge

finalist:

Eagles Green Supplies – Ourimbah

T & G Flower Growers – Horsley Park

East Coast Wildflowers – Mangrove Mountain

WHOLESALE AWARD

Wholesaler of the Year:

WINNER: Perfection Fresh

finalists:

Fresh Fellas

Preferred Fruit

TV Farms

PROVIDORE AWARD

Providore of the Year Award:

WINNER: Gourmand Providore

Finalist:

Go Troppo Fruit Market

MD Provodores

Velluti's – The Fruit and Veg Co.



FRESH CONTENT AWARD

Fresh Content Award Winner:

WINNER: Alec Morris – Pasta et Al

Finalists:

Emma Bickley – Photo Before We Eat

Suzanne Robinson – Mummy to Twins Plus One

Tania Cusack – My Kitchen Stories