

## SPAR Australia

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# **MEDIA RELEASE**

## **Coca Cola Amatil goes one better at 2009 SPAR Supplier Awards**

After picking up two category awards at last year's SPAR Supplier Awards Dinner, Coca Cola's Cris Arnold was determined to go one better and take out the top award of SPAR Supplier of the Year Award at this year's ceremony.

"When we won two category awards last year, we decided to sit down with SPAR representatives and run through exactly what was required to win the major award this year," Mr Arnold said.

"We went through all seven judging criteria and established what we needed to achieve to win the top award and as we saw tonight, we achieved our objective and took out the major prize.

"Perhaps the most pleasing achievement was our ability to increase our business through SPAR by 30 percent in terms of absolute dollars."

The Awards, held at Brisbane's prestigious Gianni's Portside last Saturday night, were attended by more than 100 suppliers and guests with Awards presented in 10 categories as well as the major Award for Supplier of the Year.

According to SPAR Australia's GM for Merchandise and Marketing, Geoff Gale, the Awards were the biggest in the company's history and clearly reflected a successful 2009.

"Almost all of our category winners recorded significant increases in the amount of business they did through SPAR with some increasing volumes by up to 150 percent," Mr Gale said.

"Despite the economic difficulties in 2009, we had an excellent year and we were delighted our suppliers have been able to share in that success."

Another major winner at the Awards was Murray Goulburn Co-operative who took out both the Grocery Supplier of the Year Gold Award and the Refrigerated Supplier of the Year Platinum Award.

Murray Goulburn Co-operative's, Peter Cooper, said his company was 'blown away' to win two of the 10 category Awards and that just to be nominated amongst such high level competition was an honour.

“We were delighted to win one award but to win two was incredible – it’s had ramifications for the whole company and the phone calls and emails haven’t stopped,” Mr Cooper said.

“SPAR has been a real success story and we worked closely with them to help them achieve their objectives. We focused on providing excellent service and keeping them competitive in the market. It certainly paid off.

“We’re now looking to use this as a platform for an even more successful year in 2010.”

The 2009 SPAR Supplier Award winners were:

- Grocery Supplier of the Year 2009 - Platinum Award – Schweppes Australia
- Grocery Supplier of the Year 2009 - Gold Award – Murray Goulburn Co-operative
- Refrigerated Supplier of the Year 2009 - Platinum Award – Murray Goulburn Co-operative
- Refrigerated Supplier of the Year 2009 - Gold Award – National Foods Australia
- Tobacco Supplier of the Year 2009 – Imperial Tobacco Australia
- Fabulous Supplier of the Year 2009 – Bencody Agencies Australia
- Direct Supplier of the Year 2009 - George Weston Foods Baking
- Fresh Food Supplier of the Year 2009 - Fruitlink
- Best New Product Launch of 2009 – The Wrigley Company for ‘5 Gum’
- Retailers Choice Award 2009 – Philip Morris Limited
- SPAR Supplier of the Year 2009 - Coca Cola Amatil (Aust) Pty Ltd

SPAR is a global success, operating in 33 countries around the world. SPAR stores are all 100 percent locally owned. SPAR injected almost \$400 million in sales into Australia’s retail economy last year. Worldwide, the SPAR group serves more than 10 million customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

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