

SUPPLIERS HONoured AT SPAR AWARDS



Yeop Man, SPAR China Managing Director

AWARD WINNERS

SUPPLIER OF THE YEAR

Snackbrands Australia

GROCERY PLATINUM SUPPLIER OF THE YEAR

Mars Petcare Australia

GROCERY GOLD SUPPLIER OF THE YEAR

Lion Dairy & Drinks Australia

REFRIGERATED PLATINUM SUPPLIER OF THE YEAR

Devondale Murray Goulburn

REFRIGERATED GOLD SUPPLIER OF THE YEAR

Peters Ice Cream

FABULOUS SUPPLIER OF THE YEAR

Real Dairy Australia Pty Ltd

DIRECT SUPPLIER OF THE YEAR

Tip Top Bakery

NEW PRODUCT LAUNCH OF THE YEAR

Unilever Australia – Streets Blue Ribbon Golden Gaytime Ice Cream

RETAILERS' CHOICE SUPPLIER OF THE YEAR

Coca-Cola Amatil

Unilever, Tip Top Bakery and Mars Petcare Australia were among the winners recognised at the SPAR Australia Supplier Awards for 2015, with Snackbrands Australia awarded the night's top honour – Supplier of the Year.

Held in Brisbane at the Pullman Hotel and hosted by media personality Peter FitzSimons, the awards were presented by SPAR Australia MD, Lou Jardin, who thanked SPAR's supplier partners for their continued assistance and support.

"A lot of the reason we are here today is your level of support and your confidence in our business," Mr Jardin said.

"We believe [SPAR] has a massive point of difference in the marketplace. The way we position our offer, the co-operation we have with stores and the investment we put back into the stores. Watch this space, SPAR is going to be the business that takes the independents by storm."

The awards were judged on year performances for 2015, recognising consistent achievement and support throughout the year. Leading the award's criteria was Snackbrands Australia which was awarded the coveted Supplier of the Year after achieving growth of 27.2 per cent the previous year.

Mars Petcare Australia was named Grocery Platinum Supplier of the Year for 2015 and Lion Dairy & Drinks Australia received the Grocery Gold Supplier of the Year award. Refrigerated Platinum Supplier of the Year was

awarded to Devondale Murray Goulburn, while Peters Ice Cream was crowned Refrigerated Gold Supplier of the Year. Unilever's Streets Blue Ribbon Golden Gaytime Ice Cream was presented New Product Launch of the Year, and Retailers' Choice Supplier of the Year was given to Coca-Cola Amatil.

OPPORTUNITY AWAITS IN CHINA

Managing director of SPAR China, Yeop Man, also presented at the awards, giving insight into SPAR's global operations and the company's focus areas of growth. SPAR has a presence in 42 countries and operates more than 12,000 stores. SPAR continues to expand, after entering India and Indonesia in 2015 and later this year will open in Thailand and Mongolia.

SPAR launched in China in 2005 and has since aimed to be at the forefront of product and store innovation. Mr Man said the company is investing in its store network, which consists of both large format supermarkets and small, express stores, to give customers "the modern retail experience". SPAR China is also focused on product innovation such



Lou Jardin and Colin Dwyer with Andrew Gordon, Snackbrands Australia – 2015 Supplier of the Year

as introducing QR codes on its all of its packaging, allowing customers to trace the origins of product.

Mr Man told award attendees there is significant opportunity for suppliers in China to target today's modern Chinese consumer.

"The Chinese customer wants to spend but no one tells them what to buy," he said.

"There is a big opportunity out there because customers are confident, disposable income is rising, however, the local FMCG suppliers are not picking up pace and are not changing the way customers' needs are changing. This is a big opportunity for premium, high quality products," he said.

"I think the biggest unique selling proposition of Australia food manufacturers is that the brand 'Australia' is really strong in China. It's quality, and stands for food safety. There's a big opportunity for everyone to work together." **C&I**



Lou Jardin will be speaking at the C&I Convention Sessions as part of the C&I Expo, which will be held on August 17-18 in Melbourne. For more information, visit: www.c-store.com.au.