



# Drakes.

For Immediate Release

Tuesday 1<sup>st</sup> September 2020

## Drakes Supermarkets Releases Annual Drakes Charity Showbag

**Adelaide, South Australia** – South Australian company Drakes Supermarkets are proud to announce the release of their 21<sup>st</sup> annual Drakes Charity Showbag, on-sale exclusively through Drakes SA stores from Wednesday 2<sup>nd</sup> September.

During these uncertain times, the health and safety of the South Australian community is paramount; understandably, the cancellation of the Annual Royal Adelaide Show has led to much disappointment for kids of all ages. Fortunately, Drakes Supermarkets are still releasing to their highly anticipated Drakes Charity Showbag.

"The Drakes Charity Showbag is one of our favourite events every year, and even more so this year," said John-Paul Drake, Director, Drakes Supermarkets. "Even though the Royal Adelaide Show won't go on, we can bring a bit of the Show into South Australian households."

"And we get to raise money for our Charity partners while we're at it."

Now in its 21<sup>st</sup> year, the Drakes Charity Showbag has raised over \$1.3 million for key Charity Partners – Flinders Foundation, The Hospital Research Foundation, Bedford Group, St John and RDNS.

This year, Drakes' generous supplier partners have donated over 300,000 products to the Drakes Charity Showbag, with the aim to raise over \$60,000. Jam-packed with over \$49 worth of goods, the Drakes Charity Showbag will be available while stocks last for \$7.50 through all Drakes South Australian stores.

The Drakes Charity Showbag could not happen without the support of the following suppliers, who have generously donated products:

Vero Foods	CCA
Casarosa Almonds	Bickfords
Royal Foods	Kelloggs
Iconic	Snackbrands
Hanes	Goodman Fielder
Scandinavian Group	Botany Group
Stuart Alexander	Monde Nissin
Nippy's	Sanitarium
Dilmah	Pepsico

Mars Petcare	Carmans Kitchen
Siena	Nestle
Natuva	Konekt
Searcy	Nestle Cereal
FreshFood Management	Beerenberg
Tru Blu Beverages	Dallas International
Jade Tree Enterprises	Robert Menz
Ferrero	

## About Drakes Supermarkets

In 1974 Roger Drake purchased his first supermarket, a three-laned store named Jack & Jill's which employed only four staff.

Today, Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating in over 60 stores across South Australia and Queensland, the company now has an annual turnover in excess of \$1 billion and employs over 5,500 staff nationally.

The company's strength lies in operating on the principles of a family business and supporting local manufacturers and suppliers. Drakes Supermarkets has kept its focus on the important aspects of the business. THE CUSTOMER. This is the company's competitive edge, along with its family values and Australian heritage.

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