

2021 Drakes Supermarkets Conference & Supplier Partner Awards

Gold Coast, 27th April to 2nd May 2022 – South Australian company Drakes Supermarkets recently held the 13th Drakes Supermarkets postponed 2021 Conference on the Gold Coast, Queensland. The exclusive event held by the family-owned business sees supplier partners converge on the beachside town to learn about the supermarket chain’s plans for the following year from the people at the helm; particularly important this year with the company being unable to host their suppliers since 2019 pre Covid pandemic; the focus was on 2020/2021 financial year.

Just under 400 delegates spent five days at the stunning Sheraton Mirage Resort, with the official Welcome Dinner being a Brazilian Carnivale, held at Miami Marketta, with delegates and their families enjoying exclusive access to this original street food market precinct on the Gold Coast.

“The Drakes Supplier Conference is our chance to thank our suppliers and their families for their support and provide face to face time with key members of our business,” says Michael Connolly, General Manager of Marketing at Drakes Supermarkets. “The industry we work in can be demanding on all our families, Drakes is a family business, and we encourage our suppliers to bring their families along so they can be a part of our family too.”

The Drakes Conference Business Session was held on day two for supplier delegates. Aptly themed “Building Business Relations,” the first speaker of the day was Australian big wave surfer, author and ocean adventurer Mark Visser. Visser has made history by achieving a night ride on 30-40ft waves at the infamous Jaws break in Maui. Regaling delegates with stories of his survival as a big wave surfer and staying alive in situations that some consider impossible; whilst bringing his stories back to relate to his team of people and how important it is to have a team around us to succeed.

Most importantly, supplier delegates heard from key Drakes Executive team members, who provided insight into Drakes’ immediate and future plans, with suppliers hearing about Drakes’ vision and strategy to ensure success for both supplier and Drakes businesses. With the focus on building business relations; John-Paul Drake, Director of Drakes Supermarkets, addressed the supplier delegates on how important Drakes relationships are with their supplier partners.

During the morning session Craig Woolford lead consumer analyst at MST Marquee provided research advice across the retail and food & beverages industries focusing on his insights on the state of Australian retailing and performance of the businesses across the sector.

The afternoon session including an “On the Couch” Q&A with Roger & John-Paul Drake; delving into not only the core beliefs and culture of the Drakes business, but also gaining an insight into their personal experiences and answering questions that were presented from the delegates within the room.

To finish the day’s business session; they were treated to one of Australia’s best stand-up comedians for some light entertainment, the star of ABC’s Hard Quiz; Tom Gleeson!

Another important event of the Conference is the Supplier Gala Awards Dinner where Drakes acknowledge the success and contribution of their Supplier partners for the previous year. ‘Its

important to note that these awards are representative of the 2020/21 financial year as we have had to reschedule the night a couple of times. We know that without suppliers and their brands, we would not be who we are today. Their ongoing support for our business as we continue to grow is critical to our joint successes and to recognise those who have gone over and above in the last 12 months is something special” said Mr Connolly.

This year, the following winners were announced:

Meat Supplier of the Year	Winner: Inghams Enterprises
Deli Supplier of the Year	Winner: Primo Smallgoods
National Bakery Supplier of the Year	Winner: Vilis Family Bakery
National Fresh Produce Supplier of the Year	Winner: Mitolo Family Farms
The Guido Manzueto Memorial Award	Winner: Slape & Sons
Fresh Foods Account Manager of the Year	Winner: Chris Matz (DR Johnston)
Up to \$2m Supplier of the Year	Winner: Red Bull Australia
\$2m to \$5m Supplier of the Year	Winner: Frucor Suntory
\$5m+ Supplier of the Year	Winner: Coca-Cola Europacific Partners Australia
Non-Foods Supplier of the Year	Winner: Henkel Australia
General Merchandise Supplier of the Year	Winner: Licensed Socks & Apparel Australia Pty Ltd
Tobacco Supplier of the Year	Winner: Philip Morris Limited
Dairy & Frozen Supplier of the Year	Winner: Fonterra Brands
Support Services Supplier of the Year	Winner: Dyers Transport
Grocery Account Manager of the Year	Joint Winner: Kristian Griffiths (Fonterra Australia Pty Ltd) Joint Winner: Marcus Hooper (PepsiCo ANZ)

The 14th Drakes Supermarkets 2022 Conference will be held from the 12th – 16th October in Port Douglas.



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.

For Media enquiries please contact

Jemma Rippon
Digital & Creative Manager
Drakes Supermarkets
P: 0420 399 761
E: media@drakes.com.au