



Drakes.

ingredients for every day

MEDIA RELEASE

For Immediate Release

8th May 2023

Drakes 2022 Charity Showbag a hit with customers, supporting local Charities.

On the 4th of May 2023, Drakes hosted a morning tea attended by suppliers and our charity partners to celebrate the 24th year of the Drakes Charity showbag initiative.

A cheque for an amazing \$142,748.44, raised from the sale of 18,000 showbags in 2022, was handed to the five charity partners The Bedford Group, The Flinders Foundation, The Hospital Research Foundation, Royal District Nursing Service, and St John Ambulance SA, each receiving \$28,549.60. During this morning tea, our beneficiaries each presented how the proceeds of this initiative helps their respective charity, and in turn our community.

There were 28 generous supplier partners who donated over 300,000 products to the 2022 Drakes Charity Showbag, which were jam packed with over \$30 worth of value, sold through Drakes South Australian stores throughout the week of the Royal Adelaide Show with all funds raised donated to our charity partners.

The Drakes Charity showbags were again packed at the Bedford facility over a two-month period, and Bedford's CEO Myron Mann has said: "For 20 years, Bedford has valued its strong partnership with Drakes for its Charity Showbag initiative. Not only does the community program provide packaging jobs for more than 600 Bedford employees, Bedford greatly benefits as a charity partner. This year, the generous donation of almost \$30,000 will assist in creating more choice in jobs and skill-building opportunities for people with disability across South Australia".

Since its inception in 1999, Drakes have raised over \$1.6 million dollars for their Charity Showbag partners and would like to thank the following suppliers for their kind support of the 2022 Showbag:

SUPPLIER
Beerenberg
Botany
CCEP
Dilmah Australia
Dr Oetker Queen
FGB Natural Products
Henkel
Jade Tree Enterprises
Johnson & Johnson
Kelloggs
Kimberly Clark
Lactalis
Mars Petcare
Menz Confect
Monde Nissin

Nestle
Nestle Cereal
Organic India
Reckitt Home
Riviana Foods
SA Spice
Sanitarium
Searcy Marketing
Shine (Future Foods)
Snackbrands
Sorbent Paper Company
Stuart Alexander
The Almond Farmer

END

About Drakes Supermarkets

In 1974 Roger Drake purchased his first supermarket, a three-lane 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.

The company recently built a \$125 million Distribution Centre in Edinburgh North, South Australia, and is the only fully independent, family-owned, vertically integrated supermarket chain in Australia.

For Media enquiries please contact

Jemma Ciplys
 Digital & Creative Manager
 Drakes Supermarkets
 P: 08 8415 6100
 E: media@drakes.com.au