



**For Immediate Release
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‘Drakes are giving away up to \$5 million for their 50th birthday’

This year Drakes proudly marks its 50th year in business and what better way to celebrate this milestone than to change someone's life! Five lucky Drakes customers will win a chance to play to win \$1 Million each, with a total of \$5 Million to be won!

With humble beginnings as a small, three-laned supermarket in 1974, the South Australian family owned and operated business has become Australia's largest independent grocery retailer with over 65 stores across South Australia and Queensland, employing over 6,000 staff nationwide.

Reflecting on his 50 years in business, Roger Drake, Managing Director and Founder of Drakes, expressed gratitude to his supportive customers and hardworking staff. He attributes Drakes' success to the unwavering commitment to their customers and dedication to giving back to the South Australian and Queensland communities in which they operate.

“Our customers are the most important people in our business” Roger Drake states, “Drakes’ strength lies in operating on the principles of supporting local manufacturers, farmers and suppliers. Despite our expansion [over the last few years], we remain focused on the important aspect of the supermarket business – our customers, striving to always provide superior customer service.”

He added, *“I am extremely grateful for the past 50 years since I have been in the supermarket business. I commenced in this industry in 1965 when I worked with Coles; and after a few years working my way through all facets of the business, I decided I could give this a go on my own and in 1974 opened my very first three laned supermarket. In 1977, I then opened my first large supermarket and with the support of all my staff and customers; what do they say – the rest is history!”*

John-Paul Drake, second generation Director of Drakes, recalls growing up entrenched in the family business, securing his first job at the age of 11 as a trolley collector. Watching and learning from Roger as he built the business from the ground up, John-Paul has a healthy respect for his dad and the team who have helped Drakes to grow into the success story it is today. He promises that Drakes will always remain a family business, with three generations of Drakes family members currently working in it.

“Drakes is long term and generational. This isn’t a business that’s been built for me or my kids – it’s for the future. We will always be a family business with family values that extend beyond our team, but our corporate structure will ensure that the decisions made are the most responsible ones security of our entire ecosystem” said John-Paul Drake. *“It has been, and continues to be, a privilege and a responsibility to lead the best team in the business.”*

“Roger’s best-known saying to our team is ‘I am not your boss, the customer is your boss, for without customers, none of us would have a job!’ I like to remind him of this when he tries to tell me off for something! But this really sums up the values of our business – to be customer led. We want to provide our customers with exceptional service, value for money, great range and an outstanding shopping experience. “We’re all about choice” he adds.

Drakes boasts one of highest staff retention rates in the industry with almost 800 staff with 10 or more years' service with 7 having dedicated over 40 years working in the business.

"We are committed to the growth of the Drakes business, to serve Australians for generations to come" said Roger Drake, "Since the business commenced in 1974, we have employed over 50,000 staff; and customers often tell me that they have a family member or know someone who has worked in one of our supermarkets. I can assure you, we will be employing people from our local community for generations to come"

"We understand that for many of our team members, working in our stores will be their first job before they move into their chosen field. It's our goal to ensure that when you see Drakes on a resume, you know that team member has come from good foundations," adds John-Paul.

To celebrate this significant milestone, Drakes has planned a series of exclusive events and promotions throughout the year, including giving 5 of their customers a chance to play for \$1 Million each with \$5 Million up for grabs. To enter this major competition, simply purchase a specially marked product and spend \$40 in an eligible transaction to enter. Scan your myDrakes app to be automatically entered with each qualifying purchase. More details at www.drakes.com.au

About Drakes

Drakes is a family owned and operated grocery retailer of 66 stores across South Australia (44) and Queensland (22). Drakes is Australia's largest independent grocery group employing over 6,000 people with a turnover of more than \$1Billion annually. Drakes remain committed to supporting local suppliers, farmers, and the local community.

In September 2019, Drakes opened their \$125 million, state of the art Distribution Centre in Edinburgh North, signifying the official beginning of their independence.

The Distribution Centre fully funded by Drakes, is equivalent to 3 times the size of the MCG or 40 Olympic sized swimming pools, utilising \$15 million worth of robotics and houses over 23,000 separate lines of products. It is the most advanced independent distribution and logistics centre of its kind.

A further three distribution centres service Drakes stores: their Fresh Produce distribution centres in Pooraka and Rocklea and Meat Distribution centre in Beverley.

Drakes opened four new stores in 2022 including Proserpine (QLD), Mundubbera (QLD), Yankalilla (SA) and Gawler East (SA) and an additional two stores in 2023 - Aston Hills in Mt Barker (SA) and Lightsview (SA); with plans to grow their store footprint to at least 80 stores by 2027.

Integral to Drakes' sustained success is the company's dedication to nurturing enduring, fair and personal relationships with suppliers who align with its commitment to quality, reliability and innovation. These partnerships ensure efficiency of the supply chain and play a pivotal role in consistently delivering fresh and locally sourced products to customers.

Content Supplied includes –

- Drakes Supermarkets Key Timeline – 1974 to 2024
- Photographs of John-Paul and Roger Drake at Drakes Supermarkets

https://drive.google.com/drive/folders/1-CmVrRZhUxaiFrwEJSyAHvF6s5_z7MAk?usp=drive_link

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