

For Immediate Release
19th March 2024

**DRAKES PROUDLY EXPANDS WITH ACQUISITION OF IGA MOUNT BARKER AND
MOUNT BARKER CELLARBRATIONS**

Drakes is proud to announce the acquisition of IGA Mount Barker and Mount Barker Cellarbrations Liquor store, marking an exciting expansion for the company.

With the addition of IGA Mount Barker and Mount Barker Cellarbrations, Drakes' portfolio now boasts a total of 67 stores, with the Mount Barker Cellarbrations store becoming the 6th location under the Cellarbrations banner, joining others at Aston Hills, Eyre, Gawler East, Findon and Wallaroo.

IGA Mount Barker owner, Jo Elson said, *"I am very pleased that Drakes Supermarkets, a successful family-owned company here in South Australia will be taking over Mount Barker IGA and Cellarbrations. I have loved my time in Mount Barker for the past 11 years and are proud of the team we have built and had the pleasure to work with. I've enjoyed being part of and supporting community events and sporting clubs, local suppliers and trades people and creating local jobs. Most importantly, thank you to the customers and community, who have shopped with me over the years."*

The Mount Barker community can look forward to an enhanced shopping experience, featuring an expanded product range tailored to meet the community's needs, an extensive meat selection and quality fresh produce, supplied directly from Drakes Distribution Centre, Edinburgh. However, if there are products customers love, rest assured that the team at Mount Barker will endeavor to stock them.

"We're honoured that Jo has entrusted us with her wonderful family business and the team that she's developed. I hope we can make her proud by continuing to build on her hard work," said John-Paul Drake, Director of Drakes.

Drakes is committed to offering unparalleled value for money, ensuring that customers receive the highest quality products at competitive prices. Additionally, the exceptional customer service that Drakes is known for will continue to be a cornerstone of the Mount Barker shopping experience.

Drakes is dedicated to retaining the existing team members who have played a vital role in the success of the Mount Barker stores and looks forward to continuing to work alongside them as part of the extended Drakes family.

Drakes is excited to continue to build upon the foundation established by IGA Mount Barker and Mount Barker Cellarbrations, alongside their Aston Hills stores, and are committed to serving the Mount Barker community.

IGA Mount Barker will be rebranding to Drakes mini, on April 8th 2024.

About Drakes

Drakes Supermarkets is a family owned and operated grocery retailer of 66 stores across South Australia and Queensland. Drakes Supermarkets is Australia's largest independent grocery group employing over 6,000 people. Drakes Supermarkets remain committed to supporting local suppliers, farmers and the local community.

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