



Tuesday, April 1
MEDIA RELEASE

Drakes Supermarkets joins Royal Adelaide Show as Official Presenting Partner

Drakes Supermarkets has been announced as the Official Presenting Partner of the Royal Adelaide Show, bringing together two esteemed South Australian organisations with a shared passion for showcasing the state's best primary producers and delivering exceptional experiences for all Show visitors.

As part of the new three year partnership, Drakes will be the Official Retail Ticketing Partner of the Show, providing attendees with a convenient way to purchase their tickets at any of Drakes' 46 stores across South Australia. This will include their Wayville store, located just across the road from the Showground.

Drakes' deep ties to local producers will be showcased through its sponsorship of the Taste SA Pavillion, a premier attraction that highlights the richness of South Australian food and drink, as well as the Kids Bake with Drakes Cookery Competition, which aims to inspire young chefs to develop a passion for fresh, local ingredients.

The iconic nightly fireworks display, now presented by Drakes, will light up the Adelaide sky in a spectacular celebration of community spirit and shared traditions for families.

Royal Agricultural & Horticultural Society of SA Chief Executive Officer, Will Rayner, welcomed Drakes' new role in the Show.

"The Royal Adelaide Show and Drakes share a strong bond with South Australia, both committed to celebrating the best our state has to offer.

"From our nightly fireworks display to fresh cookery competitions for children, this partnership is a perfect reflection of our shared values of family, food, and community.

"We are excited to collaborate with Drakes to deliver a memorable experience for visitors in 2025."

John-Paul Drake, Director of Drakes Supermarkets, said the partnership reflects the company's core values.

"Going to the Royal Adelaide Show is a South Australian rite of passage and a much treasured family tradition. My kids adore the fireworks - almost as much as the animals!"



"The Royal Adelaide Show shares all the same ingredients as Drakes - community, quality and fun, and we are so proud to be partnering with such an iconic South Aussie event."

The Royal Adelaide Show, Presented by Drakes Supermarkets, will be held from Saturday, 30 August, to Sunday, 7 September 2025.

Tickets will be available for purchase from Friday, August 1

Entries for the Kids Bake with D-rake Cookery Competition and other competitive categories will open on April 21.

Partnership details

- Official presenting partner of the Royal Adelaide Show
- Official retail ticketing partner of the Royal Adelaide Show
- Nightly fireworks brought to you by Drakes
- Taste SA brought to you by Drakes
- Kids Bake with D-rake cookery competition

About Drake's Supermarket

Drakes Supermarkets is the largest independent grocery retailer in Australia, operating over 60 supermarkets in South Australia, Queensland and Online. The family-owned business is 100% Australian-owned and operated, with a strong focus on providing customers with the brands they know and trust.

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