

Drakes Celebrates \$2 Million Milestone at Charity Showbag Morning Tea

On April 3rd 2025, Drakes celebrated a significant milestone at its annual Charity Showbag Morning Tea, held at Kooyonga Golf Club. This year's event celebrated the 26th anniversary of the initiative, which has now raised a total of \$2 million for local charities. The event brought together suppliers and charity partners to commemorate the success and positive impact of this community-driven effort.

An amount of \$188,058 was raised and presented to our five charity partners, Bedford Group, Flinders Foundation, The Hospital Research Foundation, SA Police Legacy and St John Ambulance – representing the proceeds from the sale of 18,000 showbags sold in 2024. This marks the largest number of showbags ever sold and the highest donation to date. Each charity partner received an equal share of \$37,611.70, which will directly support their vital work in the South Australian community.

John-Paul Drake, Director of Drakes, said, "When dad came up with this harebrained idea to get our suppliers together to create the Drakes Charity Showbag, I don't think he ever thought this initiative would be able to raise \$2 million for our very worthy Charity Partners. We couldn't have done this without the support of our supplier partners and our customers - it's become an annual event that everyone looks forward to!"

One of the key aspects of the Charity Showbags initiative is the support of Drakes' suppliers, who generously donate products to fill the showbags. In 2024, 35 supplier partners contributed over 456,000 products, which helped create 3 variances of showbags all valued at over \$126 each. The bags were then sold for just \$14 at Drakes South Australian supermarkets during the week of the Royal Adelaide Show.

He continued, "Dad's always said, 'you can't take out of this world unless you put back in' – it's why we have the Drakes Charity Showbag and the Drakes Community Dollars program, and also why we sponsor and donate to hundreds of local sporting clubs, charities and community groups. Our communities are an integral part of our ecosystem, and we're proud to be able to give back in any way we can."

For 20 years, the Bedford Group has played an essential role in the initiative by packing the showbags at their facility. This long-standing partnership has created more than 600 job opportunities for Bedford employees, which continues to support their charity efforts.

Since its inception in 1999, Drakes has raised a whopping \$2 million dollars for the Charity Showbag initiative alone; and would like to extend their heartfelt thanks to the suppliers who contributed to the success of the 2024 showbags.

Suppliers of the 2024 Drakes Charity Showbags:

Australian Therapeutic Supplies Pty Ltd	Natralus
Bayer Australia	Nestle
Beerenberg	Nestle Purina
CCEP	Nippys Fruit Juices
Clorox	Nocelle Foods
Dr Oetker Queen Aus	Oriental Merchant
Freshfood	Primo Foods
Frucor Suntory	Proctor & Gamble (TCCD)
Future Foods	Red Bull
Jade Tree Enterprise	Sanitarium
Kenvue	Snackbrands
Kimberly Clark	Spring Gully
Manassen Foods	Stuart Alexander
Mars Petcare	Sun Bum Australia
Mars Wrigley	WMA/Sun Bum Australia
Massel Australia	Unilever
Menz Confectionery	Who Gives a Crap
Monde Nissin	

About Drakes Supermarkets

Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating 68 stores across South Australia and Queensland, the company now has an annual turnover well in excess of \$1 billion and employs over 6,000 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

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