

**FOR IMMEDIATE RELEASE**

**June 2025**

### **Drakes Launches New Liquor Brand – Drakes Cellars**

Drakes, Australia's largest independent supermarket retailer, is proud to announce the launch of Drakes Cellars – a fresh new identity for its liquor offering, rebranding all current Drakes Cellarbrations stores under the new banner.

Officially launching on 30<sup>th</sup> June 2025, Drakes Cellars will open across six locations at Aston Hills, Eyre, Findon, Gawler East, Mount Barker and Wallaroo, with Paramount Liquor joining as the exclusive supply partner.

This exciting step enhances the Drakes commitment to providing local customers with exceptional convenience, quality, and value – now extended into the world of wine, beer, and spirits. With a new look and name comes the same core values that have driven Drakes for 50 years: 100% family-owned, locally focused, and independently strong.

Leigh Rowe, Director of Paramount Liquor, said, "Partnering with Drakes is a natural fit. We're both family-owned businesses that back ourselves, back our people, and back our vision for growth. This partnership is built on trust, shared ambition, and a clear goal, to create something better for South Australian liquor retail. We're proud to support Drakes as their primary liquor supplier and banner group, and we're excited about what we can build together."

With Drakes Cellars, customers can expect the same dedication to quality, service, and community, John-Paul Drake, Director of Drakes, said, "At Drakes, we're here for a good time AND a long time. We're extremely proud to be working alongside another Aussie business to give our customers more choice in what they can buy. As the largest independent and family-owned businesses in our respective industries, it's like wine and cheese – a match made in heaven!"

To celebrate the launch, Drakes Cellars stores will be hosting exclusive opening specials, along with in-store tastings from some of South Australia's best local wineries, breweries, and distilleries. Customers can also explore the full range online at [www.drakescellars.com.au](http://www.drakescellars.com.au), with convenient click & collect and delivery options ready to go.

### **About Paramount**

Founded in 1992 out of a garage in Melbourne's inner-North, Paramount Liquor has grown to be Australia's largest family-owned on-premise specialist wholesaler. The company's vision is to create the best food & drink culture in the world and to be Australia's most innovative service driven beverage wholesaler, providing our customers with world class experts, insights & solutions.

### **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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