

## Drakes Most Anticipated Charity Showbag Returns for 2025

Drakes Supermarkets are excited to announce the release of their annual Drakes Charity Showbag, on sale exclusively through Drakes SA stores from Wednesday 3<sup>rd</sup> September.

Since 1999, Drakes Charity Showbags has been one of the most loved and eagerly anticipated initiatives among Drakes customers. Now in its 27<sup>th</sup> year, the initiative has raised more than \$2 million for key charity partners – Flinders Foundation, St John Ambulance SA, Bedford Group, The Hospital Research Foundation and SA Police Legacy.

“I have always said, you cannot take out of this world without giving back; and this is a very important value that Drakes uphold; especially when it comes to our community,” said Roger Drake, Managing Director of Drakes Supermarkets.

“The Drakes Charity Showbag commenced some 27 years ago and has grown substantially since its inception, which not only our customers look forward to purchasing each year in our stores, but it has also raised over \$2 million for our major South Australian charities.” It’s proof that when our customers, our suppliers and Drakes come together, we can really make a difference to our community.”

Bedford Group has been a key part of the initiative for over 20 years; carefully and proudly packing every Drakes Charity Showbag.

“Bedford is grateful for the long-standing partnership with Drakes as both a business partner and generous donor,” said Ian Stone, Bedford CEO. “Showbag packing is a highlight for employees each year and supports the creation of meaningful employment opportunities for people with disability.”

This year, Drakes’ generous supplier partners have donated over \$1.9 million worth of products to the Drakes Charity Showbag, helping to create three exciting showbag varieties. Each bag is valued at over \$106 and can be purchased for just \$14, while stocks last.

Suppliers of the 2025 Drakes Charity Showbags:

Asahi	Kraft Heinz
Australian Therapeutic Supplies Pty Ltd	Manassen Foods
Beerenberg	Mars Petcare
Bundaberg Brewed Drinks	Mars Wrigley
Calbee	Menz Confectionery
Clorox	Monde Nissin
Coca-Cola	Nestle
Freshfood	Nestle Purina
Frucor Suntory	Nippys Fruit Juices
FUTURE FOODS	Only organic

Greens General Foods	Oriental Merchant
Henkel Consumer Brands	San Remo
Hismile	Sanitarium
INGHAMS	Safcol
Jade Tree	Snackbrands Australia
Kenvue	Sun Bum
Kimberly Clark	Who Gives a Crap

### **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

### **For media enquiries please contact –**

Liana D'Orsi  
Media Contact  
Drakes Supermarkets  
E: [media@drakes.com.au](mailto:media@drakes.com.au)