

Pauls to Recognise Top Shops

Pauls Community Store of the Year program.

Believed to be a first in Australia, the year-long joint venture, initiated by leading dairy companies Parmalat and Norco Pauls is designed to reward and recognise excellence in the industry, provide valuable personalised feedback to participants and increase customer traffic.



The Pauls Community Store of the Year program is open to all community stores and convenience store retailers who are nominated by their customers. The program kicks off with participating retailers receiving colourful, eye-catching in-store merchandise, nomination forms and POS materials to encourage customer nominations. In addition, customers will be asked for feedback against key criteria including service, appearance, choice and level of community involvement.

Individual feedback will be compiled and delivered back to stores by an independent company to help in-store teams to shape and drive in-store service standards. Customers will also benefit if they nominate their local store with the chance to win one of three \$5,000 prizes to be donated to a local community group or initiative of their choice.

"We recognise that independent retailers are often the unsung heroes in a community, providing many services to their customers that go way beyond selling everyday items," says David Waugh, Marketing Director for Parmalat.

"However, we're also aware that to boost profitability and customer flow, thanks to increased choice, there's no room for complacency. This new program has been designed to help store owners and managers understand their customers better and will play a crucial role in providing them with the tools to demonstrate what they're doing right and highlight areas they can improve."

The judging panel will be headed up by renowned small business expert, David Campbell, Managing Director of Avatar Business Navigation and past chair of the Small Business Assistance Group for the Australian Institute of Management.

The overall Pauls Community Store of the Year winner will receive a business consultancy package valued at \$12,500.

Stores wishing to participate should contact their Pauls sales representative or call the Pauls Community Store of the Year hotline on 1800 622 039.



KR Castlemaine Environment the Winner

Queensland Energy Minister John Mickel said a new electricity installation being facilitated by Ergon Energy will provide a significant boost to KR Castlemaine Foods while delivering environmental benefits to the local community.

Mr Mickel said agreement had been reached to build a \$6 million, 4.5 megawatt electricity co-generation facility to provide on-site power for Toowoomba's KR Castlemaine (KRC) meat processing factory.

Mr Mickel visited Toowoomba to officially launch the project on Monday 23 January, in which DDCE Pty Ltd will design, build, own and operate the facility.

Mr Mickel said Ergon Energy will be the intermediary between DDCE and KRC to offer KRC a high quality energy service for the gas-fired facility over a long term (15 years), providing both certainty of electricity supply and a reduction in energy costs.

US Supermarkets Set To Get the 'Good (Olive) Oil'

Successive droughts and frosts in Europe and a closer price differential have set the scene for an Australian extra virgin olive oil marketer, Piquant Blue Limited, to smash through into the lucrative and massive United States market for olive oil.

ASX-listed Piquant Blue ("PQB") announced today it expected first major exports to large US supermarkets by mid-year, supplementing surging sales in the Australian market.

Piquant packages and distributes the high volume redisland™ brand and the gourmet line, njoit™.

"We expect to ship by June to the first US supermarket chains, which are substantial retailers, some with sales in excess of US\$10 billion per annum," Piquant Blue's Managing Director, Mr Andrew Konowalou, said today.