



**For immediate release**

**Media Release**

## **Bananas give Innisfail retailer a thousand reasons to smile**

A \$1000 cash incentive for the best fresh banana point of sale display for state winners seems like real gold for local Innisfail banana grower and retailer David Zahmel owner of DCG Zahmels Pty Ltd. That's what was on offer for state winners from the Australian Banana Promotions Company (ABPC) in their annual POS competition.

The competition was conducted nationally, with prizes awarded to state and national winners based on retailers' creativity in displaying the return of Australia's most loved fruit after Cyclone Larry.

For the Zahmels, the impact of Cyclone Larry in 2006 was felt twice as hard for his family as both growers and retailers, making the prize money a much appreciated reward after months of reduced income while they patiently waited for post-cyclone banana plants to bear fruit.

"The display had a very sentimental feel as it reflected not only our excitement for the return of Australian bananas for consumers, but also our family's return to the business of supplying customers with the freshest and highest quality locally grown produce" said David.

According to the competition's judge and ABPC Chief Executive, Craig Allen, "This year's competition has certainly attracted the highest calibre of entries which is indicative of retailers' enthusiasm for the return of banana supplies.

"It was truly wonderful to see the amazing support and drive from everyone involved in the industry to get behind the cause and celebrate the fruit's return to retail shelves."

Unsure of how the money will be spent as yet, David Zahmel pledged at least half of the winnings towards a bar tab at the local pub for a long-deserved celebratory drink with his staff and family.

### **Enquiries**

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