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Media Release

Local retailer donates \$5,000 for getting hooked on bananas

Newcastle fruit retailer Growers Best was today awarded \$5,000 by The Australian Banana Promotions Company for their 'get hooked on good health and eat Aussie bananas' display as winners of an Australia-wide competition for the best display of bananas in retail stores.

The annual competition, run by the Australian Banana Promotions Company (ABPC), was especially poignant this year coinciding with return of bananas after months of high prices and shortages in the wake of Cyclone Larry last year.

Growers Best owner and two time winner of the ABPC competition, Frank Frasca said, "Staff wanted to create a display that promoted the Australian aspect of bananas. So we started brain storming popular Australian past times and fishing came to mind. Hence the 'get hooked on bananas' theme."

According to the competition's judge and Australian Banana Promotions Company CEO Craig Allen, what stood out most about Growers Best's entry was the community feel of the display from local Newcastle Hospital hero 'Boris the Gorilla' who could be seen hooking into a school of bananas, to the fishing boats donated from Dixon Park Surf club.

Frasca says 'Growers Best regularly enters competitions, not for the prize money, but rather for the buzz and atmosphere it creates for his staff and customers alike. Ultimately the financial rewards with these competitions come from elevated fruit sales. Our banana sales went through the roof that week!

'This display was certainly one of our most creative though – bananas have long been our best seller, and we really wanted to create something special to celebrate their return with our loyal customer base who continued to support the fruit even when prices became exceedingly high.'

In 2005, Growers Best donated their \$5,000 winnings to the 'Single Mothers With Children Charity'. This year, \$2,500 of the winnings will be used to sponsor a surf boat for the Dixon Park Surf Club with Frasca pledging the remaining \$2,500 to Our Lady's Nurses for the Poor ("Brown Nurses") that serve the poor and needy in today's society.

Enquiries

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