

Fair practice dairy wins Shoprite award

Shoprite announced its winner of Perishable Supplier of the Year last week and, out of six contestants, the award went to Fair Cape Dairies, manufacturers of Fair Cape Free Range milk and dairy products.



L - R Fair Cape staff Sonja Cornelissen (public relations officer), Louis Loubser (marketing director), Joel Serman (commercial manager) and Megan Combrink (sales manager).

Suppliers were judged on turnover growth, in stock ratio and promotional activities amongst others. Fair Cape runs its own merchandising team, which services Shoprite and Checkers stores across the Western Cape. Fair Cape is now entered for the Shoprite National Supplier of the Year award that will take place at a gala event in November 2009.

“We have a longstanding relationship with the Shoprite group and we are thrilled that they have recognised our company as one with world-class business practices. We are very honoured by this award and hope to keep building on this achievement in the future,” says Louis Loubser, Fair Cape's marketing director.

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