

Thought of the day

"Our lives are not determined by what happens to us but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. It is a catalyst, a spark that creates extraordinary results.



Fruit Wholesalers Since 1900

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Fruit wholesalers in the Sydney Markets for more than 100 years, FHG Rogers continues to provide quality fruit to its customers and unrivalled service to its growers and suppliers.

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LATEST NEWS



Paul Barsoum Managing Director

Welcome to the inaugural **FHG Rogers** newsletter. This newsletter is a reflection of the dynamic strategic direction of our company.

We have told many of our desire to be the best at what we do. One key aspect is communication with our customer and supplier base, hence this newsletter. We plan to issue this newsletter on a quarterly basis and may increase this frequency as time moves on.

I am so pleased that lots of people want to participate on our newsletter. Please contact us, we will welcome your submissions and news and will share it with our industry.

FOCUS:

In this issue we focus on the following:

Fruitcorp-Fresh launch 002

Customer profile 002

Supplier Profile "Australian Fruit Marketers" 003

Our newest staff member Jenni Lincoln 003

FRUITCORP FRESH

Fruitcorp is a new, exciting concept from the FHG Rogers stable. This concept will integrate the supply and marketing of Fresh Fruit designed ultimately to increase consumption by the consumer to the benefit of all who participate.



What does this mean for you the supplier and the retailer? One example is in-store demo's; at the moment we're currently running a trial of an in-store demo program with a major customer, once we have learnt from this exercise we plan to broaden this concept and involve both growers and retailers in making this successful.



"Simply The Best"

You'll also start to see new point of sale material appearing as we promote the taste and health benefits that eating fresh fruit provides.

The Fruitcorp brand, its marketing programs and its alliances with growers and retailers is exclusive to FHG Rogers.

We're very excited about this new development and look forward to engaging with you all as the programs develop, watch this space!

CUSTOMER PROFILE

President Avenue Fruit World Kogarah. Owned by Kouri Ly.

Kouri has been in retail for 20 years, 5 in the Fruit and Vegetable industry and has owned the current business for the last 2 years. Trading 6 days a week Kouri runs a busy shop. Kouri says that the lack of Banana sales has hurt sales recently but his business is growing rapidly and he's currently looking to expand.

The key to his success is excellent customer service. Kouri says up to 99% of his customers are regular customers that return day after day week after week, most of whom he knows personally. Having a large fridge and deli-section also provides his customers with added value and variety. Of course prices have to be competitive.

Kouri has been a customer of FHG Rogers since he purchased the shop 2 years ago. He enjoys the excellent service and assistance provided by the friendly staff and says the quality of the product and the price are always to his satisfaction.



SUPPLIER PROFILE



Australian Fruit Marketers.
David Adams Managing Director.

Australian Fruit Marketers represents approximately 15 growers of Apples and more recently cherries in the Huon Valley region of Tasmania. David has been in the industry for many years and has been trading with Rogers for the last 5 years.

David says the market is challenging at present particularly his export business as they must compete with countries with lower production costs; he's also concerned that imports into Australia may become a significant issue in the future. His suppliers obviously need to focus on quality to compete in this environment.

David says he has an excellent relationship with the team at Rogers and feels the communication flow regarding market trends and pricing a valuable link from the grower to the market place.

INTRODUCING JENNI

Jenni Lincoln. Customer Service Manager

We'd like to introduce Jenni Lincoln our latest recruit. Jenni is our newly appointed Customer Service Manager. Jenni's role is to take the Rogers/Fruitcorp message to our customers. Our strategic objective here is to not only provide excellent service to our customers when they visit our stand at the Sydney Market; but to also work with the retailer to increase consumer awareness and sales, on products through our Fruitcorp Marketing Program. We want to develop true partnerships with our customers so we can work together to grow our businesses.



Jenni joined us in April this year and comes with excellent credentials having had previous experience in customer management in the retail food and beauty industries. So far Jenni has spent time in the markets understanding how our industry works; she's recently started venturing out meeting our customers. When Jenni calls please welcome her, she's a great personality and we're very confident she'll have a significant impact on developing our customer relationships still further.

Jenni's having a ball; she's really taken to the industry, loves the people the products and visiting our customer's stores. She's even managing to accept the "unsocial" business hours (at least that's what she tells us!).

If you're in retail in Sydney, if she hasn't done so already, Jenni will be calling you shortly.