



SPC ARDMONA FACTORY SALES OPENS IN SHEPPARTON

BACKGROUND INFORMATION AND QUOTES FOR MEDIA

November 2009



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HISTORY

In early 1980's a small factory sales outlet ran out of a little hut at the side of the historic Ardmona Factory at Mooroopna. It carried a limited range of Ardmona products for sale and the main customers were employees and shareholders of that time. Later, a more permanent outlet was established in a rented property in Mooroopna's main Street - McLennan Street and a much larger range of products was made available for the general public.

In the late 1990's a number of properties fronting the main street and adjoining the Ardmona plant were purchased and a decision was made to establish a modern Factory Sales outlet on that site. Here a new building was constructed with a red brick façade, sympathetic to the style of the existing Ardmona Factory. It included extensive parking for buses, caravans and motor homes and restroom amenities. Due to the growing demands of shoppers coming from Melbourne and further away, a new indoor-outdoor cafe facility called "Peaches" was also opened. Until this time the outlet had been run by Ardmona staff and the products were largely Ardmona and Goulburn Valley labels.

A new company and operator Jim Andreadis was employed to run and oversee the operation and Ardmona Factory Sales opened at the existing premises in 1998. From the year 2000 the company started to source a lot of other well known brands.

In 2002 the two food producing giants of Ardmona and SPC merged which later saw the closure of the SPC outlet in Shepparton. This enabled all factory sales of the SPC product to be added to the range in Mooroopna and the company was re-named SPC Ardmona Factory Sales. A large number of additional Australian food product labels were sourced and added. During this time the outlet had become the largest food factory outlet in Australia and was Greater Shepparton's major tourist attraction, with over half a million people visiting each year.

In 2008 the outlet was struggling for floor space and plans were well underway for making a new home. In November 2009 SPC Ardmona Factory Sales opens in Shepparton.

"Over many years, it has been a pleasure to work with Jim Andreadis and his wonderful team".

Ron Holland, Shepparton

THE FUTURE

This is a major milestone in the history of the organisation. It not only represents what the company has achieved historically since opening its doors at Mooroopna more than 11 years ago, but looking forward, this new facility creates a platform to expand and grow for the future. The operation started with a staff of 10 and now employs 40 full and part time staff. It has worked closely with the community from many aspects.

The increased awareness through its new location to Shepparton, particularly for the Melbourne and regional Victorian visitors to the area, is an added bonus and a contributor to economic growth for the region.

"Jim was a founding director of the United Way Goulburn Valley Community Fund that launched in 2000. His personal generosity and ongoing support to the Fund through SPC Ardmona Factory Sales has been extraordinary."

Peter Bicknell, Chair – United Way Goulburn Valley Community Fund

BUILDING DESIGN AND MATERIALS

The creation of SPC Ardmona Factory sales Shepparton is an imaginative makeover to an existing building. The main functional brief was to maximise the available site to increase floor space. This existing structure is over 9 meters high so it was important to reduce the scale of the front elevation at pedestrian level at the footpath. This has been achieved by creating a single story extension. The nature of the factory sales activity requires some fairly robust material and the use of concrete panels at these lower levels solved this need. The panels are triangular in shape in order to break up the light and add a shadowed, textural effect to the façade. Panels were also split to allow the addition of full height strip windows which allow for more natural light and to contribute another textural element to the façade .

The high level of the building facing West is clad in opal polycarbonate cladding material “Danpalon” which provides a second major textural element. The cladding will allow diffused natural light into the building at a high level and effectively creates a big triangular skylight on the wall. The internal lights will make the Danpalon cladding glow at night effectively backlighting the main building signage located on the cladding.

A new canopy covered entry provides access from the existing carpark and “Danpalon” has been used again in conjunction with signage to visually connect the entry to the street frontage elements used on the west side of the building.

“We are pleased to have been given the opportunity to provide architectural design input for the project. Our client wanted to ensure that the renovated building provided a significant and positive contribute to Shepparton’s streetscape.”

*James Seymour – Associate Principal
Architects – Vincent Chrisp & Partners, Melbourne & Shepparton*

WAREHOUSE MANAGER

Dean Gauci has been involved with SPC Ardmona Factory sales for at least 9 years and goes back many years with proprietor – Jim Andreadis. Dean comes from the fresh fruit and flower industry and has lived in the Goulburn Valley for fifteen years. He is married with two children.

“This has been a major challenge and in the planning stages for three years. We outgrew our premises some years ago. For the last 5-6 weeks we’ve worked around the clock to get ready for the opening and fine tune all the new systems. I’ve enjoyed the journey with the company and have been involved with new shop openings and launching new businesses on many occasions, but this has been the biggest challenge so far. It is a huge scale project with great teamwork and we’ve had 50-60 tradesmen working on the new site at any one time. To re-locate Australia’s biggest food clearance centre in Australia has been a massive challenge and I feel pretty proud..... I’m excited to see how customers will respond with the bright new images around the place, state of the art electronic cash registers, great colour and atmosphere, polished concrete floors, good architecture and use of corrugated iron – it’s quite an industrial look really”.

*Dean Gauci – Warehouse manager
SPC Ardmona Factory Sales*

MOVE TO SHEPPARTON

On Monday November 16, 2009 SPC Ardmona factory Sales moved from Mooroopna to the heart of Shepparton

- Enjoy 20-70% off top brand foods
- Snack pack to catering sizes
- In the retail shopping hub of Shepparton
- Corner of Corio & Vaughan Streets
- Australia's largest food clearance outlet

NEW STORE DETAILS

SPC Ardmona Factory Sales Shepparton

197–205 Corio Street, Shepparton VIC 3630

Phone: 03 5821 7033 Fax: 03 5821 7440

Email: info@ardmonafactorysales.com.au

Website: www.ardmonafactorysales.com.au

TRADING HOURS

Factory and Café open 7 days a week from 9am – 5pm

Closed Christmas Day, Boxing Day, New Years Day, Good Friday

THE NEW PREMISES

Brand new light and bright factory

Friendly staff and more cashiers

Extensive parking all one level

Easy access, off-street car and coach drop-off point

Air conditioned throughout and comfortable amenities

Peaches Café open for breakfast, snacks, lunch and great coffee

PRODUCTS

The ever-expanding products include top brand foods of SPC, Ardmona and Goulburn Valley Gold labels, comprising fruit, tomato and juice products, including Snack Pack to Catering size tins. Further well known manufacturers include IXL, Campbell's, Kraft, Golden Circle, Heinz, Uncle Toby's, Simplot, Cerebos, Greenseas, Cadbury, Mars, Hoyts, Masterfoods, and Windsor Farms. 20-70% off Australia's leading brands.

PEACHES CAFE

The popular Peaches Café has a bright new look and home at Shepparton. After their drive to the factory or shopping experience, shoppers can recharge their batteries and enjoy an indoor outdoor area. The menu offers delicious muffins, scones, sandwiches, rolls, wraps and salads, plus hot food items to enjoy with Vittoria coffee, milk shakes, smoothies, iced coffee/chocolate, or a range of packaged cool drinks and juices!

COMMUNITY FUNDRAISING

SPC Ardmona Factory Sales is committed to supporting fundraising projects for our schools and community groups and there are **two options**.

1. SHOP & GO - Do it yourself shopping

Take to the factory sales floor and make your own selection from heavily discounted lines!

2. PRE-ORDER & PRE-PAY

Order via the "Fundraiser Price List"

This provides a pre-selected range of quality labelled SPC, Goulburn Valley and Ardmona products. Check the website for full details and order forms.

LOCATION

An easy 2 hours drive from Melbourne via the Hume Freeway. Watch for the Shepparton turnoff after Seymour! For navigation systems enter 197 Corio Street, Shepparton.

THE BEAUTIFUL GOULBURN VALLEY

Shepparton is the major centre of the Goulburn Valley and the headquarters of the Goulburn Valley irrigation system. Separated from Shepparton by the Goulburn River is the sister township of Mooroopna, a five minute drive via a causeway through native forests.

Food Bowl

Recognised for producing the best fruits and vegetables in Australia, the Goulburn Valley region is regarded as the "Food Bowl of Australia" with exports to more than 60 countries. Alongside SPC-Ardmona, other notable industries include Bonlac, Campbell's Soups, CEDENCO Australia, Heinz-Watties Australia, Monichino Wines, Nestlé, Simplot, Tatura Milk, Unilever Australia and the historical Furphy Foundry. Lead by a prosperous farming sector based on irrigated and dry land industries, the economy is strong and vigorous. The fruit, dairy and food industries represent more than 25% of Victoria's agricultural production. The Goulburn Valley's productivity is growing at twice the State's average, due to the major industries based in the region.

Early Settlement

In the early 1800's the fertile and rich land attracted European migration to the area where it was highly sought after for farming and propagation. This included the early explorers Hume and Hovell who were early discoverers of the fertile grasslands of the river valley. The area was initially settled by a range of immigrants from New South Wales and Tasmania (Van Dieman's Land), to squatters and post-war soldier settlers; and finally European migrants, whose influence is still prominent and flourishing in the region today.

A vibrant community

Synonymous with great food, wine, and a mediterranean style climate, the region boasts a diversity of outdoor and sporting activities. It's a vibrant community with rich multicultural roots, history and attractions. Diverse and excellent accommodation includes bed and breakfast, farmstay, motel, hotel, caravan and camping facilities.

SPC Ardmona Kidstown Adventure Playground is huge tourist park is widely recognised as the best children's playground in Australia and attracts over 150,000 visitors a year. Features include a huge MCG sized childrens' play area, miniature railway and imaginative and interactive leisure facilities. Great for celebrations and birthday parties. Entry is by gold coin donation. Centrally located on the Midland Highway between Mooroopna and Shepparton. Tel: 03 5831 4213.

www.kidstown.org.au

Held annually each March, **the SheppARTon Festival** is recognised for its innovative visual, performing and culinary arts program celebrating community and culture.

Aquamoves is a glass featured complex on picturesque Victoria Park Lake in Shepparton's CBD. Regarded as one of the finest leisure facilities in regional Australia, Aquamoves boasts a 25 metre indoor lap pool, large indoor leisure pool, 50 metre Olympic size swimming pool, and a huge outdoor water play area with a wild rapid river and super slide. Facilities also include a gymnasium, electronic theatre, childcare facilities and spacious cafe.

Shepparton's Art Gallery is renowned for its international ceramics collection and eclectic collection of Australian artists. The Sidney Myer Fund International Ceramic Award has established the Shepparton Art Gallery's position in the art world.

Further attractions include:

Excellent walking, cycling & driving tracks, the Furphy Foundry & Museum, Shepparton Museum and Historic Precinct, The Aboriginal Keeping Place, Victoria Park Lake, Emerald Bank Heritage Farm, Belstack Strawberry Farm and neighbouring wineries at Katunga, Nagambie and Cobram.

Regional events

New Year's Eve Festival in Mooroopna
International Dairy Week January
Mooroopna Fruit Salad Day in February
Country Music Festival in February
SheppARTon Festival in March
Tastes of Tatura in February/March
Mammoth "Fly In" September
Shepparton Agricultural Show in October
Spring Car Nationals in November + other mid year rallies

Visitor Information:

City of Greater Shepparton - Information Centre
1800 808 839 National Freecall or (03) 5831 4400 - 7 days per week www.shepparton.vic.gov.au