



For Melbourne & National Publications

[MEDIA RELEASE]

AUSTRALIA'S LARGEST FOOD FACTORY OUTLET OPENS IN SHEPPARTON – MONDAY 16 NOVEMBER

FOR IMMEDIATE RELEASE

13 November 2009

After eleven years of successful operation at Mooroopna, SPC Ardmona Factory Sales has moved to the heart of Shepparton's shopping precinct. Revealed, is a brand new light and bright factory with a contemporary feel, state of the art terminals and extensive parking all on the one level, at the corner of Corio and Vaughan Streets. From Monday November 16 the new facility is operational!



The creation of SPC Ardmona Factory sales

Shepparton is an imaginative makeover to an existing building where major renovation with a single story extension has increased floor space. With the use of triangular shaped concrete panels and the addition of full height strip windows, more natural light and the use of interesting textures, has given it an exciting face

and environment for shoppers and visitors. According to Warehouse Manager Dean Gauci *"This has been a major challenge and in the planning stages for three years. We outgrew our existing Mooroopna premises some years ago... we are excited and proud of the new Shepparton site."*

The fully refurbished warehouse is air-conditioned, with comfortable amenities and a contemporary new look Peaches Café. The menu offers a range of freshly prepared food ready to eat in or takeout with indoor/outdoor facilities. The Café will operate throughout the trading time of the factory and is open for breakfast, lunches, great coffee and refreshing drinks, 7 days per week.

The major Goulburn Valley and Midland Highways pass through Shepparton which is an easy 2 hours drive north of Melbourne via the Hume Highway. 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.

The move to Shepparton is a major milestone in the history of SPC Ardmona Factory Sales. Since opening its doors in 1998 at Mooroopna, it has progressively grown by sourcing top brand food items and become the largest food factory outlet in Australia..... and Greater Shepparton's major tourist attraction, with over half a million visitors annually. Major brands include SPC, Ardmona and Goulburn Valley Gold labels, comprising fruit, tomato and juice products, in Snack Pack to Catering sizes. Further well known manufacturers include IXL, Campbell's, Kraft, Golden Circle, Heinz, Uncle Toby's, Simplot, Cerebos, Greenseas, Cadbury, Mars plus more.

Looking forward, this new facility creates a platform for further growth. The operation started with a staff of 10 and now has 40 full and part time staff. It has worked closely with the community on many levels. Alongside 20-70% off top brand foods, fundraising options for schools and community groups will continue to be offered. SPC Ardmona factory Sales operates 7 days per week from 9-5.

SPC Ardmona Factory Sales Shepparton

197–205 Corio Street, Shepparton
Phone: 03 5821 7033 Fax: 03 5821 7440
www.ardmonafactorysales.com.au

Open 7 days a week from 9am – 5pm

Closed Christmas Day, Boxing Day, New Year's Day, Good Friday



Further information and high res images:

Donna at SPC Ardmona Factory Sales: Phone: 03 5821 7033 Fax: 03 5821 7440
Email: info@ardmonafactorysales.com.au

Or some of the people related to the organisation available for interview:

Warehouse Manager – Dean Gauci 0447 317 589
Architect - James Seymour – Vincent Chrisp & Partners Melbourne & Shepparton 0409 162 253
History – Ron Holland 0419 213 508 5821 3508 AH
Community – Peter Bicknell – Chair United Way Goulburn Valley Community Fund 0407 219 177