



FPC PRESS RELEASE

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Refreshing challenge for retail florists

Independent retail florists in the UK have the chance to win a prestigious award as the Re:fresh awards celebrate the most innovative companies in the industry sector this year. The Re:fresh awards are organised annually by the Fresh Produce Consortium, the trade association representing the fresh produce and flower industry and the Fresh Produce Journal, the leading trade journal for the fresh produce sector.

The Retail Florist of the Year award is sponsored by FPC member New Covent Garden Market and will be presented at the fabulous Re:fresh awards dinner held on 28 May at the London Marriott. The Awards Dinner takes place after the Re:fresh conference which this year focuses on opportunities surrounding the often overlooked market beyond 'the Big Four', including retail, foodservice, wholesale and the concept of local hubs.

Entry to the awards is free and is open to all independent retailers of flowers and plants in the UK. The criteria for the Retail Florist of the Year award are to demonstrate commercial innovation, for example, a product offer, marketing or promotional activity, and good business practice, such as staff development, product sourcing or any environmental initiatives. Entrants should explain their business strategy and how they look to influence customer awareness and increase customer expenditure. All entry forms must be received by Thursday 9 April.

"We are delighted to be associated with this award and to encourage retailers of flowers and plants to showcase their best practice and share their successes," commented Nigel Jenney, Chief Executive of the Fresh Produce Consortium.

In addition, the winner of the Retail Florist of the Year will be eligible for entry to the overall Produce Trade of the Year award, selected from a number of Re:fresh award categories.

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Notes for editors:

1. The Fresh Produce Consortium (FPC) is the UK's fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognised across the UK and EU as the voice of the industry.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. The Fresh Produce Journal is a weekly publication of news and features for the fruit, vegetable and flower trades covering all aspects of the supply chain, across the global range of fresh produce.
4. For more information on the Re:refresh Awards and how to enter visit: www.refreshawards.com or contact FPC on 01733 237117.

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