

CAMPBELLS CASH & CARRY PTY LTD  
ABN 57 000 226 399

MC INTERNATIONAL AUSTRALIA PTY LTD  
T/A C Store Distribution  
ABN 61 080 064 099

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## **CAMPBELLS WHOLESALE LAUNCHES NEW OPERATION TO TAP \$30 BILLION MARKET**

Campbells Wholesale, a division of national grocery and liquor wholesale distributor and marketer, Metcash Limited, has launched a new operation called Catering Connection to build a niche in the \$30 billion national hospitality sector.

The division has commenced the national roll-out of new products and services to cater to a vast range of restaurants, pubs and clubs, hotels and motels, as well as other small hospitality outlets across Australia.

Campbells' distribution outlets are being progressively transformed with dedicated sections featuring Catering Connection's products for hospitality outlets, featuring 5,000 products initially to supplement Campbells' normal range of 12,000 products on sale.

Seven Campbells' Wholesale outlets will be transformed by September, 2009, with another seven to rollout across the country by 2010.

Catering Connection areas in the outlets will be displayed as a one stop shop for small hospitality operators, who can visit and take away their essential items.

Campbells Wholesale also plans to provide deliveries of the everyday items – from chips to toilet rolls – while also building an online ordering system.

Chief Executive Officer of Campbells Wholesale, Mr. Peter Dubbelman, said "Campbells Wholesale sees great potential in servicing the lower end of the hospitality market through Catering Connection, while continuing to build our share of the more sophisticated food service market with Foodlink.

"We are offering a full service and very wide product range to smaller operators who want access at a one stop shop to great prices and wide range of products for their restaurants and other food service outlets.

"Campbells Wholesale is building our market share in the convenience category, which stands at just under 40 per cent, with strong growth still being experienced in video and petrol convenience chains", he added.

Campbells Wholesale lifted its sales 7.1 per cent in the 2009 financial year to \$1.66 billion and Earnings Before Interest Tax and Amortisation 7.8 per cent to \$33 million.

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Campbells Wholesale plans to extend its product offering through Catering Connection with fresh meat, poultry, fruit and vegetables over the coming months.

The 30 key items for any food service outlet, including chips, liquor, oil and sugar, will be offered to Catering Connection customers at everyday low prices, with a range of special prices to be promoted through catalogues and online.

A national buyer of Campbells Wholesale, Mr Grant Fairlie, said "We are committed to delivering savings of up to 10 per cent to our Catering Connection customers through our service and have already had a very strong take-up to the new offering.

"We are also in process of delivering total solutions for small operators, who can order everything they need in different areas of their outlets on a continuous basis. For example they can simply order their restroom requirements or table service each month and can pick up the items in store or having them delivered", he concluded.

For Further Information Call:

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