

MEDIA RELEASE

Tuesday 30th November, 2010

**Minto Fruit Orchard recipient Batlow Apples Retailer Display Award
Award presented November 29th, 2010**

Sam Murdocca owner of **Minto Fruit Orchard** is the recipient of the prestigious Batlow Apples Retailer Display Award for the 2010 apple season.

The award is presented to the Batlow Apples retailer who supports and displays Batlow Apples merchandise across sales promotions throughout the season, upholds consistently fantastic overall store presentation and has a considerable number of customer entries into Batlow Apples sales promotions.

Sam Murdocca was excited to learn that his store had been recognised as the Batlow Apples Retailer of the year “My customers always ask for Batlow Apples. I have always been supportive of Batlow and their marketing activities throughout each season. I am so pleased to be the recipient for 2010.”

The Batlow Fruit Co-operative was established in 1922, 100 per cent grower owned, collectively the co-operative produces over one million cases of apples for market each year.

The Batlow region has a cool climate, fresh Snowy Mountain air and rich soil creating ideal growing conditions for apples.



Batlow Apples Retailer Display Award

- Any retail store supporting Batlow Apples promotions are eligible to be considered for the Batlow Retailer of the year award

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