

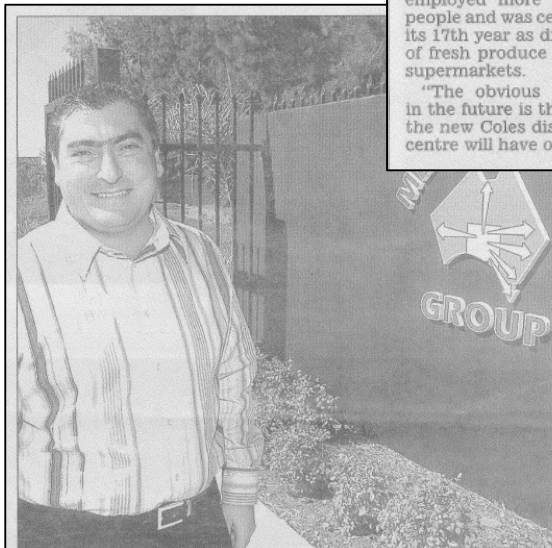


MERCORELLA GROUP

SERVING THE FOOD INDUSTRY FOR 40 YEARS



Mercorella Group is planning a series of celebrations throughout the year to commemorate this significant milestone and recognise those that have contributed to the success of the company over the years.



SETTING THE PACE: Mick Mercorella at his Burton headquarters... "We have to be first to market all the time".
Picture: CHRIS MANGAN

Mercorella Group is one of South Australia's largest privately owned and family run businesses and will celebrate 40 years in the fruit and vegetable industry this year.

40 years as a fruit and veg market leader

ALEXANDRA TREDREA

IT started in the fruit and vegetable industry and now, 40 years later, the Mercorella Group continues to specialise in the handling and distribution of fresh produce throughout Australia.

Managing director Mick Mercorella said the firm employed more than 200 people and was celebrating its 17th year as distributor of fresh produce for Coles supermarkets.

"The obvious challenge in the future is the impact the new Coles distribution centre will have on us," Mr

Mercorella said. "I think it will create more opportunities for us because we are so well situated (at Burton) and we have nearly three acres (1.2ha) of refrigeration under one roof."

The Mercorella Group

Create more opportunities

was established in 1967 by Luciano and Maria Mercorella. The business remains family focused, with Mick as managing director and his sister, Rosalba, overseeing administration. Mr. Mercorella said the

past 20 years had seen a real increase in focus on safety in the workplace.

"We now have in-house human resources," he said. "They spend their life making sure we are following the right safety programs."

He said technology had also had a great impact on business. "We have to be first to market (with the goods) all the time."

Within the Mercorella Group are a number of firms including Soft Pack Australia and the Carrot Company, which is a washing, grading, handling and packing facility.

The Advertiser, 12th June 2007.

June 2007

469 Waterloo Corner Road,
Burton, South Australia 5110.

www.mercorella.com.au

