



when reputation counts

17th October 2008

PFD Food Services opens new branch in Bendigo

Australia largest privately owned food distribution company PFD Food Services P/L officially opened its new premises in the Wellsford Estate Food Precinct today.

The official opening ceremony was performed by the Minister for Regional Development, Skills and Training and local member for Bendigo East the Honorable Jacinta Allen.

Chief Executive Officer Ms Kerry Smith said "PFD have been servicing the Bendigo area for over 20 years from the former Crystal Ice buildings, but when we were advised last year by the owners that their building was to be sold and decommissioned, we had to find a new site for our branch.

She said "We approached the City of Greater Bendigo seeking options of where to build a new branch, and were delighted to be informed that they had already been working with a developer to create a food precinct here in Bendigo East".

She said "through that Economic Development office of the City of Greater Bendigo meetings were arranged with both the developer and the Department of Regional Development to assist us with proceeding with this project".

Ms Smith said "We are delighted with our new facilities and it is a bonus to be the first tenant of the food precinct because the location gives us total flexibility with our hours of operation".

She said "Since moving to our new premises we have been able to consolidate our operations on to one site and this has seen an increase in our employment from 21 at the Crystal Ice site to 29 at our new site here at Wellsford".

Ms Smith said "While our company Head office is in Metropolitan Melbourne we are proud of the fact that over 60% of our employees live and work in rural and regional Australia and the wages and salaries we pay them assist in supporting the local economy of the many towns and regional cities we operate in. Here in Victoria we have branches in Bairnsdale, Ballarat, Cowes, Geelong, Horsham Korumburra, Mildura, Morwell, Shepparton, Warrnambool and here in Bendigo. So you can see that we are a major employer of country Victorians".

"PFD Food services is a wonderful Australian business success story and a tribute to our father Rick Smith and his vision for the food service industry, having grown for a single site operation in Melbourne in the mid 80's to today being a truly national food distribution company with 65 branches in all states of Australia employing over 1800 people with turnover in excess of a billion dollars annually" she concluded.

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