



Drakes Supermarkets adopts GS1's Recall platform

Drakes' new recall service improves customer safety; continues to be a trusted place to shop

*Strategy.
Action.
Results.*

Independent grocery retailer Drakes Supermarkets continues its reputation as a trusted place to shop through the adoption of GS1 Australia's Recall service, a digital platform that efficiently removes unsuitable and unsafe products from store shelves.

For close to 50 years, Drakes has kept its focus on the most important aspect of its business, the customer. To protect customers, Drakes has implemented the use of GS1 Recall, a technology used by major retailers nation-wide to help identify and remove unsafe products from the supply chain.

The strength of GS1 Recall lies in the delivery of faster, more accurate communications between trading partners, suppliers and regulators. Should a product be considered unsafe, unsuitable or incorrectly labelled for sale, GS1 Recall is used to rapidly request removal of those products from the supermarket shelves.

"GS1 Recall is another step towards Drakes' dedication to the delivery of an outstanding shopping experience for our customers. Pursuing best practice in the execution of product recalls is an important way for us to help keep our customers safe," said John-Paul Drake, director, Drakes Supermarkets.

GS1 Recall supports the FSANZ Food Industry Recall Protocol and is certified by HACCP Australia.

GS1 Australia works in collaboration with industry, for industry, providing global standards and technology-neutral services to help solve the business challenges of today and for the future.

Learn more about GS1 Australia's Recall service at www.gs1au.org/recall

Learn more about Drakes Supermarkets at <https://www.drakes.com.au>

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About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. It is best known for the barcode, named by the BBC as one of "the 50 things that made the world economy". GS1 standards and services improve supply chain efficiency, traceability and food safety across physical and digital channels in the food and beverage sector. With local member organisations in 114 countries, two million user companies and six billion transactions every day, GS1 standards create a common language that supports systems and processes in 25 sectors across the globe. For more information visit the GS1 Australia website www.gs1au.org

About Drakes Supermarkets

In 1974, Roger Drake purchased his first supermarket, a three-laned store named Jack & Jill's which employed only four staff. Today, Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating in over 50 stores across South Australia and Queensland, the company now has an annual turnover in excess of \$1 billion and employs over 5,500 staff nationally. The company's strength lies in operating on the principles of a family business and supporting local manufacturers and suppliers. Drakes Supermarkets has kept its focus on the important aspects of the business. THE CUSTOMER. This is the company's competitive edge, along with its family values and Australian heritage.

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caption for photo: Roger Drake, Founder & Managing Director, Drakes Supermarket (left) and John-Paul Drake, Director at Drakes Supermarkets, in front of Drakes Wayville store in South Australia.

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