

## Media Release

Kaikohe, Wednesday 6 October 2004



### **Ancient kauri cultivates tallest poppy**

At a Gala Dinner in Paihia last Saturday evening, Ancient Kauri Kingdom Ltd won the Gold Award for Tourism & Hospitality in the 2004 Top Energy Regional Tall Poppy Business Awards, as well as taking out the 'Best in the North' Supreme Award.

For the first time this year, Top Energy sponsored the Awards on a region-wide basis, in conjunction with 5 local Business Associations; Kaitaia, Kaikohe, Kerikeri, Paihia and Kawakawa. During July/August, category and merit award winners from the 5 districts were announced. Then, all category winners went forward to the regional competition, from where 'Best in Category' and the Supreme Award winners were chosen.

Ancient Kauri Kingdom is based in Awanui near Kaitaia, where it is now well established as a 'must experience' tourist attraction. Dubbed, 'the oldest workable timber in the world' ancient kauri logs are extracted by the company from pre-historic peat swamps in the area and are then carefully handcrafted into high-value furniture, art, crafts and gifts. Each of these beautifully finished pieces carries its own 'Certificate of Authenticity' and is stamped with the company's registered brand mark.

Other Gold Award winners were, Placemakers Kerikeri in the Retail category; Archibald Motors (Kaitaia) in the Customer Service category and Waste Works Ltd (Kaikohe) in the Technology / Innovation category.

Silver Awards were also won by Kaikohe Mitre 10, KCCFM Bay of Islands (Kerikeri), T W Grant Insurance Brokers Ltd (Kaikohe), Sommerfields Lodge (Kerikeri), NZ Environmental Ltd (Kerikeri) and the Kawakawa Community Trust.

Gold Award winners were presented with Certificates and, to help them further develop their business, consulting or professional services to the value of \$1,000. 'Best in the North' winner, Ancient Kauri Kingdom Ltd was also presented with the 2004 Tall Poppy Supreme Award Trophy.

According to sponsor Top Energy, the Tall Poppy Business Awards present an opportunity for the community to recognise and celebrate excellence in business practice. Top Energy Chief Executive, Roger de Bray commented, "New Zealand would be served best by recognition of excellence rather than promotion of consistent mediocrity." END



L) to R) Alan Perkinson & Alan Stewart of Ancient Kauri Kingdom, Kaitaia



Winners of the Gold & Silver Awards with Jack Poutsma, Top Energy Ltd Chairman of Directors & Roger de Bray, Top Energy Ltd Chief Executive