

# Top award for marketing man

## Business Editor

**MORRIE Morrison**, marketing director of Ceres Fruit Juices — which has a dominant share of the fruit juice market in SA and increased volume sales last year — is the Western Cape Marketer of the Year.

He received the coveted award, made annually by the Western Cape branch of the Institute of Marketing Management, at a banquet in a city hotel last night.

The annual Communicator of the Year Award went to Arnold Crous, programme manager of Radio Good Hope.

And the Emergent Entrepreneur of the Year award went to fashion consultant Chata Romano.



**Morrie Morrison**



**Chata Romano**



**Arnold Crous**

Other finalists for the Marketer of the Year award were Mike Levett, chairman of the Old Mutual, and David Jack, MD of the Victoria and Alfred Waterfront.

Presenting the award, IMM Western Cape chairman Chris von Ulmenstein said Ceres Fruit Juices brands in-

cluding Liquifruit, Ceres, Fruitree and First Lite had 29% of the total fruit juice market in SA — up from 22% a year ago.

In the long-life sector of the fruit juice market the company's share had risen to 68% from 59% in 1991.

"The company has also

been responsible for the volume growth in this sector despite the recession and the premium priced nature of the sector."

It was also successful in the export market. Morrison's vision was for Liquifruit and Ceres to become respected international brands.