

## **FAQs: new product process at Foodstuffs South Island**

*When does this new process start?*

- A** The new process goes live from December 2019 to ensure we're ready for ranging decisions in 2020.

*Does the new process mean launch dates need to change?*

- A** Absolutely not! Launch dates remain under your control – it's only the category presentation windows which have changed. This becomes a flexible but structured process.

*What if my product launches before my first launch window in 2020?*

- A** We'll be having a series of ranging meetings at the start of 2020 to review these products. If your product launch date is before your first category cycle launch window in 2020, you'll need to contact your Category Manager ASAP and present before **24 January 2020**.

*What if I don't have all the info into GS1 or Products for the presentation date?*

- A** While we ask that you are prepared with as much information as possible, we understand there are some delays in sourcing sample products and product information. As a minimum we require
- a barcode
  - pricing
  - FSSI New Line form
  - Product images and presentation (reason to range)

*What if I miss my category presentation window – can you just sneak it in?*

- A** In short, no. Products will need to go to the available presentation window, if you've missed one of the windows, please discuss this with the Category Manager.

*I don't know when my launch date is exactly?*

- A** We encourage you to review the category presentation window and present at the most likely date or discuss timings with your Category Manager

*What if my launch comes forward?*

- A** Please discuss this with your Category Manager ASAP.

*What if I am away or the Category Manager is on annual leave in the category presentation windows?*

- A** We will manage cover across the Category Services team, and ask that you have planned in advance if you are out of the business around the category presentation windows. If there is doubt, please talk to the Category Manager for possible options

*Do I need to present new products to the banner groups?*

- A** Your main presentation remains with the Category Manager – as they are responsible for managing any new product decisions. However, we do encourage you to brief the banner promotions and marketing teams, especially for launches which require marketing and promotional support.

*What if I am presenting a range of products which fall into a number of categories in different cycles?*

- A** This would be an exception rather than the norm, please talk to your Category Manager to understand how this can be managed.

*How do manufacturer deleted products fall into the system?*

- A** We encourage you to be up front about products you are deleting and make use of the timelines to manage manufacturer deleted products.

*When can you re-present a product which has been declined?*

- A** If you believe FSSI is still a business opportunity then we're keen to hear about it. We encourage you to provide us with data at the next available presentation window.

*What if I don't have any new product for that presentation window?*

- A** We still encourage you to touch base with the Category Manager, to create awareness around brand and product performance. We will be looking at the performance of the total category including possible deletions of underperforming/duplicate products.

*My business is aware of all launch dates for the year, do I have to wait to book presentation meetings?*

- A** That's excellent that you're organised, so don't wait – book early for the year!

*What about the fresh departments?*

- A** We are currently reviewing the management of ranging across our fresh department and will provide an update in 2020. In the interim, its business as usual.

*What about Henry's and On the Spot?*

- A** Henry's and On the Spot will form part of this process and therefore category cycles and timelines need to be adhered to. Please pass the information on to all Account Managers dealing with these banners.

*Any change to Trent's?*

- A** Trent's remains unchanged, business as usual for contacts and process.

*What about general insights and category trends that we want to present?*

- A** If you have research or customer insights you want to share, we are keen to see these at any time.

*What happens to category reviews?*

**A** We are reviewing this process and will provide an update in 2020.

*Who actually makes the decisions on my product presentations?*

**A** The initial recommendation and decision is made by the Category Manager. This is then peer-reviewed by the Senior Category Management team before being shared with the retail banner groups. It is a collaborative process.

*My business has an issue releasing sensitive new product information earlier than six weeks, how can I reassure them?*

**A** Within FSSI, we deal with sensitive information all the time and we regularly see product concepts, sometimes two or three years in advance. We always take confidentiality very seriously and would not share information regarding product launches outside of the immediate team. Retail stores will receive the details in a timely fashion ahead of launch ensuring they have all the information ready to execute.

*How did you decide which cycle to put each category?*

**A** Extensive analysis of the last three years new product ranging was taken into consideration, plus the workload implications of the internal teams.

*What about private label? Does this fall in with the new timelines?*

**A** Yes, the new process applies to all suppliers including private label / housebrand.

*Why have you increased the timelines on when we need to present and why are you changing the current system?*

**A** We have always encouraged suppliers to be open and transparent with launches and potential new products as early as possible. This new timeline allows time for executing launches through the promotions teams. It also allows more focused analysis and strategic decision making.