

FSSI Decision Benchmarks

These are the types of questions & considerations we ask ourselves when looking at the range and product submissions

FSSI Strategic Fit

How does the product align to FSSI Ranging & Layout Strategies?

How is this product developing/influencing/changing the Category?

Uniqueness

Does the product have a point of difference to products already in core range?

Does the product offer anything different to the category? E.g. unique flavour, new concept, format

Is something similar available in other departments of the store – where is the ideal place that the customer is looking for it?

If it is a different flavour/fragrance, is it different enough to existing offers that it justifies inclusion or replacement?

Value Incrementality to Category

Would this product bring incremental sales to the category?

Where will the sales come from? New customers to the category/subcategory, Channel switching, Additional purchase to current purchasing habits, Premiumisation

Would this product be switched out for current products?

Sustainability

What is the full life cycle of the product? Is this more sustainable and environmentally friendly than existing products within the category?

Includes packaging (recyclable or made from recycled, product & shipper), ingredient sources, country of origin, sustainable goals of the company, and align with the Foodstuffs Sustainable Goals

Does this product call out sustainability claims? If so, are these viable? And certified?

Does the way this product is used lead to additional benefits compared to existing products in the category?

Supplier/Brand Performance

Does the existing supplier & brand performance warrant further range extension?

Does this brand/supplier execute NPD well?

Promotional support to banners on current products?

Does the supplier have a field team that supports stores?

Marketing Support

What investment is behind this product both in and out of store?

What support will be in place for each banner?