

# SUPPLIER UPDATE

November 25, 2021



## Trents content messaging

We are broadening our content messaging to capture all stages of the customer journey. Our goal is to share relevant, high-quality, and engaging content to build trust and connections with customers, improve conversions, and generate leads.

Some key benefits include improved engagement, increased website traffic and overall confidence in Trents as a complete foodservice partner.

### Content examples:

- How-to guides
- Product unique selling propositions
- Knowledge and solutions
- Trends and broader industry information



## Get up to date with Trents' digital marketing strategy for 2022

At Trents, we aim to be customer-centric, creating a positive experience for our customers. Promotions should excite customers, increase engagement, and increase profitable sales. We want to use the appropriate advertising method for each growth channel. We aim to inspire through our omni-channel wholesale strategy, utilising all aspects of digital marketing and the in-store experience in our Cash'n Carry branches.

### Omni-channel wholesale strategy

- Pricebuster
  - Food, Convenience and Liquor Products
- Digital marketing
  - Trents Online Web Tiles
  - eDM's
- Social media
- Banner website content
  - Sales Drive Activity
  - Field Sales Rep Sales Drives
- Customer service team outbound/upselling
- Cash'n Carry in-store events

We'll be asking our awesome supplier community for submissions in the new year.

Our customers are motivated and engaged buyers!

### Key eDM stats

Current mailable database:

12800 total users, 5300 active users

Open rates:

48% overall open rate (industry average 25.3%)

Pricebuster emails average 38%

Click through rates:

11% overall

Pricebuster average is 7%

Industry average is 3.43%

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## From the Procurement team:

Over the Christmas period, the DCs will operate on reduced hours for the statutory holidays. Please see the schedule below.

### 2021 / 2022 Distribution Centre Inward Goods Holiday Hours and Contacts

Dunedin Regional DC (DC02)				Date	Dunedin Regional DC	Hornby Temperature Controlled DC	Hornby Ambient DC	
Inward Goods Supervisor	Bryonne Nichols	03 466 4145	-	Monday	13 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
Inward Goods Office	Jeff Wright	03 466 4135	-	Tuesday	14 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
DC Operations Manager	Arthur Omar	03 466 4130	021 846 743	Wednesday	15 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
DC Manager	Gareth Weatherston	03 466 4101	021 713 378	Thursday	16 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Friday	17 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Saturday	18 December 2021	Prior Arrangement	5:30 AM - 1:00 PM	Prior Arrangement
				Sunday	19 December 2021	Prior Arrangement	5:30 AM - 1:00 PM	Prior Arrangement
Hornby Temperature Controlled DC (DC08)				Monday	20 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
Inward Goods Supervisor	Jono Turner	03 372 2936	-	Tuesday	21 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
Inward Goods Office	Mya Tito	03 372 2939	-	Wednesday	22 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
DC Operations Manager	Simon Olsen	03 372 2937	027 499 9506	Thursday	23 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
DC Manager	Scott Fairweather	03 372 2931	021 713 297	Friday	24 December 2021	6:00 AM - 12:00 PM	3:30 AM - 7:00 PM	5:00 AM - 6:00 PM
Hornby Ambient DC (DC10)				Saturday	25 December 2021	CLOSED	CLOSED	CLOSED
Inward Goods Supervisor	Andrew Denny	03 372 2944	021 997 214	Sunday	26 December 2021	CLOSED	Prior Arrangement	CLOSED
Inward Goods Office	Kylie Dixon	03 372 2951	-	Monday	27 December 2021	Prior Arrangement	Prior Arrangement	Prior Arrangement
DC Operations Manager	Haydon Thom	03 372 2953	021 713 666	Tuesday	28 December 2021	Prior Arrangement	Prior Arrangement	Prior Arrangement
DC Manager	Scott Fairweather	03 372 2931	021 713 297	Wednesday	29 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Thursday	30 December 2021	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Friday	31 December 2021	6:00 AM - 12:00 PM	3:30 AM - 7:00 PM	5:00 AM - 6:00 PM
				Saturday	1 January 2022	CLOSED	CLOSED	CLOSED
				Sunday	2 January 2022	Prior Arrangement	Prior Arrangement	CLOSED
				Monday	3 January 2022	Prior Arrangement	Prior Arrangement	Prior Arrangement
				Tuesday	4 January 2022	Prior Arrangement	Prior Arrangement	Prior Arrangement
				Wednesday	5 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Thursday	6 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Friday	7 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Saturday	8 January 2022	Prior Arrangement	5:30 AM - 1:00 PM	Prior Arrangement
				Sunday	9 January 2022	Prior Arrangement	5:30 AM - 1:00 PM	Prior Arrangement
				Monday	10 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Tuesday	11 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Wednesday	12 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Thursday	13 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM
				Friday	14 January 2022	6:00 AM - 10:00 PM	3:30 AM - 10:00 PM	5:00 AM - 10:00 PM

Need it a bit bigger?  
A printable version is  
available here.

## PAK'canSAVE

In a new twist on the classic Kiwi can-do attitude, PAK'nSAVE customers have once again donated tens of thousands of cans of food to help make life easier for people in their community doing it tough as the countdown to Christmas begins.

The campaign was a huge success. In total, 37,000 cans were donated to Kiwi families this year. On top of those donations, PAK'nSAVE has collectively donated \$100,000 to PAK'canSAVE foodbank recipients.

A special thanks to Wattie's & Delmaine for contributing to our Papanui office drive.

PAK'canSAVE is part of PAK'nSAVE and Foodstuffs' promise to be #HereforNZ and support every New Zealander to access healthy and affordable food.

### In brief:

Country of Origin regulations change from Feb 2022

Make sure you're ready! Please review your product catalogue and publish your country of origin data.

Remember this is for minimally processed, single ingredient fresh meat, seafood, produce – fruit and vegies, plus bacon and ham.

### Quick tip

To make sure your new products are loaded up as quickly as possible, please make sure to have your pricing effective immediately.

Questions? Call us!  
0800 555 985



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