

# SUPPLIER UPDATE

December 17, 2021

Meri Kirihimete  
Merry Christmas

## Country of origin update

GS1 have now gone live with their updated processes for handling CoO data. This means that everything is in place for you to publish updates for affected products that might be missing this important info.

We'll be in touch over the coming weeks if we find any of your products missing that field.

Please note that even if your products have the country of origin on the label, we still need it in the supporting data. This informs instore signage, promo activity and online.

Any questions? Call us on  
**0800 555 985**

## Reminder

Foodstuffs South Island Support Office in Papanui, Christchurch, will be closed over the holiday period. Key teams will run skeleton staff, so we'd really appreciate any non-urgent matters be deferred until our return on 10<sup>th</sup> January 2022.

Have a safe and happy holiday season. See you next year!

## on the spot

On the Spot have had a massive year in terms of brand progress and development. All our sites are in the final throes of renewing external signage and by the end of January, all our Pink sites will be aligned to the correct OTS Logos. All sites have had promotional TVs installed, which bring our group and supplier promotions to life in-store.

The biggest milestone has been the delivery of our sales data through to Nielsen. We now have 15 of our oil channel sites delivering daily store sales data through and this will bring our total scanning sales to 63 sites by the end of this year.

NielsenIQ currently supply data for 47 OTS stores. We are working closely together to bring this up to 72 stores within the next year or so.

## A banner for the future

On The Spot has shown consistent growth year-on-year since their inception 25 years ago. The latest overall annual performance of +44.4% value growth and +43.4% unit growth is a strong indication that On The Spot is becoming an increasingly important banner to shoppers. Double-digit value growth is evident within the latest 12 months across all super categories.



*Please contact Nielsen for access to On the Spot retail scan data.*

**FOODSTUFFS**  
South Island

# Your KitchenAid Update



## NEW WORLD

It has been interesting to track the redemptions over the first few weeks. We have seen changing popularity of the KitchenAid Ovenware – and we are seeing a strong correlation of redemptions in line with recipe inspiration and Recipe of the Week execution within stores.

After launching our KitchenAid campaign on 15th November, we have seen some incredible results! Already, over 50,000 KitchenAid products have been redeemed.....and it's still growing!

As we have seen in the past campaigns, participating products & Bonus stickers are continuing to drive sales – consistently delivering uplifts of over 50% compared to the same weeks last year.

Thank you again to participating suppliers!

Please note, if you would like specific sales results for your products, please contact your key category & promotions manager for details.

The Medium Baker is currently the most popular choice, with the Pie dish & Mini cocotte battling for second.

We are expecting the Cast Iron Grill Pan and Casserole to build as we get further through the campaign seeing they require the highest amount of stickers for redemption



Customers certainly can't miss KitchenAid in store and the bonus products are easy to find down every aisle. Thank you again for your support in making this so visible!

### A message of thanks from the Supplier Support team

It has been another huge year – one full of interruptions to normal business, shipping setbacks, new regulations – all while still managing to deliver projects and successful sales outcomes.

My team work right at the interface between our companies, handling product data, new vendor queries and all kinds of project-related tasks.

It was a really tough year, but thanks to you, we got through it in one piece. We're truly grateful for your good wishes, the shared jokes, the words of thanks and your calm demeanour.

On behalf of the Foodstuffs team, have a wonderful and safe holiday season and we'll see you on the 10<sup>th</sup> Jan!

### In brief

We're in Orange! Orange and green mean that we can resume in-store promotional activity including sampling. We'd love to see your teams back in the markets, driving the sales of your awesome products. Please liaise with store managers to co-ordinate your activities.

### From the Trents team:

We have grown our category team to enable success in achieving our wholesale foodservice strategies over the coming years.



### Housekeeping

As you know the online pricing rules use the order placement date for customer pricing.

- Bernice Watts** – Merchandise Manager
- Rachael Munnely** – Category Manager  
*Fresh and Frozen Butchery, Seafood, Smallgoods, and Fresh Produce.*
- Luke Cunningham** – Category Manger  
*Liquor and Tobacco*
- Desere du Preez** – Category Manager  
*Chilled & Frozen, and General Merchandise, Consumables, Cleaning & Hygiene*
- Alex Cooper-Grieve** – Grocery (fixed term, from 12 Jan)

When the order is picked the following week (e.g. order Sunday, pick Monday) the system will still pick up any Sunday scans. This means small invoices on the Monday following promotion.

