



# SUPPLIER UPDATE

28 May 2020

Welcome to our new and returning readers. We've had a lot of interest in signing up for this regular update. If you want to add subscribers, you can do so [here](#).

This week we have a call for product images – this is an increasing need for our customers as we move to a more digital environment. High quality images help us to sell your product in these platforms. We also have some customer insights from our regular surveys. Finally there's some news from the eXchange development team.

Next month we will shift to a fortnightly publication, so the next edition will be on 11<sup>th</sup> June. In the mean time, keep up the communication with our teams. We're always keen to hear about your new products and ideas to meet our customers changing needs.

Sincerely,

Phil Lemon

## Show us your products!

We've all experienced a huge amount of upheaval over the past few months. Our shoppers and staff have adapted to physical distancing in store, we have fully embraced the New World digital mailer, and we have seen a big increase in demand for online shopping.

Recently we launched our Henry's online store, Trens has a new web shop launching very soon, and New World IShop has been a big success in the North Island.

We want to show off your products in these digital platforms, and the best way to do this is with a quality image. So we're asking all suppliers to make sure you've provided us with great images for all your products.

Our preferred platform for images is the [GS1 Media Library](#). If you're not signed up for this service, we encourage you to join. GS1 also offer professional photography services at very competitive rates.

If you prefer to use another image provider, you can email images to our team via this address: [images@foodstuffs.co.nz](mailto:images@foodstuffs.co.nz)

We have published our standard requirements for images [here](#). Please check your images meet these requirements before you submit them.

Any questions? Contact [natpim@foodstuffs-si.co.nz](mailto:natpim@foodstuffs-si.co.nz)

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South Island

# What shoppers want now

Our insights team have shared their latest customer survey with us and we thought you might like to know about the trends now we are getting back to normal. Many shoppers plan to continue with changes made during lockdown such as shopping with a list and buying New Zealand made. Cooking and baking at home remain popular activities for many people.

Customers believe that supermarkets need to focus on ensuring access to healthy and affordable food for customers, particularly through keeping prices low and providing good value. We value your support in maintaining a strong promotional programme to serve this desire. With a return to schools and workplaces, shoppers have been buying more main meat ingredients, along with lunchbox items such as snacks, bread rolls and ham.

We see increasing numbers of people planning or doing these key activities at Alert level 2: seeing a friend, going shopping (in a shop not online), and seeing a family member.

Since 1<sup>st</sup> April we've set up  
42 new suppliers to  
Foodstuffs South Island  
Welcome!

## foodstuffs exchange

During the past few months we have been working on the next phase of eXchange development. This will include several new documents and features, such as credit note requests, statements and payments, increased support for DFNs, vendor stock holding and cross docking.

We also have a number of features relating to the Products area, so do look out for more details as we release these over the coming months.

If you are interested in piloting any of these features with us please contact [Ana Connor](#) to register your interest.



PROJECT TARDIS



### Need help?

Our supplier support team are available to assist you during office hours.

Call 0800 555 985

Or email  
[suppliers@foodstuffs-si.co.nz](mailto:suppliers@foodstuffs-si.co.nz)

Thank you again for your ongoing support. Please keep up your communication, especially regarding any stock supply issues.

Stay safe and let's keep  
Feeding the South Island.

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