

SUPPLIER UPDATE

December 17 2020

May your holidays sparkle
with joy!

Wishing you a safe and
happy holiday season

You've no doubt heard a lot of talk about this being a challenging 2020. The number of times that the word 'unprecedented' has been used to describe this year's events has been, well, unprecedented!

All of those challenges have led to opportunities, as they inevitably do. We've responded by changing our working habits, our store layouts and our distribution centre stocking priorities. Every time we've asked you to make a change to accommodate our rapidly evolving grocery industry, you've responded with flexibility, creativity, patience and quick action to help us on our mission of feeding the South Island. We thank you for your continued support throughout 2020.

We hope that you have a happy, safe and successful holiday season.

Phil Lemon.
GM Merchandise



NEW WORLD

What a year for New World South Island! It began with New World's Spiegelau Christmas campaign ending. This gave us great market share, amazing results and, importantly, great momentum.

March hit and with it, COVID 19. New World reacted by doing what it does best: showing up in our local communities, delivering great service and working with suppliers to deliver the best possible offer.

They were tough times but out of this came a selection of great campaigns to celebrate our New Zealand-ness with Best of New Zealand, the New World Beer and Cider Awards, and our fantastic Family to Family campaign, where this year's efforts donated many thousands of Food parcels to food banks across New Zealand.

COVID lockdowns re-emerged in August, but were thankfully short-lived. This enabled us to successfully launch our 2020 iteration of Little Garden. What an amazing promotion this proved to be for everyone involved! Our customers responded with such amazing feedback to the campaign. The nation went mad planting their seedling kits as we got kids, parents, neighbours, grandparents, friends etc outside, enjoying the outdoors and getting into their vegetable patches. This campaign drove great market share gains for the banner and worked incredibly well for our supporting suppliers.

Finally and perhaps most significantly, we have ended the year with an amazing customer offer of SMEG Knives. This campaign has driven fantastic trade, great market share and, without doubt, has been the talk of New Zealand. Our customers have raved about the offer, the quality, and can't wait to keep collecting.

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FOODSTUFFS
South Island

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Well that about sums up 2020, it has been a crazy year, but one we can be collectively proud of in the way we have traded and supported New Zealand.

2021 will be a big year for the brand, as we launch Online shopping, embed a new brand campaign, start to use Actionable Customer Insights and introduce a new promotional tool, as well as continue to excite and delight our customers.

Thanks for your support in 2020! We couldn't do it without you.

Ross, Alanna, Claire, Janine, Alice, Lisa, Renee, Rebecca, Samantha

In our most recent communication we advised that PAK'nSAVE South Island were exiting the South Island's Sticky Fuel programme and this is now a reality. This was a difficult decision, but the brand took a proactive approach to communicate this change in advance to customers, which has assisted their acceptance.

In recent weeks the Group received some very positive customer insights; our execution at store and delivery of 'lowest price' have been key factors in PAK'nSAVE South Island recording our best customer satisfaction result since the measurement commenced. It's great to celebrate this result, but now our focus shifts to how we can strengthen it and how you can leverage that perception to increase your sales and market share.

Our PAK'nSAVE team have seen some changes: Nathan Hay is now firmly in the Group Manager seat, Shannen Coates is about to commence her maternity leave and Ashleigh Percy is taking on a new role of Marketing Manager for the Foodstuffs Online Shop project. We are pleased to advise that Ollie van der Pol has accepted a role as Promotions Coordinator and we are in the process of recruiting for a new Promotions and Marketing Coordinator. In time we will share an organisational chart with category responsibilities.

We would like to take this opportunity to thank you for your efforts in 2020 and wish you a Merry Christmas!



RAEWARD
fresh
your fresh food people.

The Raeward Fresh brand continues to resonate with customers as they seek out more local products as well as top quality fresh ingredients.

If you and your teams are not engaging with the Raeward Fresh stores you may be missing a growth opportunity!

If you think your products are a good fit for the Raeward Fresh brand and would like to know more about how you might do more business with us, please [contact me](#) for more info.

If you are not familiar with the Raeward Fresh Brand you can visit our website [HERE](#).

Haden Piggot
Raeward Fresh Group Manager

Christmas Support Office Closure

In a break from tradition, Foodstuffs South Island has decided to close the main Papanui Support Office over the Christmas break.

Key staff will still be available in case of emergency.

Dates for the closure:

- Close: 3:30pm Christmas Eve, 24 December 2020
- Open: 8:15am Tuesday 5th January 2021.

Urgent eXchange issues can still be directed to 0800 FSTUFFS (3788337)

The Distribution Centres will still be running and we've [previously communicated](#) their opening hours.

FOODSTUFFS
South Island