

SUPPLIER UPDATE

April 28, 2021



GM Supply Chain

Please join us in welcoming Nick Barnes to the role of General Manager of Supply Chain.

He'll take the reins from John Mullins who, after a 43-year career with Foodstuffs, will take his well-earned retirement from May 21.

Nick joins us from Lion NZ, where he has been the Customer Supply Director. He's been involved with the end-to-end life-cycle of Lion's products from new product development and procurement, all the way through to warehousing and distribution.

We've had the good fortune to be able to manage a smooth transition between John and Nick with a significant hand-over period, so Supply Chain Operations will be in great hands!

Nick can be contacted by email at

nick.barnes@foodstuffs-si.co.nz

Project Kapua – Online Shopping

We've embarked on the ambitious project of setting up our New World and PAK'nSAVE supermarkets for online shopping.

We're currently in the midst of User Acceptance Testing (UAT). This is to ensure that all of the end-to-end systems are correctly integrated, that it can handle real world loads, and that it's usable for both our in-store staff and end customers.

Once UAT is complete we'll progress to the pilot phase. Our chosen stores are gearing up for the challenge.

The first Pilot stores will be:

- New World Kaiapoi
- New World Rangiora
- PAK'nSAVE Rangiora



NEW WORLD
Shop online now



PAK'nSAVE customers can use the Click & Collect service. New World customers can also choose delivery.

The first of our New World delivery vans has arrived and is undergoing fit-out and testing. Check out the delivery livery above!

Customer support will be central to the online offering. We're establishing a specific Online Customer Service Centre. They'll be able to provide assistance with signing up, logging the first orders and with any queries around deliveries and substitutions.

FOODSTUFFS
South Island

Introducing our New and Improved Sampling Programme

Sampling is a proven tool to improve trial of new products, grow awareness of what New World has to offer and inspire customers with new recipes. Effective sampling can translate into real sales growth for your products!

Over the past 8 years the New World South Island sampling programme has developed into a very popular tool for suppliers and customers alike. Now is the ideal time to relaunch our Sampling Programme to align with our exciting new Something's Cooking brand proposition!

What does the Sampling Programme relaunch mean for you?

- Our Sampling Stations will have a new look to tie into our Something's Cooking brand launch (see image below).
- All stores will have a chalkboard with recipe pocket to tell customers what they are sampling and when. The recipe pocket can be used to tie in a relevant recipe (if required).
- All stores will now commit to three 3 Hour sessions for supplier bookings (managed by Head Office).
- We will work to align two products each week with that week's theme i.e. \$5 Week, Buy NZ, Cheese Month; and the remaining space for a new product launch.
- We are encouraging stores to tell their customers about what they are sampling and when on their Facebook pages.
- Stores can also use roaming tasting trays to reach even more customers!
- We have simplified the cost of the programme to a flat rate of \$4,000 plus the cost of the product and any additional ingredients (+GST). The rate of \$4,000 is to cover the cost of running the stations in-store - this includes labour, power, packaging etc.

What do we need from you?

- Hero product must be A Ranged or 100% distribution – family/group can include B & C ranging.
- It is encouraged that product is on promotion.
- Provide a list of all articles in family/group
- Provide a sampling sheet to help instore Sampling Superstars to understand the benefits and selling proposition for the product.
- You may also choose to submit an A4 handout to provide customers with information about your product (optional).



Ready to sign up?!

If you wish to book your space or if you have any questions please contact:

Janine Small

Fresh Foods Promotions Manager

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or 021 2722 291




**Something's
Cooking**