



Private Bag 4705,
Christchurch, New Zealand.
Phone: 03 353 8700
Fax: 03 352 7454

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Dear Supplier

New World New Product Committee

Due to James Hunter joining the New World Promotions team, it is timely to update you on the New World new product process as well as changes to the category responsibilities & the members of the New World committee. This is effective immediately, so please make all appointments with the appropriate person.

- Lisa Hayward, Louise Toomey and James Hunter form the New World Promotions team & therefore look after some new product categories as well as ALL promotional responsibilities for New World.
- Sarah Grant, Sasha Cook, Claire Boyd and Angie Fletcher form the Category Management team & therefore take on the remainder of the new product categories & also deal with space planning, store relays, reviews etc. They do not deal with New World promotions.

Process in Summary

It is the expectation that you present all new products & line extensions to one of the new product ranging committee members for New World - refer attached. An internal New World ranging meeting will then determine if the product is to be ranged and at what level. These meetings take place every Friday morning and it is the expectation that you will present products one week prior to this date, and at least six weeks prior to the product launch date. An email will then be sent to you from the retail support team advising of the product ranging status.

Please continue to present all new products to the appropriate wholesale buyers. An additional meeting will be held by the Foodstuffs Wholesale division which will determine warehousing and the setup of product codes within the Foodstuffs system.

Product Classifications

Products presented will be classified as A, B or C. We recommend A products should be ranged by all New World stores, followed by B & then for larger stores, C products. C classified products are generally not warehoused but host supported.

Products may also be declined – the reason for decline will be given on email after the ranging committee has made its decision

Classifications may change depending on success of product.

Presentation Requirements

All product presentations must include **2** copies of EAN verified UBF's, **2** copies of New Product Information Forms – both attached, and product samples. Please include all relevant trade terms on the UBF.

To assist in managing workloads we ask that you limit your presentations to 20mins and approximately 10 power point slides, whilst ensuring that your presentation includes all of the following:

Product Information

- What the product is, unique attributes, product images, reason for the new product, suggested deletions & relevant category information to back your recommendation*, costs, margin & suggested pricing.

Product Support

- All marketing support both product & brand specific, including above & below the line & spend amounts.
- All retail team support for the product or brand

Promotional Support

- An idea of the level of promotional activity given to the product – this is for information only & does not need to be specific to dates. A full product promotional plan will still need to be submitted on product codes set up to promotion managers

Sales Information

- Evidence of current distribution within New Zealand & South Island including level of success & predicted category growth

*Please note that recommended deletions are an important inclusion when presenting new products, as they ensure that sku count is managed within a defined space. Recommended deletions should be put forward to benefit the category as a whole & not individual suppliers.

12 week Post Launch Analysis

We expect all new products to be evaluated by suppliers 12 weeks after product launch into New World – form attached – to be emailed to the relevant ranging committee member. The 12 week post analysis will also form part of the Friday morning meeting.

This process is **for new products & line extensions only**. Promotions & supplier reviews should still be made to the appropriate promotions owner.

Thank you for your cooperation and future support on this matter, and we look forward to continued success in 2010.

New Product, New World Promotions and Core Range Responsibilities.

Category	Includes	New Product Owner	Promotions Owner	Core Range Owner
Household	Cleaning, laundry, air fresh, dishwash, food wraps, fuel	Sasha Cook	James Hunter	Sasha Cook
Paper Products	Facial tissue, toilet tissue, kitchen paper	Sasha Cook	Louise Toomey	Sasha Cook
Beverages	All hot and cold except breakfast drinks	Sasha Cook	Lisa Hayward	Sasha Cook
Bread	Bread and small goods including cakes	Sasha Cook	Lisa Hayward	Sasha Cook
Soup	Dried, packet and canned	Sasha Cook	Louise Toomey	Sasha Cook
Baking Products	Flour, sugar, dried fruit, cake mixes	Sasha Cook	Louise Toomey	Sasha Cook
Carbohydrates	Pasta, rice noodles, Mexican	James Hunter	James Hunter	Sasha Cook
Sauces	All hot and cold sauce including packet and gravy	James Hunter	James Hunter	Sasha Cook
Herbs Spices and Condiments	Herbs, spices, vinegar, olives, pickles, relish and mayonnaise	James Hunter	James Hunter	Sasha Cook
Instant Meals	Lunch bowls, ready meals, does not include frozen	James Hunter	James Hunter	Sasha Cook
Cooking Oils	All oils	James Hunter	James Hunter	Sasha Cook
Health	Oral care, fempro, health supplements, cough/cold, patmeds	Louise Toomey	Louise Toomey	Sasha Cook
Shelf Stable Spreads	Jam, marmalade, peanut butter, sandwich spread	Claire Boyd	Louise Toomey	Claire Boyd
Unfrozen Desserts	Cones, toppings, syrup	Claire Boyd	Louise Toomey	Claire Boyd
Pet	Food and accessories	Claire Boyd	James Hunter	Claire Boyd
Confectionery	Chocolate and sugar	Claire Boyd	Lisa Hayward	Claire Boyd
Lunchbox	Total lunchbox	Claire Boyd	Louise Toomey	Claire Boyd
Canned Goods	Vegetables, fruit, fish, meat	Claire Boyd	James Hunter	Claire Boyd
Baby	Food, nappies, accessories	Louise Toomey	Louise Toomey	Claire Boyd
Biscuits	Biscuits, crackers and wafers	Angie Fletcher	Lisa Hayward	Angie Fletcher
Chilled	Total chilled including juice	Angie Fletcher	James Hunter	Angie Fletcher
Frozen	Total frozen including dessert	Angie Fletcher	James Hunter	Angie Fletcher
Snackfoods	Chips, nuts	James Hunter	James Hunter	Angie Fletcher
Beauty	Skincare, hair care, colourants, deodorant, soap, bodywash, shaving, cosmetics	Louise Toomey	Louise Toomey	Angie Fletcher
Breakfast	Cereals, oats and breakfast drinks	Sarah Grant	Louise Toomey	Sarah Grant
International	All international	Sarah Grant		Sarah Grant

Seasonal Lines

January Soup presentations to Sasha Cook & Cough Cold presentations to Louise Toomey

March Christmas lines presented to Lisa Hayward

May Sunscreens presented to Louise Toomey & Fly sprays to Sasha Cook

August Salad dressings and mayonnaise presented to Sasha Cook

June Easter lines presented to Lisa Hayward

Please note you may be asked to complete a post seasonal review on the above categories.

Contact Details

Lisa Hayward	New World Promotions Manager <u>Lisa.hayward@foodstuffs-si.co.nz</u>	03 353 8685
Louise Toomey	New World Promotions Coordinator <u>Louise.toomey@foodstuffs-si.co.nz</u>	03 353 8610
James Hunter	New World Promotions Coordinator <u>James.hunter@foodstuffs-si.co.nz</u>	03 353 8759
Sarah Grant	Foodstuffs Category Services Manager <u>Sarah.grant@foodstuffs-si.co.nz</u>	03 353 8542
Sasha Cook	Foodstuffs Category Analyst <u>Sasha.cook@foodstuffs-si.co.nz</u>	03 353 8588
Claire Boyd	Foodstuffs Category Analyst & Private Label Analyst <u>Claire.boyd@foodstuffs-si.co.nz</u>	03 353 8899
Angie Fletcher	Foodstuffs Category Analyst <u>Angie.fletcher@foodstuffs-si.co.nz</u>	03 353 8725