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January 2012

Dear Supplier

New Product Ranging Committee

The following team members make up the New World Ranging Committee

- Ross Martin, Louise Toomey and Claire Boyd form the New World Promotions team & look after all promotional responsibilities for New World
- Charyl Watson, Lisa Bailey, Stine Cooper & Rebecca Kennedy form the Category Services team & look after all new products, space planning, store relays, range reviews. The Category Services Team do not have any promotional responsibilities
- Mike Scofield joins each committee meeting to provide Wholesale Buyers insights

New Product Process in Summary

All new products & line extensions are to be presented to the relevant New Product Owner for New World at least six weeks prior to the product launch date.

An internal New World Ranging Committee meeting takes place each Friday to determine if products are to be ranged and at what level.

The Retail Support Team communicates all ranging decisions, via email, to suppliers the Thursday after each meeting.

All new products should also be presented to the appropriate wholesale buyers. The Foodstuffs Wholesale division conduct an additional meeting to determine warehousing needs and prioritisation of all new product codes within the Foodstuffs system.

Product Classifications

Products presented and accepted 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

To assist in managing workloads we ask that new product presentation meetings be no longer than half an hour and the presentations themselves must be no more than 10 slides in length.

Please ensure 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 Promotions Owners

Sales Information

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

As well as a presentation, we also require the following new product paperwork

2x EAN Verified UBFs (*Please include all relevant trade terms on the UBF*)

2x New product information forms

Product samples

*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 category focused

12 week Post Launch Analysis

We expect all new products to be evaluated by suppliers 12 weeks after launch into New World and to be emailed to the relevant ranging committee member. The 12 week post analysis will also form part of our ranging committee meetings

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 support on this matter, and we look forward to continued future success

New World New Product, Core Range and Promotions Responsibilities

Category	Includes	New Products & Core Range Owner	Promotions Owner
Beverages	Carbonated Beverages, Fruit Juice & Drinks, Powdered Beverages, Sports & Energy Drinks, Cordials & Syrups, Water, Coffee, Tea, Tonic	Charyl Watson	Ross Martin
International	All nationalities	Charyl Watson	
Biscuits & Cakes	Biscuits, Rice Crackers, Cakes	Lisa Bailey	Ross Martin
Breakfast	Breakfast Cereal, Liquid Breakfast	Lisa Bailey	Louise Toomey
Checkout	All checkout product	Lisa Bailey	
Confectionery	Chocolate, Sugar	Lisa Bailey	Ross Martin
Lunchbox	Lunchbox	Lisa Bailey	Louise Toomey
Pet	Canned Dog Food, Cat - Canned & Pouch, Cat - Dry, Dry Dog Food, Pet Accessories	Lisa Bailey	Claire Boyd
Shelf Stable Spreads	Spreads	Lisa Bailey	Louise Toomey
Soup	Soup	Lisa Bailey	Louise Toomey
Canned Goods	Canned Fish, Canned Fruit, Canned Meals, Canned Vege	Rebecca Kennedy	Claire Boyd
Carbohydrates	Mexican, Pasta, Rice	Rebecca Kennedy	Claire Boyd
Chilled	Total Chilled	Rebecca Kennedy	Claire Boyd
Health	Cough/Cold, Oral Care, Patent Medicine, Sanpro, Health - Supplements, Health Tabs	Rebecca Kennedy	Louise Toomey
Herbs Spices & Condiments	Condiments, Herbs & Spices, Vinegar, Pickles & Relish, Salad Dressings	Rebecca Kennedy	Claire Boyd
Milk Products	Milk Products	Rebecca Kennedy	
Paper Products	Facial Tissues, Paper Towels, Toilet Tissue	Rebecca Kennedy	Louise Toomey
Snackfoods	Snackfoods	Rebecca Kennedy	Claire Boyd
Unfrozen Desserts	Ambient Desserts	Rebecca Kennedy	Louise Toomey
Baby	Baby Food, Baby Nappies, Baby Needs	Stine Cooper	Louise Toomey
Baking Products	Baking Needs, Dried Fruit & Nuts, Flour, Sugar	Stine Cooper	Louise Toomey
Beauty	Cosmetics, Deodorant, Hair Care, Hair Colourants, Shaving, Skincare - Body, Skincare - Cotton, Skincare - Facial, Skincare - Hand, Suncare, Soap & Bodywash	Stine Cooper	Louise Toomey
Bread	Bread, Bread - Smallgoods	Stine Cooper	Ross Martin
Cooking Oils	Cooking Oil	Stine Cooper	Claire Boyd
Frozen	Total Frozen	Stine Cooper	Claire Boyd
Household	Aircare, Cloths & Scourers, Dishwash - Auto, Dishwash - Manual, Laundry, Household Cleaners, Toilet Cleaners, Foodwrap & Bags, Insecticide, Shoe Care, Fuel	Stine Cooper	Claire Boyd
Instant Meals	Meal Solutions	Stine Cooper	Claire Boyd
Sauces	Cooking Sauce, Table Sauces	Stine Cooper	Claire Boyd

Seasonal Lines

January Soup presentations to Lisa Bailey & Cough Cold presentations to Rebecca Kennedy
 March Christmas lines presented to Ross Martin
 May Sunscreens & Fly Spray presentations to Stine Cooper
 June Easter lines presented to Ross Martin
 August Salad dressings and mayonnaise presented to Rebecca Kennedy

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

New Product Contact Details

Charyl Watson	Foodstuffs Category Services Manager Charyl.Watson@foodstuffs-si.co.nz	03 353 8700 ext 8542
Lisa Bailey	Foodstuffs Category Analyst & Private Label Analyst Lisa.Bailey@foodstuffs-si.co.nz	03 353 8700 ext 8899
Stine Cooper	Foodstuffs Category Analyst Stine.Cooper@foodstuffs-si.co.nz	03 353 8700 ext 8725
Rebecca Kennedy	Foodstuffs Category Analyst Rebecca.Kennedy@foodstuffs-si.co.nz	03 353 8700 ext 8588

Promotions Contact Details

Ross Martin	New World Promotions Manager Ross.Martin@foodstuffs-si.co.nz	03 353 8700 ext 8685
Louise Toomey	New World Promotions Coordinator Louise.Toomey@foodstuffs-si.co.nz	03 353 8700 ext 8610
Claire Boyd	New World Promotions Coordinator Claire.Boyd@foodstuffs-si.co.nz	03 353 8700 ext 8759