



# NZ Food & Grocery Council Conference Foodstuffs North Island Update 2023

Chris Quin  
CHIEF EXECUTIVE OFFICER  
Foodstuffs North Island Limited

**foodstuffs**  
NORTH ISLAND

**Thank you for  
working with us  
to make sure that  
New Zealanders  
can get more out  
of life.**



# What matters most to our customers.

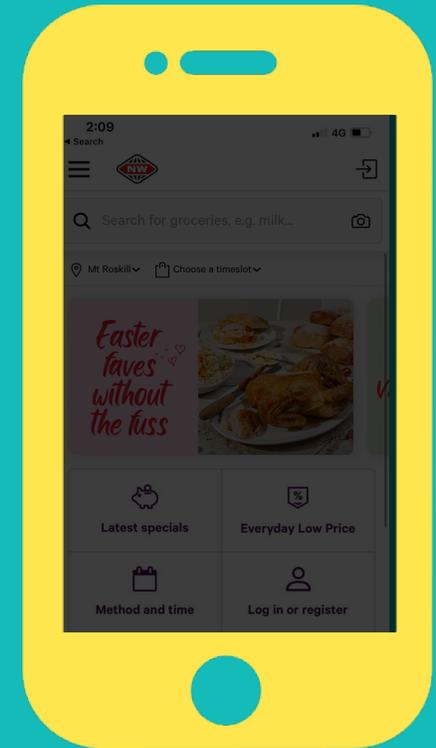
1. Price & value



2. Ease & convenience

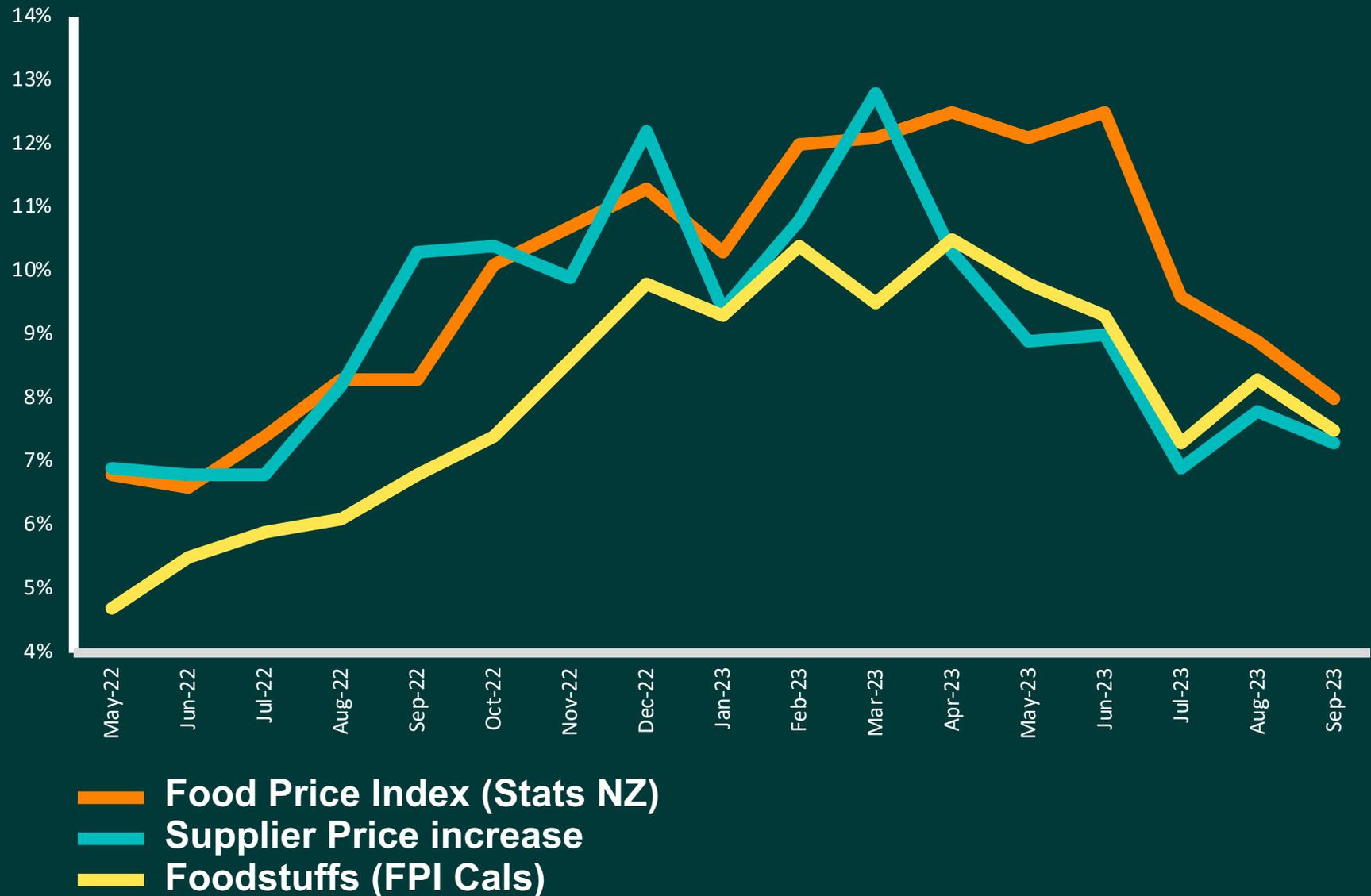


3. Better digital experiences

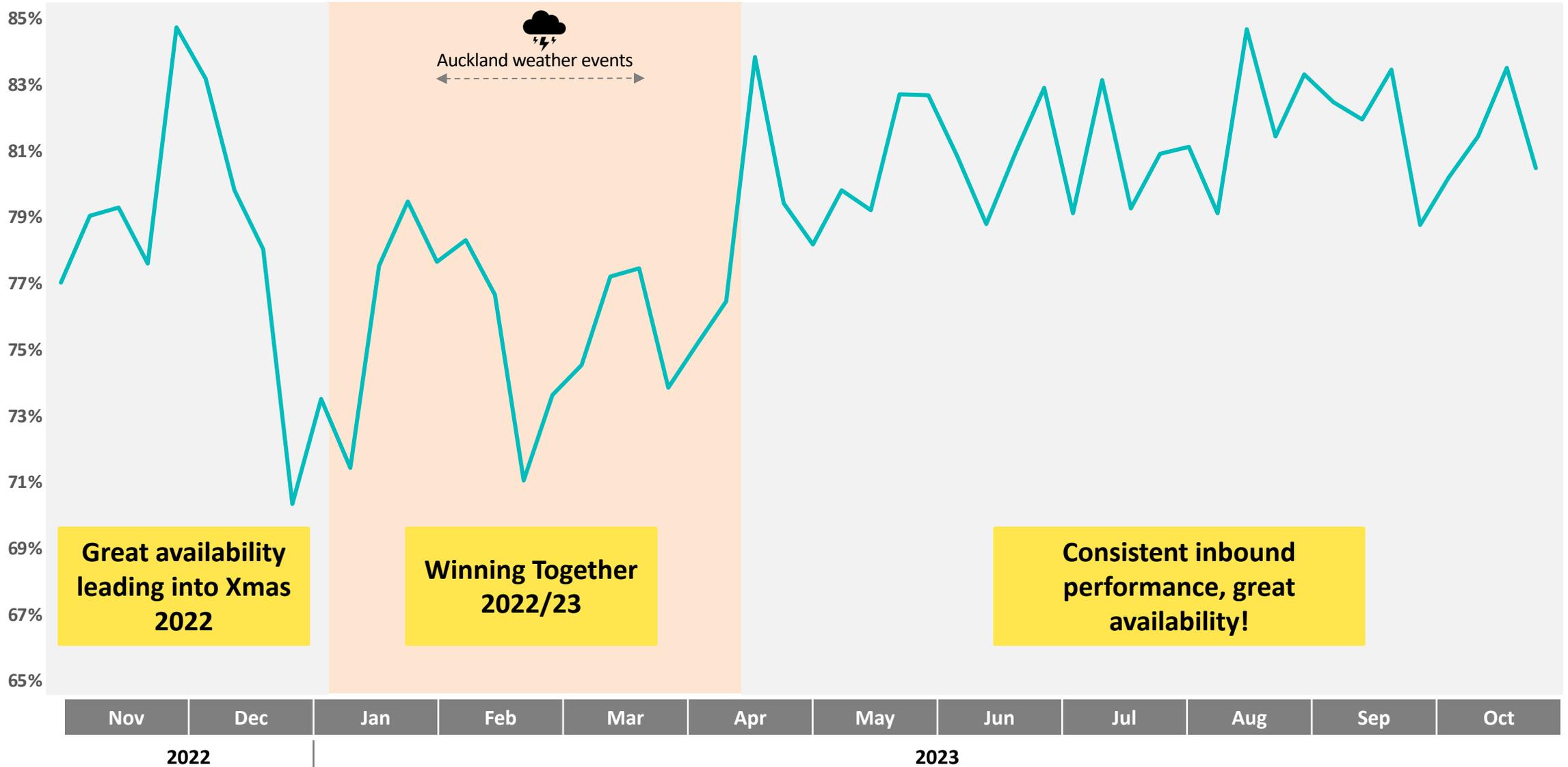


**Holding ourselves to account for value to our customers**

## Food Price Index – YoY Growth %



# Solid Availability Inbound – Despite Challenges



# Winning together.

## customer promises tracker

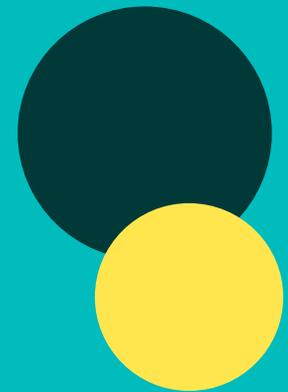
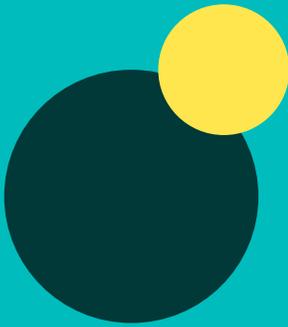
**↑ 45%** Increase in value score vs largest competitor in the last 6 months (vs same period last year)

## retail & wholesale volume growth

**+ 3.8%** in the last 6 months vs same period last year

## market share (MAT)

**↑ 58.8%** up 60 basis points in the last 12 months vs same period last year



# Winning summer.

Playing our parts collectively to create an awesome El Niño summer experience for our customers



**Cross functional**, collaborative planning process



**Simple framework & toolkit** developed with the FGC



Adds to supplier partners **existing internal planning work**

# Grocery Supply Code & Pricing Integrity.

- Grocery Supply Code aligns with our supplier commitments
- Unique in Co-operative environment
- Grocery Supply Agreement rollout
- Extensive Co-op wide training
- Pricing integrity & simplification

# Store Openings 2023

Four Square Te Kowhai



Four Square Waverley



Four Square Onehunga



New World Taumarunui



Four Square Eden Terrace



PAK'nSAVE Warkworth



Four Square  
Mt Maunganui



Four Square  
Britomart



# Social Supermarket Openings 2023

Manaaki Kai  
West Auckland  
*Vision West*



Koha Kai Whare  
Palmerston North  
*Palmerston North Methodist Social Services*



Nourished for Nil  
Hawke's Bay



**We value our suppliers' feedback, and how we can do things better.**



**200+** responses



**+7**

Overall net voice of the supplier score

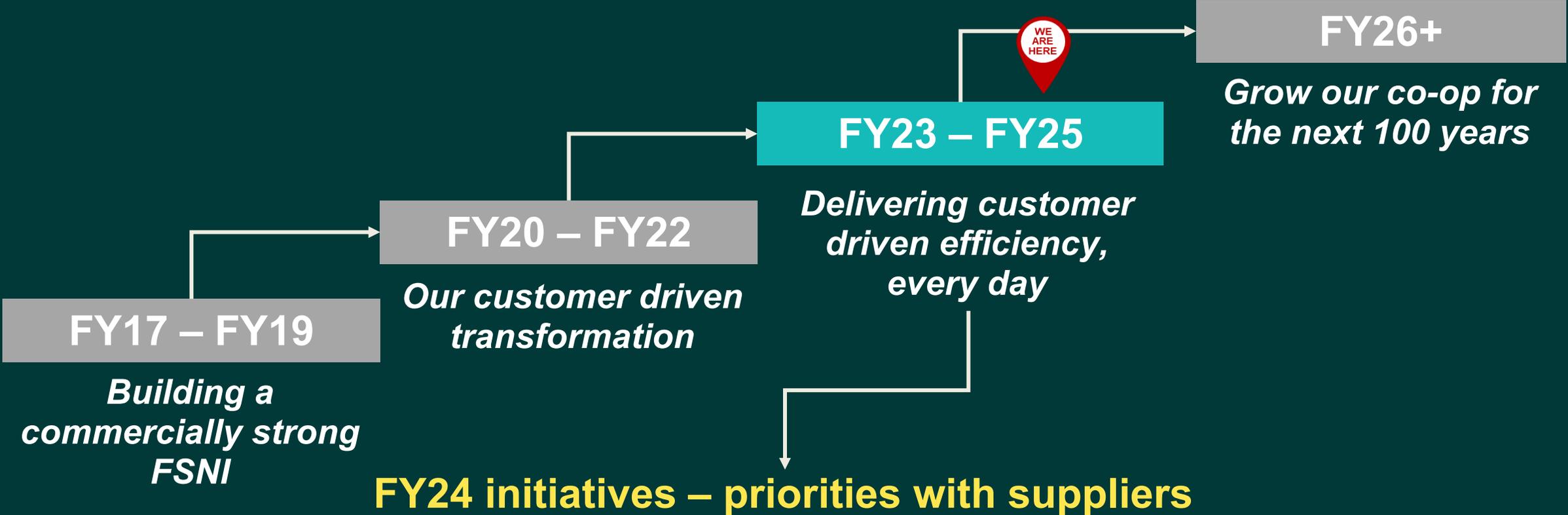
### **What is working well (top 3)**

- ✓ customer driven strategy
- ✓ ability to engage with our team
- ✓ clarity on our price and promotional strategy

### **What we are working on**

- more affordable options for customer insights
- greater clarity on category review process

# Our 3 year strategy cycles & FY24 focus



Customer driven category reviews

Grocery market regulation

Precision Media

eCommerce

Customer engagement

Supply chain transformation

Category  
Reviews are  
progressing  
at pace



**NEW WORLD**

**63** completed to date



**63** completed to date



**21** completed to date

# Recent Focus

## Dunnhumby partnership



Supplier Partner Programme



Customer Insights Academy (CIA)



Customer Insights & Industry Trends Newsletter



'Did You Know' email



Customer data package

## eCommerce



Shop by Brand



Operational Excellence



Digital Development



Strategic Marketing

# Commitments to suppliers since March 2020



**Keep your team safe in our places**



**Be clear on our strategy and how you can engage and support us**



**Invest in relationships with you**



**Consult, listen and consider your views all the time**



**We love innovation when it's right for customers; if it is, let's go hard on it together**



**Always deal with you in good faith and comply with our obligations under the Grocery Supply Code**



**Be consistent and fair, and explain why we made a call**



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