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LEADING INDUSTRY NEWS

MARCH 2021 - Volume 8 - No. 2

*luxury, meet
sustainability*

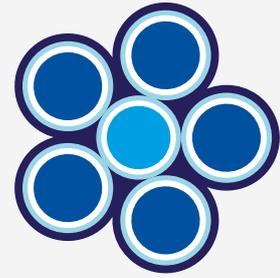


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[editorial]

EXPECT THE UNEXPECTED

If last year has taught us anything, it's to expect the unexpected.

The COVID pandemic still presents challenges all over the world with new, even more contagious strains emerging.

We found ourselves at heightened Alert Levels again in February with a Lockdown period for Auckland, but we knew from previous experience how to respond.

Suppliers and supermarkets worked hard to provide New Zealanders with the essential groceries they require. Various protection measures were put in place at supermarkets, including staff wearing masks, perspex protective screens at checkout, and floor decals communicating the appropriate 2-metre physical distancing length.

Planning for this year's NZ Cheese Awards involved a contingency in the case that COVID prompted a lockdown in Auckland. Plan B saw the judging venue move from Auckland to Hamilton's WINTEC Rotorakauri campus and it swung into action swiftly.

Being agile, flexible, resilient and prepared to adapt to new challenges will be vital for all businesses this year. Let's also remember to be kind and supportive – we've got this!

Whether it's Lockdown or other challenges – chocolate is a wonderful, soul-soothing indulgence and I am convinced of its medicinal, therapeutic qualities. Find out what's new and trending in chocolate and confectionery on pg 20-23.

We also check out fresh produce and chilled convenience foods in this issue and share advice from the FGC, local recruitment experts and our legal team at Steindl Williams.

Please join our daily conversations on Facebook, Instagram, Twitter or LinkedIn, or email us to share your news – we'd love to hear from you.

Kia Kaha,

Tamara



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ON THE COVER



A new marketing campaign is underway for Cottonsoft's Paseo 360, which supports the creation of a circular economy. Find out more on pg 9.

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PETITION FOR GROCERY CODE OF CONDUCT TABLED IN PARLIAMENT

The NZ Food & Grocery Council's petition seeking Parliament's support for the establishment of a mandatory Grocery Code of Conduct for supermarkets, to introduce more transparent supplier/retailer business relationships, has been presented by Chief Executive Katherine Rich to Ohariu MP Greg O'Connor at Parliament.

O'Connor said he was happy to receive it, saying it deserved the scrutiny of the House of Representatives and anything that benefited consumers had to be a good thing.

He also said a Code would also be good for supermarket owners, with those with good practice not being disadvantaged by the bad ones, because everyone would be working to the same rules.

The petition, which attracted 500 signatures, seeks a Code similar to those in Australia and the United Kingdom to address potential abuses of market power towards food and grocery manufacturers arising from New Zealand's highly concentrated grocery retail market.

"This market dominance has led to concerns about market power and potential abuses of the food and grocery suppliers to supermarkets," it says.

Katherine Rich said she was grateful and delighted O'Connor had received the petition, which has now been tabled in Parliament and will be allocated to a Select Committee for consideration.



FGC Chief Executive Katherine Rich and Ohariu MP Greg O'Connor at Parliament.

The petition can be read here: https://www.parliament.nz/en/pb/petitions/document/PET_102583/petition-of-katherine-rich-grocery-code-of-conduct-for

WESTLAND'S NEW CEO TAKES REINS

Westland Dairy Company Limited's new CEO Richard Wyeth is looking forward to bringing the strength of a global dairy giant to the opportunities that lie ahead for the West Coast dairy processor after taking up the leadership role in February.

Wyeth's arrival at Westland was welcomed by resident director of Westland Dairy Company Limited, Shiqing Jian, who stepped down as interim CEO. Jian served as interim CEO following the resignation of former Westland CEO Toni Brendish in August last year.

"We hope Richard is as excited as we are about the opportunities that lie ahead for Westland as he takes stewardship of this iconic New Zealand company," Jian said.



Westland Dairy Company Limited's new CEO Richard Wyeth

Wyeth said Westland holds a unique place within the New Zealand dairy landscape and now, with the backing of Yili, the company was uniquely placed to leverage the advantages of its strong dairy heritage and culture.

"It is a great honour to be entrusted as the custodian of this iconic New Zealand company. I am especially aware of the important role Westland plays, not only within the New Zealand dairy industry, but also as part of the West Coast and Canterbury communities.

"Yili is an enormously innovative company dedicated to quality and serving the consumer above everything else. Being part of that naturally brings huge advantages for Westland," says Wyeth.

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FMCG BUSINESS

DOLE'S NEW BOBBY BANANA PACKAGING SET TO REDUCE PLASTIC DESTINED FOR LANDFILL

Dole is thrilled to announce that its popular Bobby Bananas are now packaged in a new tape, which will reduce the amount of plastic destined for landfill in New Zealand and can be recycled into useful items such as fence posts and garden beds.

Bobby Bananas grow at the lower end of the stem and are specifically selected for their size and sweetness. Containing all the natural goodness of regular bananas in a smaller size, they are a popular choice for children's lunch boxes.

The shift from Bobby's previous plastic bag packaging to the new tape will prevent around 16 tonnes of plastic from going to landfill each year in New Zealand, with this amount able to be reduced even further via recycling through Dole's new Soft Plastics Recycling Scheme membership.

This is a big move for the company and is one step toward achieving 'The Dole Promise'; a global company initiative that aims to increase access to sustainable nutrition, and decrease fruit loss, packaging waste and carbon emissions for the benefit of its stakeholders, employees, customers, and the planet. One of the Promises is to achieve zero fossil-based plastic packaging by 2025.

The shift to the plastic tape comes after extensive trialling of several different materials; with Dole committed to further change, and the company currently underway with research for further improved sustainable packaging options.



Dole encourages all Kiwis to drop off their Bobby Banana tape, along with other soft plastic waste such as bread bags, pasta and rice bags, at Soft Plastics Recycling Scheme drop off points where they are collected and provided to Future Post, which recycles the plastics into fence posts, vegetable garden frames, and parking bumpers.

If every New Zealander recycled their Bobby Banana tapes, it would be enough to create 158 garden beds – which would make a huge impact for charities like Oke Charity, which provides South Auckland primary schools with sustainable fruit and vegetable gardens. Dole is the proud foundation partner of Oke Charity and provides the organisation with



financial and volunteer support to help achieve its goal of building these unique outdoor classrooms.

Dole General Manager Steve Barton says Bobby Banana's new packaging and The Dole Promise reflect the company's commitment to changes that help people and the planet.

"We're proud to implement a change that creates a positive impact as we work towards a more equitable and sustainable future. It's our responsibility as the people of today to provide a better planet for the generations of the future and updating Bobby Banana's packaging is one small step toward achieving that goal," says Barton.

New Zealand is the first market to roll out the new Bobby Banana tapes, with the learnings set to drive similar change in other Asian markets such as Korea and Japan.

Alongside the Bobby Banana packaging update and Soft Plastics Recycling Scheme membership, Dole is working toward achieving the Dole Promise via several other local initiatives, including a sponsorship of the Motutapu Restoration Trust; and 'The Good Bunch' partnership with The Salvation Army, which will see 47,000 bananas donated to food centres nationwide during 2021.

To find out more about Dole's initiatives, including the new Bobby Banana tape, visit dolenz.co.nz.



IT'S ALL GO FOR COUNTDOWN IN PŌKENO



The new Countdown store in Pōkeno

Pōkeno locals will no longer have to traverse the Bombay Hills for their groceries – or risk being cut off again from much needed supplies during a lockdown – with the opening of the brand new, long-awaited, Countdown Pōkeno store.

The new 3000sqm supermarket is situated right in the heart of the rapidly growing local community, which is expected to continue to expand thanks to new housing, its proximity to Auckland and Hamilton, and the lifestyle Pōkeno offers.

Countdown had originally intended to open a smaller store when consent was first granted, but changed its plans to a much larger full-service Countdown store following feedback from the community that more choice was needed to keep up with population growth.

The new store is creating 75 jobs for the area, and Countdown's Acting General Manager Property, Matt Grainger, says it will be an important asset for the Pōkeno community.

"We've had plans to bring a supermarket to Pōkeno for a number of years, and rightfully the council and community asked us to consider a bigger, full-service store to meet the growing demand. We think Countdown Pōkeno will be a valuable asset that will support the local community of Pōkeno and the wider North Waikato region.

"We're really glad we can provide a convenient shopping experience and more choice for the local community that we hope they'll love. As well as the convenience of being able to shop close to home, the new store will also include a drive-thru PickUp lane for online orders and our new



(L to R) Councillor Jacqui Church, Wihiria Mark (Ngaati Tanaihi iwi) and store manager Jatinder Chahal.

Scan & Go technology to make it easier for customers at the checkout," says Grainger.

In addition to the investment by developer Classic Developments, Countdown has invested more than \$6 million in fitting out the new store which will include an extensive fresh offer, bakery, deli, cellar, and a full range of grocery items. The store will also have Countdown's latest design and sustainability features such as LED lighting and transcritical refrigeration to reduce energy consumption and carbon emissions.

The store was opened by Waikato District Councillor, Jacqui Church, who says the store will be a great addition to the area.

"I see this new store as a key foundation business that will bring even more businesses to Pōkeno, supporting and complementing the excellent reputation of our existing business community, providing local jobs, offering opportunities for youth employment, and

enhancing local economic development. It's a very exciting day for Pōkeno."

"A supermarket of the calibre of Countdown is not only a need and a want of Pōkeno locals, but a high value asset to wider North Waikato communities. The COVID-19 lockdown highlighted this need when locals were cut off from the Auckland supermarkets they usually frequented. This increased the levels of stress and worry throughout our communities, so the opening of Countdown Pōkeno provides a real sense of safety, security and anticipation – promising a certainty of service and supply that Pōkeno can rely on," says Church.

The store will be open from 7am to 10pm every day.

COTTONSOFT INNOVATION FURTHER SUSTAINABLE GROWTH WITH PASEO 360°

Sustainable sourcing, recyclability and plastic free solutions are all hot topics in the current environment.

In a 2019 nationwide survey* the No. 2 concern for Kiwis was the buildup of plastic in the environment. Recyclability is an increasingly important feature Kiwis look for in packaging.

To be at the forefront of change, in 2019 Cottonsoft Ltd launched the innovative EarthSmart 360° toilet tissue with Recyclable Paper packaging.

Consumer research in 2020 showed 78% of Kiwis wanted other toilet paper brands using paper packaging+. Building on Earth Smart's success New Zealand's no 1 brand Paseo² launched in recyclable paper packaging.

Paseo 360° Luxury and Paseo 360° Hypoallergenic Recyclable Paper Packaging; where luxury meets sustainability.



Paseo 360 supports the creation of a 360° circular economy. The paper packaging is made from sustainably sourced paper and the core is 100% recycled NZ cardboard. Both are recyclable at kerbside or your local paper recycling facility.

The tissue is biodegradable and made with rapidly renewable fibre (RRF). It is harvested every six years and replanted within a year.

“RRF is emerging as a key benefit for shoppers and retailers alike,” says Joe Bolton, Head of Sales & Marketing. “Some imported products we compete with are made from uncertified tissue or alternative fibres from ambiguous sources. Having our own supply chain, independently certified by PEFC, gives us the advantage of tracing the fibre back to the forest its grown.”

The 6-pack extra-long roll 360-sheet format has a sheet count equivalent to 12-packs and makes consumers' life easier with less roll changes whilst reducing our environmental footprint, by delivering more tissue in less packaging.



Paseo 360° Luxury

Paseo Luxury 360° has a unique leaf emboss for softness and strength with a velvety finish and generously thick 3ply tissue.

Paseo 360° Recyclable Paper Packaging is;

- Recyclable in kerbside collection or a paper recycling facility
 - It meets PTS RH 021/97 Category 2 paper recycling standard in combination with normal kerbside paper collection
 - It meets APCO and European PTS repulpable standards therefore repulpable in local recycling processes
- Sustainably sourced certified packaging paper
- Sustainably sourced PEFC certified tissue paper

Paseo 360° Hypoallergenic

Paseo Hypo-Allergenic 3ply is double embossed, without added inks, dyes or fragrances for extra luxury on sensitive skin.

- Certified “excellent” on sensitive skin by Dermatest GHMB
- OBA free (No Optical Brightening Agents)
- Double embossed with no lamination glue
- Made from 100% pure pulp that is PEFC certified.

Paper is significantly more expensive and less robust than plastic, so stores and consumers need to be a little more gentle.

Cottonsoft Marketing & Sustainability Manager Malcolm Everts believes it is “worth the effort and extra care to help reduce single use plastics.”

Cottonsoft has sold more than 475,000 paper packs since their inception and believes this will increase further with growing consumer's awareness.

“A Paseo 360° media campaign just commenced and will continue throughout the year to drive these new fantastic products,” says Everts. **IFMCG**

Source

*Dec 2019 Colmar Brunton Better Futures Survey

**BB Omnibus +Colmar Brunton 2020 Brand health dip

‡IRI Value share MAT to 10/01/21

“THE PAPER PACKAGING IS MADE FROM SUSTAINABLY SOURCED PAPER AND THE CORE IS 100% RECYCLED NZ CARDBOARD. BOTH ARE RECYCLABLE AT KERBSIDE OR YOUR LOCAL PAPER RECYCLING FACILITY.”

BEST IN SEASON



New Zealand-grown limes return this month and are available until September. The high price point, due to limes being imported out of season, will drop.

Blueberries are still in season and covered crop raspberries are available. These will be of outstanding quality and taste. Covered crop strawberries will go right through until May also. Ensure to keep fresh berries refrigerated at all times.

Apples

Apples are among the most popular and commonly consumed fruit worldwide and are harvested here between February and May. New Zealand has an excellent reputation for consistently producing a large range of high-quality apples for the domestic and export markets. Varieties include Pink Lady,

Royal Gala, Lemonade and Sweet Tango to name a few. While apples are in peak season keep them well featured and carry a range of varieties.

What to look for: Apples should always be firm to touch, without any bruising or discoloration. Look at the skin and colour – ones with full colour have absorbed lots of sunlight which leads to great flavour.

Storage/handling: Where possible, store apples in the refrigerator or a cool, dark place and handle with care to avoid bruising.

Nutrition: Apples are a source of vitamin C to help support immunity.

Pears

Pears are harvested from February to March but are generally available until November. Main varieties available include Packham, Beurré Bosc, Winter Nelis, Winter Cole, Doyenne du Comice and Williams bon Chrétien – also known as the Bartlett pear. Nashi pears are only around until June, and they are a consumer favourite so utilise them alongside other pear varieties as much as you can.

What to look for: Pears ripen best off the tree so they are harvested mature, but not ripe. Once picked, pears are chilled by growers briefly and they then ripen from the inside out. Nashi pears however, are mainly ripened on the tree, don't go through a chilling period and are best eaten crisp. Avoid pears

with large dark or mushy spots and look for firm fruit that feel heavy for their size.

Storage/handling: Pears have a very delicate skin so be careful when handling to avoid bruising. If pears are not ripe, ripen at room temperature and then refrigerate. Nashi pears don't store well so be sure to merchandise properly and keep them rotated.

Nutrition: Pears are a good source of Dietary Fibre which helps aid healthy digestion.



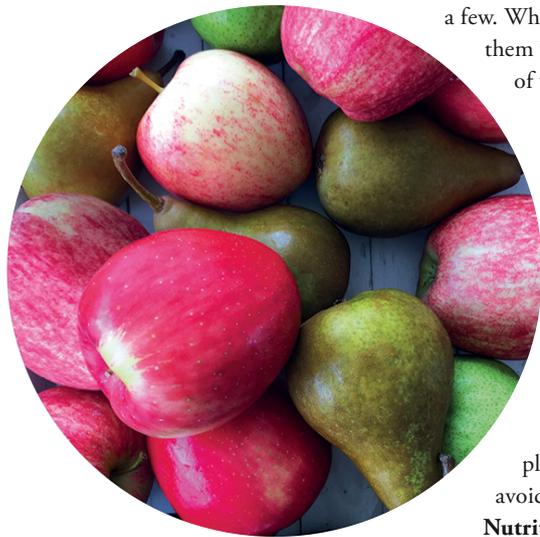
Broccoli

Broccoli is widely eaten, versatile and available year-round so should always feature in your fresh food department. It is the star of the brassicas and has well-known health benefits. The stalks, buds and most of the leaves of a broccoli are edible. Broccolini is a nice addition to have on hand and this is a cross between broccoli and Chinese broccoli. They have long, slender stems with small flowering buds and are a bit more 'gourmet' than standard broccoli.

What to look for: Choose broccoli with tight green florets and firm stalks that feel heavy for their size. The cut ends of the stalks should be fresh and moist.

Storage/handling: Broccoli is highly perishable so should be kept refrigerated and displayed beside cauliflower. Buy small quantities regularly and ensure stock rotation to maintain freshness.

Nutrition: Broccoli is a source of Folate and vitamin B6 which helps build healthy amino acids, and Riboflavin which helps the body utilise iron. **(FMCG)**



“APPLES ARE A SOURCE OF VITAMIN C TO HELP SUPPORT IMMUNITY”

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MADE NORTH CANTERBURY BRAND LAUNCHED

Enterprise North Canterbury (ENC) has officially launched the North Canterbury region's first food and beverage provenance brand.

MADE NORTH CANTERBURY was launched in February with the release of its new website: madenorthcanterbury.co.nz.

The brand, which has been in development since late 2020, was created after a study found North Canterbury food and beverage producers wanted a unifying brand that would offer them opportunities in marketing, promotion and collaboration.

ENC Food & Beverage Business Development Manager Alissa Wilson says input so far from local producers has been fantastic. "We've had so much interest from our local food and beverage producers wanting to get involved with this initiative," says Wilson.

"We already have over 40 members signed up and we're seeing a lot of connection already happening between them. We're working hard to foster those connections and help promote our members and their offerings as well as share opportunities for them to expand into new markets."

The aim of the website is to showcase North Canterbury as a premium food and beverage destination to visitors, producers and investors. Website users can browse local food and beverage producers, find out about North Canterbury's food and beverage history, which was written in conjunction with Ngāi Tūāhuriri and Matapopore, and discover upcoming food and beverage events in the region. MADE NORTH CANTERBURY members will also use the website as a B2B portal where they can log in to access resources, information and connections.

In addition to the website and social media channels, the MADE



MADE NORTH CANTERBURY branded wine gift box



Robin Brown from Rangiora New World standing in front of the MADE shelftalkers.

NORTH CANTERBURY brand can be seen on display at numerous eateries and retailers throughout North Canterbury. This includes new 'shelf talkers' in Rangiora New World and Rangiora PAK'n SAVE supermarkets, which highlight products that are made in North Canterbury, making it easier for consumers to buy locally made items.

In December 2020 the first MADE NORTH CANTERBURY Christmas hampers were snapped up by local consumers. This was the first of many initiatives generated by MADE NORTH CANTERBURY to highlight the region and its producers. Future initiatives include a 'Makers' Market' at the North Canterbury Wine & Food Festival and a tourism incubator workshop with Visit Waimakariri and ChristchurchNZ focused on the development of new food tourism experiences culminating in a MADE NORTH CANTERBURY makers' trail.

"The development of this brand is very exciting for both producers and consumers," says Wilson.

"We are thrilled with the support and interest we've had from everyone so far, particularly our generous sponsors Sidekick Rangiora and Meridian Energy. With their help we will be able to continue this momentum and further promote and grow our amazing, productive region."

MADE NORTH CANTERBURY is an initiative of Enterprise North Canterbury – the local economic development agency for the Waimakariri and Hurunui District Councils. MADE NORTH CANTERBURY is funded through ENC and the Ministry of Business, Innovation and Employment Provincial Growth Fund as well as sponsors Sidekick Rangiora and Meridian Energy, and contra sponsors Croft Print, The Mark and Leading Label.

For more information or to sign up as a member visit www.madenorthcanterbury.co.nz (FMCG)



The new MADE NORTH CANTERBURY website



BETTER-FOR-YOU BREAKFAST

New Zealanders are increasingly looking for new, healthy alternatives for their favourite foods.

Holly Lloyd, Category Manager at Foodstuffs South Island explains the emerging trends: “In Breakfast we are still seeing growth in Granola and suppliers are continuing to bring out new flavours to keep their range fresh.

“There is an increase in innovation in the convenience, on the go space with a large focus towards smoothies. Like many other categories ‘better-for-you’ is a trend we are seeing and suppliers are providing options for this, especially with diets like keto, grain free and vegan on the rise,” says Lloyd.

Hubbards’ diverse range

Marketing Manager Amanda Howe told *FMCG Business*: “Hubbards is a well-known, well trusted Kiwi brand with a purpose to inspire invention and possibility, spreading the Kiwi mentality for ingenuity and can-do through ongoing innovation of great tasting breakfast creations!

“The Total Breakfast Cereal category is worth \$321m up 6.2% on previous year, within that Muesli at \$73.2m continues to grow at 6.95% vs LY. Hubbards offers consumers a diverse range of breakfast food including a presence across all categories, providing delicious products for all shoppers. From Simply, the Originals and Outward Bound to our extremely



popular Crispy Crunchy Granola, Be Mighty Granola and Amazing Muesli and Cluster ranges.

“With the growth in Granola, we have had great success with our recent launch of BeMighty appealing to shoppers seeking a delicious, affordable entry into the Granola subcategory.

“However, the increasing popularity of the cluster format and growth of clusters within the muesli category at 4.5%*, has driven the latest NPD for Hubbards in the form of two new Amazing Cluster flavours – Berry Mix 500g and Cacao & Nut 500g. High in wholegrains and fibre and a good source of Vitamin C, these two new flavours are a great new addition to the Amazing range,” says Howe.

Available from March 2021.

*Nielsen Data MAT 10/01/21

Liquid happiness by the squeeze full

100% Pure Liquid Honey is real honey from Happy Valley that is sweet and loved by all, says Marketing Manager Narissa Harvey. “No additives and just the way nature intended, squeeze out anyway you like it. On cheeseboards, into smoothies, over pancakes.”

This new product complements any breakfast routine and is in a convenient upside-down jar and at a great price.

“Taste the happiness from Happy Valley, a family-owned New Zealand company that has been around since 1960, where it first started with customers bringing their own jars to be filled at the honey farm to being a family favourite all over the world,” says Harvey.



Premium products from pure delish

“From modest beginnings over 20 years ago, pure delish is today a force to be reckoned with, leading the market with their delicious premium product offerings,” says Marketing & Export Manager Amanda MacDonald.

The brand has been built on category defining products all handmade by their own team of passionate foodies.

Since the launch of their first breakfast cereal ‘Original Chunky Nut Muesli’ 14 years ago, they have since added another 17 cereals to their range! More recently they launched a new range of Health & Wellness cereals designed specifically for those consumers wanting Low Carb (Keto), High Protein or Digestive Health benefits. Not only does the new range tick many of the key emerging health boxes for customers, they also offer interesting flavours like Peach, Pecan & Vanilla, Wild Berry & Hemp and Black Doris Plum.

“PURE DELISH CEREALS ARE RENOWNED FOR THEIR AMAZING TASTE, INNOVATION AND THE MANY HEALTH BENEFITS THEY OFFER”
MARKETING & EXPORT MANAGER
AMANDA MACDONALD



Source: NIELSEN SCANTRACK Total Supermarkets - MAT to 31/01/2021

	Val \$ Sales	Val % Chg YA
TOTAL BREAKFAST CEREALS	320,903,125	5.8%
FAMILY	98,443,464	5.6%
ADULT	62,987,771	3.7%
MUESLI	51,785,196	4.8%
HOT	41,879,966	7.4%
CONVENIENCE	36,466,243	6.9%
KIDS	29,340,485	10.1%

MacDonald explains: “pure delish cereals are renowned for their amazing taste, innovation and the many health benefits they offer, ideal for foodie-focused consumers through to those that have wellness at the forefront of their mind.

“With global trends growing for premium products, pure delish are perfectly positioned to continue leading this space. With more exciting and innovative new products in the pipeline for 2021, designed to further shake-up traditional categories, we see demand for pure delish products increasing as more consumers discover the benefits of eating more premium, less processed, healthier foods that actually taste delicious!”

2021 is set to be a busy one for the pure delish team!

For further information please contact pure delish on ph 09 5745701 or email info@puredelish.co.nz.

- IRI Worldwide Data (to 3 January 2021)
- pure delish have 16 of the top 32 selling super premium (\$12+) breakfast sku's.
 - These 32 sku's deliver nearly 80% of the total super-premium (\$12+) breakfast category.
 - pure delish drives value in the category.

New tastes, new look for Blue Frog

Worth Waking Up For – this is the tag line of Blue Frog - and it looks like it is resonating with New Zealanders as the brand is No 9 in the total breakfast category and is the fastest growing breakfast brand, growing at 85% in value and 140% in volume*, says Scotty Baragwanath.

He started the business five years ago with the premise that if something tastes good then it should

be good for you, and if it's good for you then it should taste good.

“Consumers continue to premiumise and more so than ever they are shopping for healthy options in the new Covid world,” says Baragwanath.

“We have two new ridiculously great tasting offerings rolling onto shelves – Macadamia, Almond and Manuka Honey and Cashew, Almond and Maple – both 87% nuts and seeds, less than 4g sugar per serve and being grain free, gluten free and keto friendly.

“We set ourselves the mission to create the No 1 tasting cereal in the premium category – and we did that. 30 plus consumer groups around New Zealand unanimously voted these two new products taste better than the top 5 skus in the premium category**.

“We also have an exciting fresh new look. Since our launch we have created a very distinctive design, being the first with the use of very bright colours and shapes, which are now a huge part of our brand. We saw an opportunity to tweak our pack design to more closely reflect our brand personality – fun and approachable. We are proud we call out our claims so strongly on front of pack – we love being fully transparent and showcasing our great products and ingredients. It looks like our customers love this too.”

To find our more contact scotty@bluefrog breakfast.co.nz or phone 022 1678752

*MAT Nielsen Aug 2020

** Blue Frog NZ Consumer Groups Nov 2020 [FMCG]

“WE SET OURSELVES THE MISSION TO CREATE THE NO 1 TASTING CEREAL IN THE PREMIUM CATEGORY – AND WE DID THAT.”
SCOTTY BARAGWANATH



FMCG Business produces a monthly snapshot of category news and highlights, based on information from participating clients and Nielsen data available at time of print. To showcase your products in upcoming category reports, please contact trubanowski@intermedianz.co.nz.

NZ DAIRY FREE AWARDS WINNERS REVEALED

The winners of the second annual Dairy Free Awards have been revealed, including popular plant-based milk, yoghurt and cheese products.

The awards showcase the best of New Zealand's available plant-based dairy alternatives and cover six categories of products: ice cream, cheese, milk, yoghurt, chocolate and butter - all fully plant-based, high quality, delicious and nutritious. No one needs to go without their favourite foods anymore, as the plant-based market keeps on developing new and better products and growing exponentially.

Waikato-based Duck Island claimed both winner and runner up in the ice cream category. Manufacturing allergen-free ice cream desserts has been their passion since 2015 and with their extensive range of flavours they were runaway favourites with Vegan Society members.

Angel Food kept their winning streak from last year, as once again their cheddar and cream cheese took the top awards. The nation's favourite plant-based milk is officially Otis, the oat milk hoping to open a new manufacturing plant in Invercargill soon.

"It's wonderful to see the increasing number of dairy-free products out there, proving the market is booming and the public's appetite for plant-based is growing. Our awards set a high bar for companies to step up to, providing quality Kiwi products available to all," said Claire Insley, media spokesperson for the Vegan Society. "The companies receive acknowledgement for their hard work, vegans know they can trust the



The New Zealand Dairy Free Award Winners! Try one today



“THE AWARDS SHOWCASE THE BEST OF NEW ZEALAND'S AVAILABLE PLANT-BASED DAIRY ALTERNATIVES”

winning companies and it takes the guesswork out of it for those dealing with allergies and non-vegans looking to reduce their dairy intake.”

Popular brand Raglan claimed the winner's award for yoghurt, with their amazing Boysenberry coconut-based yoghurt.

The chocolate award goes to the nation's oldest and much loved manufacturer, Whittakers, with their Hawkes Bay Plum and Almond artisan collection bar and the standard Almond dark being the runner up.

Finally, the butter award was scooped up by newcomers Vutter, whose vegan block is ideal for replacing butter in almost any recipe. Perfect for

those with dairy allergies or who are trying to reduce their cholesterol.

The awards also cover imported products though the voting shows that Kiwis overwhelmingly support locally produced foods.

"With the Climate Change Commission's report out now, it is clear that we have to act now to mitigate our carbon emissions. Eating plant-based meals can reduce your carbon footprint due to food by up to 73%, so there is no better time to do your bit for our planet and make the switch," says Insley.

The Vegan Society offers resources for those wishing to take up plant-based eating to help the environment, improve their health and show compassion for the animals.

For the full awards results check out:

<https://www.vegansociety.org.nz/awards/dairy-free/results> (FMCG)

QUICK & EASY DOES IT

Convenient meal solutions are flying off the shelf.

Easy meals are increasingly popular with busy families and time-poor shoppers and Hellers is right on trend with several new products launching in February and March.

Marketing Manager Brydon Heller says: “Hellers is New Zealand’s butcher, and as such, we have a wide range of family favourites for all meal occasions. We’ve been working hard on crafting new products that are easy and quick to cook, taking the hard work out for our consumers.”

“Hellers new Short Cuts range of products are there to make life a bit easier, and dinner a lot yummier. The first products to launch are four new quick cook sausages in delicious flavours, that go from pack to plate in under 10 minutes. Choose from Jalapeno & Cheese, Smokey Chorizo, Caramelised Onion or Classic Pork – the smart way to tasty!”

“We’ve also added flavour to the meatball category, with three new products that pack a tasty punch. Italiano, Smokey Bacon Cheeseburger and Great Balls of Fire are our top flavour picks. These meatballs are quick to cook, super versatile and will energise the meatball category.”



“HELLERS NEW QUICK
COOK SAUSAGES AND TASTY
MEATBALL RANGES WILL BE
SUPPORTED BY AN EXTENSIVE
MARKETING CAMPAIGN”

“Hellers new quick cook sausages and tasty meatball ranges will be supported by an extensive marketing campaign including instore demonstrations, TV, social media and instore support,” says Heller.

He explains the current trends: “Our shoppers are looking for ‘time or effort savers’ with 84% of consumers preferring to choose ‘easy to prepare’ meals (Mintel Global Consumer, July 2020). Hellers has listened - delivering tasty, versatile products from one of New Zealand’s most trusted brands.

For more information please contact your local Hellers representative: ph 0800 HELLERS (4533377), info@hellers.co.nz

Plant-based options

Tim Campbell, Category Manager at Foodstuffs South Island says: “The greatest activity is still in the plant-based space, with a lot of innovation in the format for plant-based options. The Vegan Mince and Cheese Pie from Dad’s Pies launched strongly and has been regarded by some as comparable to the ‘real thing’, and their vegan Butta Chick’n style is also on the way. FoodStarter 2019’s winner, Fernando Gutierrez and his award-winning vegan sausages, Ananda Simply Wholefoods, are now stocked at all South Island New Worlds. We’re watching this space closely and are looking forward to seeing how his product continues to help grow the category. There was also a range of sliced ‘meat’ style products from Tofurkey with ham-style and chicken-style slices brought to trade late last year.

“Market leader Bean Supreme has also kept the innovation coming in their range of sausages and patties, while NZ company Chalmers Organics has also continued to release new vegan products under their Tonzu and Zenzo brands.”

Cater to ALL your consumers...

Farmland Foods can help cater for convenient lunch and meal solutions for school, work, and home. There is a range of conveniently sliced and shaved prepackaged meats to suit all tastes and occasions.

If you have fond memories of Luncheon sandwiches as a kid, then you’ll love Country Pride Ham and Chicken Luncheon 200g. Created from a closely guarded family recipe, using real ham and chicken, blended to deliver a superior taste and texture... just like it used to be. Along with the family classic luncheon is Country Pride Shaved Leg Ham 200g, giving customers another affordable option for filling the kids lunch boxes.

Lunch Club brings innovation to the pre-packed ham category, from the ever-popular Champagne Ham to more unique and delicious flavours including Maple Ham, Bell Pepper and Cracked Pepper Ham.

“The range will be sure to please your taste buds, with real flavour dispersed throughout the meat, not just around the slice,” says Brand Manager Steven Young. “The flavours were developed to bring real taste and a point of difference to the category, whilst making sure they are appealing to a wide range of taste buds including kids.”

The Just Cut range has six variants of prime quality sliced deli meats including Hot Pork, Glazed Ham, Roast Beef, Pastrami, Hot Beef and

Drive Sales with Hellers Tasty Time Savers

We're serving up a bunch of delicious newbies for the latest tastebud trends.



New Hellers Short Cuts Sausages

Designed to make life a bit easier and dinner a lot yummier these tasty time saving sausages go from pack to plate in under 10 minutes! With flavours to suit the whole family, they are the smart way to a tasty dinner!



Meatballs that pack a flavour punch

We've put in the hard yards delivering a range of new meatballs that are packed full of flavour. This trio of faves are a delicious easy meal option any time. They are ready to drive growth in the value-added butchery department.

Hellers Short Cuts and Meatballs products will be supported by an extensive marketing campaign including in store demonstrations, TV, social media and in store support.



LAUNCH ACTIVATION PLAN	FEB	MARCH	APRIL	MAY
Market Launch	15th			
Instore Demonstrations				
TVC on air				
Social Activity				



“We’re putting our stamp on creating a sustainable future for New Zealand,” says Young.

The team at Farland Foods, a New Zealand family-owned smallgoods producer since 1964, create outstanding meats for every occasion. Farland Foods are proud of their heritage and the way they do things with the utmost love, care and attention. They take great pride in selecting the best quality meats and preparing them ready for your enjoyment.

Farland Foods started in a butcher shop in 1964, a proud New Zealand family-owned business by the Davis family and now three generations later, is one of New Zealand’s leading smallgoods producers. Still passionately family run in Bulls in the Rangitikei district, Farland Foods employs over 120 local staff. From humble beginnings to today and beyond, Farland Foods has always been committed to quality and innovation.

For more information call 0800 806 328, visit www.farlandfoods.nz or email sales@ff.nz

Delicious with a difference - how Silver Fern Farms is standing out in the premium burger category

Silver Fern Farms are bringing exciting innovation and new premium buyers to the burger category.

Group Marketing Manager Nicola Johnston explains: “Globally there are some really exciting trends in the burger category, with innovation, bold flavours, unique experiences and restaurant quality all featuring strongly.

“Silver Fern Farms saw an opportunity to bring some excitement and growth to the burger category in New Zealand – specifically targeting premium meat consumers looking for a high-quality burger.

Corned Silverside. The range isn’t just for sandwiches either, it lends itself to pizzas, pasta and entertaining platters - perfect for the warmer months.

All three product ranges are gluten free and have the packaging tray made from NZ sourced recycled #1 RPET plastic. With consumer demand growing for environmentally sustainable products and packaging, the recyclable trays will be diverting up to 2.4 million packets per year from landfill, making a true step towards a circular economy in our country where resources can be used again and again.



SCHOOL & WORK LUNCHESES... JUST PLAIN GOOD

Cater to ALL your consumers with Just Cut, Lunch Club & Country Pride

JUST CUT deli quality sliced premium products made from whole cuts of meat. Real meat, real flavour... Just Cut.

LUNCH CLUB brings new flavours to the pre-packed ham category including Maple, Bell Pepper, Cracked Pepper and the Kiwi favourite, Champagne Ham.

COUNTRY PRIDE delivers value, and includes our classic ham and chicken luncheon.

www.farlandfoods.nz

“In July 2020 Silver Fern Farms conducted NZ qualitative consumer research, which highlighted that the majority of NZ premium meat consumers were choosing to make their own burger patties at home instead of purchasing*. These premium consumers were however open to purchasing in the FMCG burger category if there was a brand that could ‘meet’ their needs. Key purchase drivers identified were; a high meat content, quality NZ ingredients and bold new flavours.”

Silver Fern Farms have been recognised by Colmar Brunton, which listed Silver Fern Farms as the 11th highest Trust Leader in NZ in 2020.

“If you saw Silver Fern Farms, you know it would be quality meat. You normally think of burgers as fast food, but you know that this would be a quality product. We would buy it for the brand.” (Premium meat consumer quote).

Johnston explains: “All thriller and no filler, Silver Fern Farms is changing the game with the launch of their new range - Honest Burgers; Lamb & Kawakawa Herb, Beef & Horopito Pepper, Beef & Lamb with Mānuka Smoked Salt and Venison & Lamb with Kelp Sea Salt.

“Delicious with a difference, these are restaurant-quality burgers consumers can enjoy at home, made with carefully selected cuts; beef chuck roll, beef boneless short rib, boneless lamb shoulder and boneless venison shoulder, to give a tender and juicy bite. The Honest Burger range is gluten-free, 97% red meat with real New Zealand flavours and no artificial ingredients. No weird bits or hidden tricks. Just honest to goodness deliciousness.”

Packaged in bright recyclable cardboard boxes that stand out in the category, each burger in the range has its own palette of bold colours



and icons based on their unique Kiwi herbs and spices. Clear cooking instructions on-pack are provided to give consumers confidence, in addition to the key quality cues associated with the Silver Fern Farms brand; 100% Made of New Zealand meat, delicious, natural and real food goodness.

Silver Fern Farms has a \$1million** marketing plan supporting the launch of their Honest Burger range with a fully integrated campaign to bring the personality of each burger to life across various media channels. This includes investing in TV, a new website look, outdoor advertisements, and significant in-store sampling.

For more information please contact Silver Fern Farms Retail Manager Jonathon Toomer ph 021 499 936. [FMCG]

*NZ Premium Meat Consumer Focus Groups July 2020 showed only 40% of premium meat consumers were purchasing burgers in grocery due to a distrust of ingredients and source.
**Ratecard spend





SWEET TREATS

Look out for innovation, fresh flavours, fun, indulgence and premium products in chocolate and confectionery this year.

Healthy snacking and new confectionery products designed for enjoyment are among the trend predictions from the ISM team.

They see a wide array of new products emerging across the globe, from crunchy cereal snacks to plant-based chocolates and fruit puzzles for children.

ISM 2021 couldn't take place this year due to the COVID pandemic, but the world's largest trade fair for sweets and snacks still remains a central platform for industry innovations. This year, ISM offered its exhibitors the option to present their new products on an online database: <https://bit.ly/2ZnLkzX>.

In addition to fresh, fruity taste experiences with natural colours and flavours, new products include organic cereal bites with sesame and sunflower seeds or pumpkin seeds.

Crunchy cookies are filled with peanuts and hazelnuts and raw

ingredients (such as dried berries, nuts or seeds) play an important role. There are also new snack-sized bars of dark chocolate with red berries and linseed or candied orange peel.

Plant-based products are a big new trend, such as the recent launch of vegan KitKat.

The focus is also on sustainable raw materials and sustainable packaging with less plastic, which often goes hand in hand with organic, vegan and vegetarian options, says the ISM team.

Lindt Chocolate

Lindt continues to drive the innovation in the Boxed Chocolate category with a fantastic new product range in 2021.

"Lindt Boxed Chocolates are growing at 10.2% \$ value MAT in TKA to 24/1/21 (IRI)," says Senior Client Manager Ken Davis.



Lindt Caramel Squares launched on January 25th, just in time for Valentine's Day.

Lindt Caramel Squares, where lusciously smooth caramel meets the finest Lindt chocolate for your moment of pure indulgence, are available in Milk Chocolate or Dark Chocolate with Sea Salt.

Davis explains: "Caramel is the ultimate classic in confectionery and there is an opportunity gap in the market to drive a premium offer. Lindt Caramel Squares has a 92% purchase intent.

"Lindt Caramel Squares will also be supported with a strong marketing plan including, TVC, Social, Online and Instore sampling."

Lindor Double Chocolate launched on March 1st.

"Lindor Double chocolate provides the best of both worlds and delivers true chocolate indulgence," says Davis.

"The delectable LINDT milk chocolate shell with rich aroma of dairy, toffee and caramel encases the irresistibly smooth melting dark chocolate filling with subtle notes of fine dark chocolate and balanced cocoa notes.

"Once broken through the shell, the luxuriously melting centre unfolds on the palate and the subtle notes of fine cocoa with a rich mouthfeel of LINDOR harmonizes perfectly with the exquisite flavour of our milk chocolate.

"The combination of these two chocolates each providing their unique attributes and flavour profiles is creating a truly special Lindor."

He adds: "Lindor Double Chocolate will be another key driver of the Lindt Boxed Chocolate growth in 2021 with the TVC/social media and sampling campaigns that will continue throughout 2021 to drive consumer demand."

The Lindor range still has the same delectably smooth Lindor balls with the smooth melting centres.

Look out for new and exciting Lindor launches later this year.

"The iconic Lindt Gold Bunny is also back in store now, but be quick and catch him before he's gone," says Davis.

News from RJ's

Over the past few years RJ's has been a quiet achiever but recently they have emerged as the unrivalled home of nostalgic New Zealand brands.

Jason Clements, General Manager NZ & International says: "As recently as 2017, licorice was the only game in town for RJ's and as Kiwis sought better snacking alternatives, we became a key driver in the growth of the confectionery category. Since 2018, that has further accelerated with the addition of the Mackintosh, Lifesavers, Oddfellows, Black Knight, Heard's and Jaffa's brands to their portfolio. Since welcoming those brands, RJ's have steadily appeared as a staple in pantries across not only New Zealand but also the world."

They are certainly a company that doesn't like to sit still, with two amazing new products recently hitting stores – Fabulicious Tropical Sherbert 40g and RJ's Orange Choc Log 120g.

"Fabulicious remains the highest growth brand in Non-Choc with sales having almost doubled since it joined the RJ's family and up over 64% vs YA (IRI NZ Grocery MAT to 31/1)," says Clements.

"Tropical Sherbert further builds on that with a tantalising mango & passionfruit flavour mix combined with our famous Sherbert fizz."

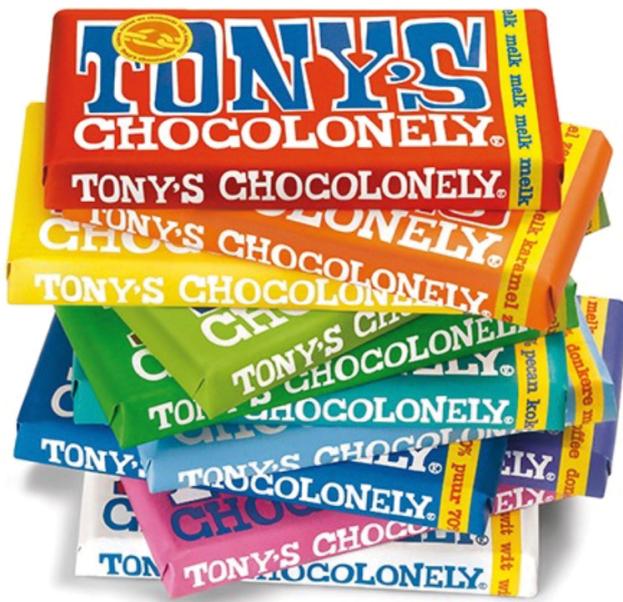
Orange Choc Log moves RJ's into slightly new territory with two years of research culminating in their first infused choc product. Clements says: "With orange flavour in both the licorice as well as the choc – it delivers a best-in-class flavour hit combined with an indulgent burst of choc."

Both launch in on-the-go formats with Fabulicious Tropical Sherbert available in a 200g bag from April.

RJ's journey from a small licorice manufacturer in Levin to now being a Kiwi icon is an amazing story. We can't wait to see what they have coming next!

"RJ'S JOURNEY FROM A SMALL LICORICE MANUFACTURER IN LEVIN TO NOW BEING A KIWI ICON IS AN AMAZING STORY."





Tony's Chocolonely

Tony's Chocolonely is crazy about chocolate, but serious about people.

"You will recognize them from the colourful wrappers that explode off the shelf, to the chunky unequally divided chocolate bars within, to reflect the social inequality of the chocolate industry," explains

Nick Brown from Cook & Nelson. "Tony's Chocolonely Fairtrade bars spread its message in its purest form: things can be done differently."

The B-Corp certified company has become the bestselling chocolate brand in the Netherlands and has expanded to be a best seller internationally.

The Tony's Chocolonely range has six 180g bars:

- Milk chocolate 32%
- Extra dark chocolate 70% (dairy free)
- Milk chocolate caramel sea salt 32%
- Dark chocolate almond sea salt 51% (dairy free)
- Milk chocolate hazelnut 32%
- White chocolate raspberry popping candy 28%.

Tony's Chocolonely is distributed by Nick Brown and Becs Caughey from Cook & Nelson.

For trade enquiries please contact Becs Caughey on Rebecca@cookandnelson.com or 021886024.

www.cookandnelson.com,
www.tonyschocolonely.com.

Whittaker's brings back Hundreds & Thousands

Whittaker's has recently announced the return of its Hundreds & Thousands Block, which replicates the Griffin's Cookie Bear biscuit, for a limited time only.

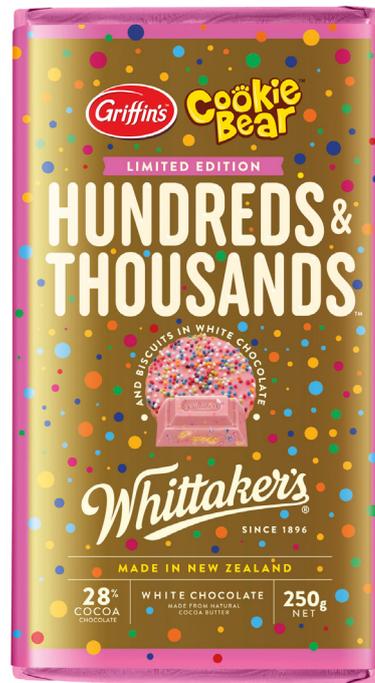
The flavour sold-out in record time when Whittaker's first collaborated with Griffin's to create it as a limited-edition product in 2014 and there has been unprecedented demand for it from Whittaker's Chocolate Lovers ever since.

Made to the same recipe, Whittaker's Hundreds & Thousands is crafted with its finest 28% cocoa

white chocolate. The chocolate is combined with natural flavour and colour and then mixed with crunchy biscuit pieces and sprinkles to recreate the look and taste of the iconic biscuit.

Whittaker's co-Chief Operating Officer Holly Whittaker says Whittaker's is excited to bring back this fun, delicious and innovative flavour.

"We often get requests to bring back limited edition flavours, but Hundreds &



Thousands is by far the most requested product of all time, even sparking an online petition last year calling for the flavour's return. We're delighted to be able to bring it back once more for a limited time in response to the ongoing requests from our Chocolate Lovers over the past seven years.

"Given the popularity of this flavour last time around, we've produced more this time, but it is still a limited-edition product, so those who are already fans of the flavour, and those that didn't try it the first time, should get in quick to ensure they don't miss out!" she says.

Like all of its range, Whittaker's Hundreds & Thousands Block is made right here in New Zealand at Whittaker's factory in Porirua, ensuring all products meet Whittaker's high-quality standards.

Voted New Zealand's Most Trusted Brand for the ninth consecutive year in 2020, family-owned

Source: NIELSEN SCANTRACK Total Supermarkets - MAT to 31/1/21

	Val \$ Sales	Val % Chg YA
TOTAL CHOCOLATE/CONFECTIONERY	452,868,756	2.6%
BLOCK CHOCOLATE	193,047,155	2.3%
BOXED	84,054,085	6.9%
BAR/CHUNKY	52,753,865	-2.2%
NOVELTY	51,290,449	-0.4%
TREAT/FUN PACK	31,845,039	-6.3%
FAMILY BAGS	26,121,074	8.8%
JUMBO BAGS	5,663,360	31.8%
MULTI PACK	3,996,193	-11.5%
HANDY BAGS	2,273,930	410.8%
CARD/TUB PACKS	1,465,916	16.7%
BULK BAGS	357,459	41.5%
STICK/ROLL PACKS	232	-51.1%

and operated Whittaker's celebrates its 125th anniversary this year.

Whittaker's Hundreds & Thousands Block is available from supermarkets (in store and online) and other retail outlets nationwide for as long as stocks last.

Chocolate gifting the Kiwi way...

Queen Anne is adding something different to the Confectionery gifting category – it's chocolate and it's boxed, but it's not 'Boxed Chocolate'.

For a unique Kiwi gifting option Queen Anne has introduced a Chocolate Fish Selection 200g box.

The boxed Chocolate Fish Selection contains the classic Milk Chocolate Strawberry Marshmallow Fish, a Dark Chocolate Raspberry Marshmallow Fish, a Dark Chocolate Orange Marshmallow Fish, and a Milk Chocolate Pineapple Marshmallow Fish - all made to the original marshmallow recipe which features in Queen Anne's seasonal ranges. Being New Zealand made and gluten free supports the product's premium position.

The Chocolate Fish Selection 200g follows on the success of the Queen Anne Chocolate Fish 50g range and another Fish Selection is planned for later in 2021.

"The Fish Selection links favourite impulse



products to a gifting occasion," says Managing Director Sarah Adams.

As a local manufacturer the heritage brand Queen Anne is growing strongly. "A focus on unique and premium product offerings has built Queen Anne into the fastest growing confectionery manufacturer with 46% growth," Adams says (Source: MAT to 27.12.20/ top 15 brands - Nielsen).

"This growth is over nine times the Confectionery Category average, showing high consumer brand loyalty and generating profits in the category."

Contact your local Alliance Marketing representative for further information on the Queen Anne range. **[FMCG]**

"A FOCUS ON UNIQUE AND PREMIUM PRODUCT OFFERINGS HAS BUILT QUEEN ANNE INTO THE FASTEST GROWING CONFECTIONERY MANUFACTURER" **MANAGING DIRECTOR SARAH ADAMS**

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Queen Anne

New Zealand
handed crafted
chocolates since 1925

Sarah Adams

www.queenanne.co.nz



3 NON-NEGOTIABLES FOR ONLINE SHOPPERS

The global pandemic has accelerated online shopping trends, creating a sharp increase in consumer expectations, forcing retailers to fine-tune their services to stay ahead of the competition. The stakes are now much higher than they were just a year ago, with more than 83% of Australian consumers saying that a bad online shopping experience would destroy their trust in that brand entirely.

A new study, *From Bricks to Clicks: State of Mobility in Retail 2021 Report*, by mobile and IoT management solutions provider, SOTI, has revealed three elements of online shopping that Australian consumers regard as non-negotiable:

- faster delivery times
- seamless returns
- better protection of personal payment data.

"During the pandemic, Australian shoppers quickly transitioned to online shopping and instantly made clear what they expected from online retailers and what they're unwilling to compromise on," said Michael Dyson, VP of Sales, APAC, SOTI. "With the e-commerce space more competitive than ever before, our research shows that a retailer's failure to satisfy these demands is now a swift dealbreaker for many consumers, which not only drives them to shop with a competing retailer, but completely undermines any brand loyalty."

Consumers demand faster shipping times

One of the leading online shopping trends influencing where a consumer shops, is the promise of fast delivery. Almost a third (31%) of Australian consumers said they typically shop with brands that have the fastest delivery timeframe. A further 57% stated that if the delivery or pick-up of goods took more than two days they would look elsewhere. In fact, 20% believed that events such as the pandemic would eradicate retailers who cannot master their delivery process and experience.

"Even though COVID-19 unexpectedly accelerated consumer reliance in e-commerce, it hasn't led to consumer acceptance of a reduction in delivery standards. Rises in consumer demand around deliveries show no sign of slowing and it's clear that retailers who fail to offer the desired delivery window will immediately lose customers. In fact, more than a third (38%) of global consumers said they would shop elsewhere if the delivery or pick up of an item was longer than two days," added Dyson.

The returns experience is just as important as the buying experience

From the consumers' perspective, the returns experience is just as important as the buying experience, making it mandatory for



retailers to create an experience that allows consumers to search, buy and return goods effortlessly. However, the research demonstrated that many retailers have not yet prioritised creating a seamless shopping experience, with over 70% of Australian consumers indicating that their main online shopping frustrations were due to ineffective delivery and returns processes, and general website inefficiencies. Almost two-thirds of consumers (60%) said the returns processes should be more automated to make the experience faster.

Consumers expect retailers to keep their information safe and secure

More consumer data is being processed and stored for personalised shopping experiences than ever before. While just over half (51%) of Australian consumers agreed they feel their payment data is safe when making an online purchase, nearly 72% said they have abandoned an online purchase because they did not trust the online retailer with their payment details. Additionally, large retailers have gained more consumer trust when it comes to data security, with 87% of consumers trusting only large and well-known online retailers with their personal payment data, whereas 62% indicated they are nervous about small retailers keeping their data secure.

"It is imperative for retailers to invest in systems and processes that safeguard their customers' data. Without this assurance of data security, retailers run the risk of losing the trust and loyalty of their customers completely," said Dyson. "Retailers also need to ensure that all their systems and processes are connected and improve all areas of the online shopping experience, to remove any barriers that may frustrate and send consumers elsewhere."

NEW REFILLABLE ALUMINIUM BOTTLES FROM ECOSTORE

Ecostore is providing a new circular solution and introducing its first-ever refillable aluminium bottles for hand and dish wash products to reduce Aotearoa's single-use plastic waste pollution and emissions.

The new ecostore Refill Bottle is 100% aluminium, designed to be kept for refilling again and again, and is a great solution for reducing landfill waste due to its infinite recyclability. Kiwi households can now reduce, reuse, and recycle thanks to the new sustainable packaging.

Also, when aluminium bottles are eventually recycled and remade, they only use 5% of the energy and emit 5% of the CO₂, compared with the first time they were made, explains the ecostore team.

Ecostore has teamed up with five other environmental and sustainability conscious companies to show they are 'walking the talk' following the Climate Change Commission's recently released draft plan. In the plan it said Aotearoa needs to fundamentally change the way it deals with and thinks about waste.

Ecostore believes the launch of the new aluminium bottles available for refill is one way the sector can help, not only reduce emissions, but make it easier and more accessible for us to turn our current throw-away culture to one that values its resources.

Refill event in March

Ecostore, along with Kōkako, Again Again, Chia Sisters, Lewis Road Creamery and Batchwell Kombucha have joined forces for a dedicated first-ever refill event on 19th March at Auckland's Britomart Place between 11am – 2.30pm to reduce plastic waste by educating others about the circular economy through reuse and refilling. The companies will be providing special offers to those who bring their reusable containers to refill at the event.

Pablo Kraus, Group CEO of ecostore said: "The



Pablo Kraus, Group CEO of ecostore

“USING OUR ALUMINIUM REFILL BOTTLE AT ONE OF OUR REFILL STATIONS WILL SAVE UP TO 40 DISH WASH OR 60 HAND WASH PLASTIC BOTTLES FROM ENTERING AOTEAROA'S WASTE SYSTEM”

launch of our new aluminium bottles is another essential step for us in reducing and reusing waste and keeping waste out of the environment. We are thrilled to partner with these five forward-thinking local companies for our first-ever refill event as it gives us a chance to collectively educate and encourage new behaviours around reducing, reusing, and refilling.

“Waste is a very large problem for New Zealand that can't be fixed with just one solution, so we have many different options for our customers to reduce, reuse, and recycle – and that order matters. Recycling is plan C, the one people should only turn to as the last option. Using our aluminium refill bottle at one of our refill stations will save up to 40 dish wash or 60 hand wash plastic bottles from entering Aotearoa's waste system – that's a huge win in our eyes.”

“We also shifted from fossil-based plastic to plastic made from a sustainable resource – sugarcane and incorporated post-consumer recycled (PCR) plastic into our products. We have also provided refill stations to enable people to reuse bottles and introduced a closed-loop packaging return programme to take responsibility for our products at end-of-life. Now, we

have launched reusable bottles made from aluminium to reduce plastic pollution and waste emissions.”

The average New Zealand household uses 941 plastic containers or bottles a year, amounting to a staggering 1.76 billion pieces disposed of every year. Right now, 39% of recyclable plastic in New Zealand goes directly to landfill and much of the 61% that goes into the recycling system is sorted in New Zealand and sent overseas.

Shoppers can refill their aluminium bottles at more than 100 ecostore refills station across New Zealand, in green stores, speciality grocery and some New World and Countdown supermarkets, online or by buying a refill pack sold in supermarkets.



[innovation]

QUEEN ANNE CHOCOLATE FISH SELECTION – A UNIQUE NZ GIFT

This month's finalist for the FMCG Product of the Year award is adding something new, different and uniquely Kiwi to the Confectionery gifting category.

It's chocolate and it's boxed, but it's not 'Boxed Chocolate'...

The new Chocolate Fish Selection 200g gift box from Queen Anne contains the classic Milk Chocolate Strawberry Marshmallow Fish, a Dark Chocolate Raspberry Marshmallow Fish, a Dark Chocolate Orange Marshmallow Fish, and a Milk Chocolate Pineapple Marshmallow Fish - all made to the original marshmallow recipe that features in Queen Anne's seasonal ranges.

Being New Zealand made and gluten free supports the product's premium position.



“BEING NEW ZEALAND MADE AND GLUTEN FREE SUPPORTS THE PRODUCT’S PREMIUM POSITION.”

“The Fish Selection links favourite impulse products to a gifting occasion,” explains Managing Director Sarah Adams.

As a local manufacturer based in Christchurch the heritage brand Queen Anne is growing strongly. “A focus on unique and premium product offerings has built Queen Anne into the fastest growing confectionery manufacturer,” says Adams. [FMCG]

FMCG BUSINESS PRODUCT OF THE YEAR



Do you have a Hero product that stands out from the crowd? If there's a tasty tastebud teaser, NPD rockstar, or best seller in your portfolio that deserves to be crowned 'Product Of The Year' - we'd love to hear from you! We'll showcase some of the finalists in upcoming issues and reveal the FMCG Business Product of the Year later in 2021.

To find out more on how to enter please email: trubanowski@intermedianz.co.nz

COCA-COLA FOUNDATION DONATES OVER \$1 MILLION TO SUPPORT SEA CLEANERS

Local environmental not-for-profit, Sea Cleaners, has received a third year of funding for 2021 from The Coca-Cola Foundation, taking the total amount of support provided to over \$NZD 1 million.

The grant has enabled Sea Cleaners to clean up more than 12 million pieces of marine litter from Auckland's waterways over the past two years.

Captain Hayden Smith, founder of Sea Cleaners, says: "We're delighted The Coca-Cola Foundation has continued to support us for another year. Over the last two years this grant has meant we've been able to collect around 1.2 million litres of marine litter from the wider Hauraki Gulf and Kaipara Harbour. We're looking forward to another year of the same in 2021.

"We have also engaged with thousands of high school students throughout the country, educating them on recycling, the proper disposal of litter and the importance of keeping our waterways clean," he says.

Beatriz R. Perez, Chair and President of The Coca-Cola Foundation,



Captain Hayden Smith

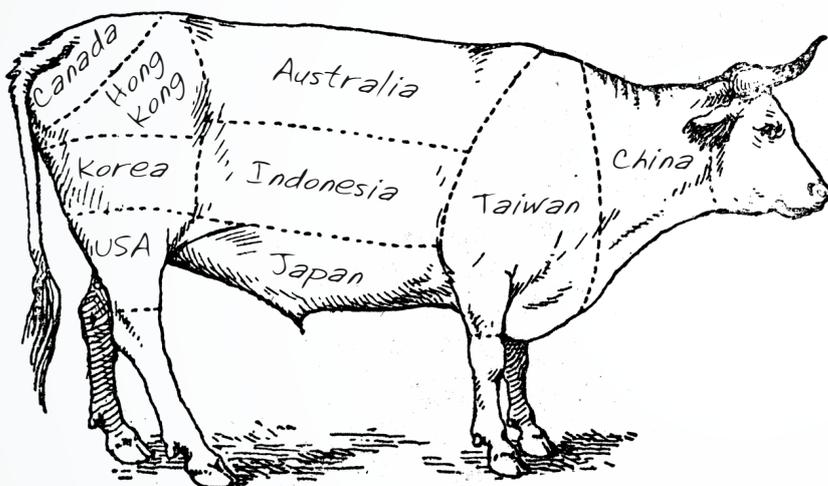


is proud to support the phenomenal work Sea Cleaners does to improve the marine environment.

"Sea Cleaners is an important part of The Coca-Cola Foundation's efforts to combat marine debris. The work the team does helps raise awareness and make a difference."

Sea Cleaners is the official sustainability partner for the 36th America's Cup, presented by Prada and one of its boats is being used as a course marshal vessel during the race period.

To learn more about The Coca-Cola Foundation please visit: <https://www.coca-colacompany.com/our-company/the-coca-cola-foundation>



MAKE SURE YOU GET THE MOST OUT OF YOUR FOOD.

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www.jamesandwells.com

WORKPLACE LITERACY MORE THAN READING AND WRITING



Sarah Balfour
Director at Upskills Ltd
sarah@upskills.co.nz,
ph +64 21 969 642,
www.upskills.co.nz

Ever run a site meeting and had the feeling not everyone understands?

Writing off product more often than you'd expect?

Running internal training and puzzled that staff don't act on key messages or changes in process?

Workplace literacy issues could be at the root of these common problems, which impact productivity. The good news is there is government funding available to boost the foundation skills of your staff. There's a perception that workplace literacy and numeracy are about basic reading writing and maths but the scope is much broader: think all aspects of workplace communication, problem-solving, digital literacy and overall confidence to succeed in a modern job role.

At Upskills we come and speak to your team to understand the impact of literacy and numeracy issues at work. Then we design tailored solutions to address these issues. Here are a few examples of our mahi:

Issue: One manufacturing client didn't feel confident staff were understanding key metrics presenting at monthly site meetings. It was taken for granted that staff knew the company acronyms, key industry terms and interpreting percentages. Graphs and important numbers were going over people's heads.

Solution: We tailor made training sessions to address the literacy and numeracy demands of the meeting – from understanding and getting confident with industry acronyms, to reading graphs and interpreting trends, and knowing when the numbers told the story of a good or bad month on the metrics. We added in some confidence to ask questions when you don't understand, and speaking in front of a large group, and found staff were much more engaged and motivated to move the numbers in a positive direction because they understood the messages coming at them.

Issue: Staff weren't engaged or offering ideas on basic problems at work and not confident to use root cause analysis and CI tools. Those closest to the issues can provide some of the best solutions and harnessing the diversity of thought when it comes to whole-of-organisation problem solving, is the most effective approach. How can you unlock potential and create a solution-focused culture?

Solution: We unpacked the CI programme from a literacy and numeracy perspective. Staff had more time to play with tools like the 5-Whys and learn the language of CI. Staff identified an issue they'd like to work through and improve and decide on a trial solution. Many successful ideas have been

launched inside our programmes, from designing factory induction videos, a knife sharpening initiative to reduce waste, creation of special cleaning tools, creating a video SOP (Standard Operating Procedure).

Issue: Digital platforms and tablets are being introduced in the factory, but our client knew that for many staff, digital literacy and confidence was low.

Solution: We incorporated digital skills into their workplace literacy programme and rolled this out before any planned technology change to reduce anxiety, and staff hit the ground running once the digital programme launched.

When your staff are supported to improve their skills, everybody benefits. Talk to the award-winning team at Upskills to see how this funding could help your organisation.

Call us on 021 969 642. **FMCG**



Get funding to grow your team in 2021

Are literacy and numeracy gaps having an impact on your business?

Assist your team to achieve:

- Level 2 - NZ Certificate in Food and Beverage Processing
- Level 2 - NZ Certificate in General Manufacturing
- Level 3 - NZ Certificate in Business (Team Leadership)

Upskills is partnering with Competenz to deliver its award-winning workplace training. Talk to us about tailoring funding to the learning and development needs of your people.

Competenz 

**Call
021 156 3242
today**

**Take action now.
Funding is
available.**

Don't delay, call us now to apply for the next funding panel in April.

ADAPTING TO CHANGE



(L-R) TSS Workforce Directors Tala Burgess, Sian Baker and Shane Mareroa

After more than 35 years combined experience in recruitment, Tala Burgess, Sian Baker and Shane Mareroa felt there was more they could offer to their candidates and clients. People are listened to, appreciated and valued. The TSS Workforce Team is passionate and committed.

It's hard enough running a business without having to worry about the ongoing effects of absenteeism, or those times when you need extra help to succeed. TSS Workforce can manage those headaches for you so you can concentrate on other areas of your business. They know how to recruit and manage a large pool of temp staff so you know you are in safe hands.

They say "Understanding you, we go further. That's pivotal to us. We guarantee 24/7 support which means you get looked after when YOU need it. No problem is too big or small. We listen carefully to you so we can make sure we fully understand what you need. And then we find the solution that works best for you."

FMCG Business caught up with the TSS Workforce team to find out what's happening in the temporary industrial recruitment sector in 2021.

Please tell us briefly about TSS Workforce and the FMCG sectors you operate in.

TSS Workforce Ltd specialises in temporary industrial recruitment in Auckland. We have a significant number of clients in the FMCG sector, including food manufacturing and production, pharmaceuticals, warehousing and distribution. We have strong contacts in the Pacifica community, and most of our consultants are bi-lingual.

Which new trends have you seen in recruitment recently?

We have seen a big increase in the area of health and safety due to the impact of COVID. We are seeing a collaborative approach between all stakeholders to ensure maximum safety with minimal disruption, where possible.

“AN EXCITING DEVELOPMENT FOR US THAT WILL HELP OUR CLIENTS HAVE WELL-TRAINED STAFF FROM THE GET-GO, IS THE INCORPORATION OF A TRAINING FACILITY WITHIN OUR PREMISES.”

What are NZ employers looking for in 2021?

Our clients are looking for people who will 'hit the ground running', who are motivated and proactive.

Too often in our industry, recruitment companies just 'fill jobs'. We spend a lot of time really getting to know our people so that we minimise the high turnover of temp staff often seen in industrial recruitment. We are invested in those we take on board. An exciting development for us that will help our clients have well-trained staff from the get-go, is the incorporation of a training facility within our premises. Accredited trainers will teach our people in a hands-on environment. This will enable us to offer candidates with a far greater understanding of our clients' needs. Within the next few months, we will be offering fork and reach hoist training and customised GMP training.

What is the biggest challenge for your industry in 2021?

The continuing impact of COVID is definitely a big challenge. This past year has shown that we can adapt to change. It has also highlighted the impact that significant change can have on those around us. **[FMCG]**

RECRUITMENT OUTLOOK FOR 2021

I don't have a crystal ball and this pandemic is proving pretty hard to predict, but here are a few things we're noticing as a FMCG specialist recruitment team:

In New Zealand, overall the FMCG sector appears to be travelling well despite the supply chain issues. Even our clients with route/foodservice channels have sprung back better than predicted. In particular, online channels and private label have surged and there appears to be an increased focus on buying local and sustainability.

We're noticing some new roles emerging in health & wellness as well as sustainability, and an increase in procurement roles. Supply chain & operations and accounting & finance recruitment bounced back quickly across all levels.

Sales & marketing is growing, but lots of roles are at the engine room level. Advertising response is light and quality is low.

Our FMCG clients are enjoying less staff turnover with their workforce valuing income security over a change of role. If you have a strong culture right now, your team won't risk moving. The downside is that good candidates just got harder to get.

There is still some caution around hiring people even in businesses reaping the rewards of the current market. We're seeing an upsurge in the fixed term contract market, but equally contractors are starting to turn to permanent work for security, so it's getting harder to find them.

Net migration is still near zero and although we are seeing some strong talent returning home, most are at a very senior level and finding it difficult to get work.

Overall, it's still a candidate market for FMCG. If anything, the war for talent just got harder particularly at the engine room level. **FMCG**



Lara Devereux

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“WE'RE NOTICING SOME NEW ROLES EMERGING IN HEALTH & WELLNESS AS WELL AS SUSTAINABILITY, AND AN INCREASE IN PROCUREMENT ROLES.”

OPPORTUNITIES THAT FLY OFF THE SHELF

Since 2010, we've been opening doors, making introductions, supporting career defining moves, and changing the way FMCG businesses attract and recruit exceptional talent.

With a dedicated and experienced team of FMCG consultants across our business, we take the time to live, breathe and consume in your market - we know how it ticks and we know who's who.

Got a specific or critical role to fill? A tricky brief? We match talent with talent and keep NZ's FMCG industry brilliant. Let us connect you.



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10 YEAR ANNIVERSARY 2010-2020

100% KIWI OWNED

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LEGISLATIVE CHANGES TO SMOKE-FREE LAW – HOW DOES IT AFFECT YOUR WORKPLACE?

**STEINDLE
WILLIAMS
LEGAL**

Lucy Stevens is a Commercial Solicitor at Steindle Williams Legal based in Auckland.
www.swlegal.co.nz

In March 2011 the New Zealand Government set the goal of making New Zealand a smoke-free nation by 2025. This goal was to be achieved through reducing the availability of tobacco in New Zealand and thereby reducing the number of people that smoke.

In recent years vaping products have become an attractive alternative to smoking and this has meant that the New Zealand Government has had to take legislative measures to ensure that the smoke free goal is still achievable.

In November 2020, the Smokefree Environments and Regulated Products (Vaping) Amendment Act 2020 (the Act) came into force. The purpose of this Act is to better regulate vaping products in New Zealand. The Act amends what was previously known as the Smokefree Environments Act 1990.

The Act covers issues such as introducing restrictions for the advertising of vaping products and introducing safety measures regarding the use of these products to regulating the use of vaping products, while at the same time acknowledging that the vaping products are a “less harmful” alternative to smoking.

The provisions of the Act are something that both employers and employees need to be aware of as it places restrictions on the use of vaping products in the workplace and places restrictions on workplaces (retailers) in the business of selling vaping products.

Use of vaping products in the workplace

The default provision under the Act is that vaping in an indoor workplace is prohibited and an employer must take reasonable steps to ensure that no one vapes indoors at any time. This applies to employers, employees and any guests visiting the workplace. The only exception to this rule is that if a workplace is a hospital care institution, residential disability care institution or a rest home, then an employer may permit its patients and/or residents to smoke or vape in a dedicated room. This exception does not permit the employer, employee, or any guests to smoke or vape in the dedicated room.

Allowing an employee to vape or smoke in a workplace vehicle is at the discretion of the employer. Under the Act an employee is permitted to vape or smoke in a workplace vehicle, provided that the public do not normally have access to the vehicle and all employees or volunteers who regularly use the vehicle have consented to the vaping or smoking in the vehicle. Whether you are permitted to vape in your workplace vehicle will be something that is determined on a case-by-case basis.

Rules for retailers

The Act imposes rules and regulations on workplaces in the business of selling vaping products. New rules have been introduced for the advertising of vaping products, specifically the advertisement of vaping products is banned. The Act provides for certain exceptions to this rule, in relation to retailers, which includes but is not limited to the exception that a retailer can display that they stock vaping products, provided this display does nothing more than indicate the fact that they are a stockist.

Employers and employees will also need to be aware of the type of information that they can provide a customer when it comes to vaping products. The Act prohibits a retailer from encouraging the use of a vaping product and notifying the availability of the vaping product within their premises. Retailers are also prohibited from supplying vaping products to anyone under the age of 18. Any retailer who is found to be in breach of these obligations is liable to pay a fine of up to \$200,000.00 for large scale retailers.

To ensure that your workplace is not in breach of the Act we recommend that you contact your trusted legal adviser. **FMCG**



Vaping in an indoor workplace is prohibited.

TRADE IN THE YEAR OF THE OX

I'm running a few days late with Chinese New Year good wishes, but 新年快乐 / 新年快樂 (Xīnnián kuàilè) to all members of the New Zealand Food & Grocery Council and readers of *FMCG Business* of Chinese descent.

I hope the Year of the Ox is a fortunate one for all parts of our industry. It will certainly bring challenges, as we've seen with the supply chain challenges and the recent COVID lockdown in Auckland.

It's been 25 years since I first visited China as consultant to the New Zealand Wool Board in 1996. At that time, I was asked to visit knitting yarn factories in Hohot, Tianjin, and Shanghai to talk about marketing, technology and yarn fashions.

The factories were impressive, 10 times the size of New Zealand's textile factories, and they ran at a fraction of the cost. Note to self, I thought at the time, the New Zealand wool industry is going to become even tougher. And so it proved.

Like many Kiwis who have spent time in China, that pace of development has been extraordinary and the contrasts marked.

One of the highlights for New Zealand has been the Free Trade Agreement with China. We were the first country to sign with them, and the rewards of the partnership have been both economic and social.

They're now our biggest trading partner, with two-way trade jumping from \$8 billion in 2008, to more than \$32 billion. Our exports (mostly dairy, meat, wood, tourism and education) are worth \$19b, while our imports (mostly electronics, machinery, clothing, and furniture) are worth \$13b.

There's no doubt the FTA has been transformational, enabling us to maintain our standard of living. Which is why the upgrade signed last month is so critical, continuing as it does to ensure our trade with the world's biggest economy remains leading edge and the best deal for our exporters.

The upgrade delivers a 98% free trade focused on reducing compliance costs by millions of dollars a year, and easing access.

For example, there will now be a six-hour "clearance time" for our perishable goods, such as seafood, at the Chinese border. And exporters will have key staff they can contact at Chinese ports to iron out any issues.

Commitments to promote environmental protection and ensure environmental standards are not used for protectionist purposes have also been introduced. They're described as the most ambitious and highest level of environmental commitment China has agreed in any FTA.

As well, 99% of our \$3b wood and paper exports will have preferential access, with tariff elimination over a 10-year period on additional wood and paper products worth \$36 million. There are also agreements that enhance cooperation in electronics, commerce, competition policy, and government procurement.

Crucially, existing conditions have been maintained for dairy, with safeguard tariffs due to be eliminated in just over a year, and by 2024 for milk powder. This will give us the best access to China for dairy products of any country – and in a world where dairy competition is fierce, that's massive.

Our trade with China is an example both of our growing standing in and reliance on the Asia Pacific region that will be further highlighted this year when New Zealand (COVID allowing) hosts APEC 2021 and its focus on trade in the region.

Our influence at APEC is down primarily to great work by many, including the APEC Business Advisory Council led by Rachel Taulelei.

The importance of trade to New Zealand was neatly summed up by Executive Director Stephen Jacobi when reviewing the COVID year: "There is little doubt that trade saved New Zealand's economic bacon in 2020 ..."

I have no doubt nurturing and respecting our relationship with China will continue to play a huge part in that. [FMCG]



Katherine Rich
Chief Executive
NZ Food & Grocery Council
www.fgc.org.nz



Prime Minister Jacinda Ardern and members of the NZ APEC Business Advisory Council, including Katherine Rich, hold discussions with Chinese President Xi Jinping and other APEC economy leaders in Vietnam in 2017.



The C&I EXPO is back in 2021!

WHAT'S ON IN 2021

APRIL

9-11 THE FOOD SHOW

Christchurch, NZ

www.foodshow.co.nz

13-15 FOODTECH PACKTECH

Auckland, NZ

<https://www.foodtechpacktech.co.nz/>

19 OUTSTANDING NZ FOOD PRODUCER AWARDS COCKTAIL PARTY

Auckland, NZ

<https://outstandingfoodproducer.co.nz/>

MAY

5 NZ CHAMPIONS OF CHEESE AWARDS DINNER

SkyCity, Hamilton

<https://nzscs.org.nz/cheese-awards/>

18-20 FRUIT LOGISTICA SPECIAL EDITION

Berlin, Germany

<https://www.fruitlogistica.com/>

28-30 THE FOOD SHOW

Wellington, NZ

www.foodshow.co.nz

JUNE

13-15 FINE FOOD

Auckland, NZ

<https://www.finefoodnz.co.nz/>

JULY

29-1 AUGUST THE FOOD SHOW

Auckland, NZ

www.foodshow.co.nz

AUGUST

11-12 C&I EXPO

Melbourne, Australia

www.candexpo.com.au

SEPTEMBER

8-9 C&I EXPO NZ

Auckland, NZ

www.candexpo.co.nz

OCTOBER

14 NZ FOOD AWARDS

Powered by Massey University

www.foodawards.co.nz

FOODTECH PACKTECH RETURNS TO AUCKLAND



Foodtech Packtech (FTPT) is New Zealand's largest food manufacturing, packaging and processing technology trade show. Running strong for over 20 years this free to attend event brings industry professionals and decision makers together providing a forum for education, discussion and the sharing of knowledge and expertise, critical in the sustainability and growth of the industry.

FTPT is a must attend event providing visitors with the opportunity to come face-to-face with the experts and discover the freshest ideas, latest technologies and the newest developments entering the food and beverage manufacturing and packaging technology industries.

Featuring the Materials Handling & Logistics Expo, the event will attract over 200 local and international exhibiting companies and some 4000+ qualified visitors – a must attend event for anyone involved in one of New Zealand's fastest growing industry sectors.

Where & When

13TH - 15TH APRIL 2021

Tuesday 9am – 6pm

Wednesday 9am – 6pm

Thursday 9am – 4pm

ASB Showgrounds Auckland

For more information and visitor registration visit

<https://www.foodtechpacktech.co.nz/> | FMCG



Visit the websites and contact the event organisers for further details and updates.

To have your event listed in *FMCG Business* email: trubanowski@intermedianz.co.nz.

OUT & ABOUT



Eat My Lunch won a tender for the Government's Ka Ora, Ka Ako Healthy School Lunches Programme, which will see 3.3 million lunches provided for children in 2021. (L to R) Eat My Lunch founder Lisa King with supporter of the enterprise, Chef Michael Meredith.



Goodtime Pies' Napier bakery is busier than ever with a new deal, which has added more than a million pies to its annual output of more than 13 million pies, rolls and savouries - that's more than 60,000 every day.



Radio Host Bree Tomaset at New Zealand's iconic fish shop - rebranded as 'Mangonui Fush Shop' in a campaign by Best Foods to drive awareness around eating local Kaimoana.



T&G Global has launched a new early ripening apple brand: Poppi™ apple is a sweet flavoured, medium sized apple with a rich red colour.

SNAP AND WIN!

Has your team moved to new premises, or been part of a fun event, great harvest, or promotional activity? Send us your favourite snapshots to be in the running to win a pure delish hamper (worth approx. \$70) featuring some of their latest product launches from the past 12 months.

Just email your high res image with a caption to trubanowski@intermedianz.co.nz



C&I EXPO: SAVE THE DATE!



Deb Jackson, Managing Editor,
C&I NZ

“THE C&I EXPO WILL BE HELD ON 8-9 SEPTEMBER AND WILL BRING TOGETHER CONVENIENCE RETAILERS AND SUPPLIERS FROM ALL BANNERS AND BRANDS...”

Welcome to *Convenience & Impulse Retailing*, created proudly in partnership with the New Zealand Association of Convenience Stores (NZACS).

In this issue, we have a special contribution from Andrew Arnold, Country Manager at Shopper Intelligence New Zealand. Shopper Intelligence interviews more than 45,000 New Zealand shoppers each year to help brands and retailers to better understand their customers.

This month, Arnold answers the age-old question – how do I get more shoppers through my door, and how do I keep them coming back? Based on these shopper surveys, Shopper Intelligence has identified that there is work to be done in the convenience channel to help drive loyalty, and in his article, Arnold outlines the key strategies convenience retailers should be focusing on in order to retain shoppers.

Through our partnership with NZACS, in each issue we will be getting to know a different board member. Last month we heard from Executive Director, Dave Hooker, and this month we chat with Peter Morton.

Morton is the Director of Herbert Morton Ltd, which for 33 years has provided accounting and management advice to convenience store operators throughout New Zealand. He is also one of the founding board members of NZACS. In this issue, he talks about the boost that COVID gave to convenience stores and what the future looks like for the sector.

We also chat with Tom Daghish, Territory Sales Manager at Frucor Suntory, and the 2020 Peter Jowett



Scholarship runner-up. Daghish is an inspiring young asset to the convenience sector and he shares with us his ideas on what he calls the "revolution of the industry".

We would like to thank Andrew Arnold, Peter Morton, and Tom Daghish for speaking with us this month.

Reconnect – Renew – Rebuild

As the year rolls on, we are edging closer and closer to our second bi-annual Convenience & Impulse Retailing New Zealand Expo, which this year will focus on reconnecting, renewing, and rebuilding our industry.

The C&I Expo will be held on 8-9 September and will bring together convenience retailers and suppliers from all banners and brands for two days of education, networking, and business building.

We invite you to save the date in your calendar. C&I Expo is a trade only event and admission is free.

Held in partnership with NZACS, it is the only national event devoted entirely to the needs of New Zealand's owners and operators of service stations, convenience stores, dairies, corner stores, newsagents, mini marts, and take aways.

NZACS Executive Director, Dave Hooker, said: "NZACS is very much looking forward to co-hosting the C&I Expo and Leaders' Summit in 2021.

"We are hoping to build on the success of the inaugural 2019 event with even more exhibitors and retailers taking advantage of the opportunity. We are equally excited about the morning line up of leadership speakers on both days to share quality insights, ideas and motivation with our membership."

The C&I Expo is the only convenience-focused national event compressed into two days, showcasing best industry practice and cutting-edge innovation.

Attendees will have the opportunity to sample the latest release products, meet directly with suppliers, learn from industry experts and network with likeminded convenience retailers from across the country.

C&I Expo 2021 will be held at The Cloud in Auckland, a landmark venue overlooking Auckland's waterfront.

We hope to see you there.

Until next time,

Deb Jackson

A LOOK BACK AT THE INAUGURAL C&I EXPO IN 2019



THE LOYALTY QUESTION



Andrew Arnold, Country Manager – New Zealand, Shopper Intelligence, talks us through the key areas that convenience retailers should focus on in order to retain shoppers.

It's the age-old question – how do I get more shoppers through my door, and how do I keep them coming back? This question is relevant across the whole spectrum of channels, banners and industries, but for the purposes of this article I'm going to focus on the convenience channel.

There is work to be done in convenience to drive loyalty

The starting point for this discussion is simple – is the convenience channel doing a good job at the moment in driving loyalty? We have a few metrics that can answer this question, with the first port of call being satisfaction. Overall, the satisfaction of shoppers is trending downwards. We survey almost 6,000 shoppers annually in the convenience channel and they are telling us that they are less satisfied with their shopping experience than they were 12 months ago. There are some key reasons for

this – price (or perceptions around price) is always going to be an issue and is unlikely to go away anytime soon – and we will address that later on, but that is the first indication that there are improvements that need to be made to retain shoppers.

A more concerning metric is 'Walking Away'. More than half of shoppers (55%) plan to buy what they want before they even enter the store. This is much lower than what happens in other channels like grocery (70% of shoppers in that channel plan what they are going to buy) but is still a significant number. These shoppers know what they want before they go in. They likely have a favourite brand or repertoire of brands, it's possible they will switch between categories (for example, they planned on buying a chocolate bar but settled for chocolate biscuits) but by and large they know what they want and seek it out in the store. A question we ask shoppers is, what would you do if your

first choice was not there? More than half (53%) say they would do something that constitutes what we describe as a 'Walking Away' action. Let's say that figure of 53% is 53 people. Eleven of the 53 will buy a different category, which is our switching from chocolate bar to chocolate biscuits example. Five of the 53 will defer purchase to the next time they are in the buying mindset. That could be in your store, but it could easily be in someone else's store too. Sixteen of the 53 people will buy nothing at all. That is a lost sale. But the largest chunk by far is the 21 out of 53 people who say they would go to another store entirely to make their purchase. Not only is that a lost sale for this particular item, but what if their experience in that different store is better, and they do not come back?

The role of price – focus where it is meaningful

The question of price is always going to be a factor for shoppers regardless of channel, and convenience is no different. Route to market will always be a limiting factor for price and shoppers in general will not be aware of the reasons behind it, hence it is important to ensure that value is emphasised over price competitiveness with other channels. It is also important to use specific categories to drive price messages – where promotions are key, highlight those categories but don't worry about pushing promotional offers in categories where shoppers place less emphasis on them.



For example, shoppers of natural health drinks, iced tea and energy drinks place significant importance on good deals, while shoppers of packaged bread, water, mints and gum are far less concerned with a good deal. A strong energy drink promotion will be more useful in driving a positive price message than a promotion on bottled water.

How much shoppers are aware of price in a particular category is also important in driving the right price message. Shoppers in general claim to have a reasonable level of knowledge about what they pay in any given category in convenience, but this will vary by category. Knowledge is claimed to be particularly high in categories like energy drinks, hot coffee and liquid breakfast. For categories in this bucket, any movement in price is likely to be noticed and pricing hierarchies need to be clear. At the other end of the spectrum are categories like single serve cream, fruit juice and chocolate bags. Shoppers here have limited price knowledge so movements will not be as obvious. It also makes less sense to use these

categories to drive price perceptions as they just will not have the same impact as a price movement in hot coffee will.

Dial up non-price messages

Outside of the ever-present price question, where the channel has the most room for gain is in innovation, authenticity and premium. Shoppers want more from these areas – over the past five years of research on the convenience channel we have seen a significant increase in the level of importance shoppers give to these three factors. Put simply, five years ago these three factors were little more than background noise, but this is no longer the case. Unfortunately performance in these factors largely does not meet expectation.

What this tells us is that shoppers are looking more for an experience in convenience. Yes, there will be categories where dialling up an experience over facilitating an efficient transaction doesn't make much sense – chocolate bars are a logical example – but there are plenty of categories where this could be done. Hot food, sandwiches/wraps and nutritious snacks are all examples of categories which have had

their in-store presence significantly improved in recent years and now form the anchor of many convenience offerings. Other categories can also benefit from this kind of treatment, for example packaged bread and iced tea have a gap between expectation and delivery in innovation, while liquid breakfast and chips have a gap between expectation and delivery in premium. The recent BP launch of new format stores is a great

example of taking this concept and running with it, through bringing a new premium and innovative approach to existing convenience categories while also introducing new categories to the mix.

A vital channel with a clear reason for being

While it's clear there are some key challenges for the channel from a shopper perspective, it should not be ignored that the convenience channel plays an important role and has done so for many years. It fills a gap that traditional grocery has not focused on in the past, and even though the big supermarket players continue to experiment with convenience offers it is unlikely that the convenience channel will disappear so long as the innovation pipeline is strong, and stores evolve their offer according to shopper needs. We have already seen encouraging signs of this out in the market in recent times and hope to see more as we move through 2021. [C&I]



Shopper Intelligence interviews over 45,000 shoppers in New Zealand across the supermarket, P&C and traditional liquor channels in order to drive strategic shopper-led commercial decisions at retailer, category, segment and brand levels. If you want to understand your shoppers better, contact Andrew Arnold, Country Manager at Shopper Intelligence New Zealand at andrew.arnold@shopperintelligence.co.nz.

“OUTSIDE OF THE EVER-PRESENT PRICE QUESTION, WHERE THE CHANNEL HAS THE MOST ROOM FOR GAIN IS IN INNOVATION, AUTHENTICITY AND PREMIUM.”
ANDREW ARNOLD, SHOPPER INTELLIGENCE

BUILDING A MORE SUSTAINABLE FUTURE

Tom Daghish, Territory Sales Manager, Frucor Suntory and the 2020 Peter Jowett Scholarship runner-up, shares his ideas on the revolution of the service station industry.

C&I: How did it feel coming runner-up in the Peter Jowett Scholarship in 2020?

DAGLISH: It was quite surreal to be honest. There was a lot of hard work put in throughout the year. It was quite humbling to be recognised for coming up with an idea and being able to present that. It means a lot, not just for being runner-up but also for my own personal development. One thing I really wanted to work on this year within my job was presenting in front of audiences and people. I thought that the next step in my career was to get more exposure in that sort of sense. So, it was awesome to have the opportunity to do that and then to become runner-up was the cherry on top.

C&I: Can you tell us about your Peter Jowett submission concept?

DAGLISH: My concept was around what the service station industry could do to remain viable in the future market. I focused on three big pillars, which were firstly, sustainability within our environment. It's not just a hot topic, but it's the future, and it's now that we need to be really thinking about it.

The next pillar was health and wellbeing, which is quite a big part of my life, so I wanted to be able to help others with that as well. Then also driving electric vehicles, which are the thing of the future, so I wanted to tailor my idea around those key pillars.

The whole idea was essentially a gym built onto the second story of a service station where people could park their electric vehicles and charge them for half an hour to 45 minutes and they could go to the gym while they waited for their vehicle to charge. So, it becomes this hub and a destination rather than a quick five minutes stop off at the service station.

The big draw card about the idea was that the gym equipment, and anything that requires kinetic energy, would help generate electricity that then goes back into the charging vehicle. And people would be rewarded for the amount of electricity they created, so the more they use the gym, the more rewards they would receive in terms of savings off fuel or potentially savings within the store. In a nutshell, the whole idea was around focusing on sustainability, but also rewarding customers for using the gym. I talked about it being a revolution of the service station industry.

C&I: Why is the Peter Jowett Scholarship so important to the industry?

DAGLISH: It's important because it gives people like me the chance to have a voice. We're encouraged to present an idea and come up with a concept to really feel like we can make a positive change to the sector. It's a very important sector for the country's economy and the



L-R: Tom Daghish, Territory Sales Manager, Frucor Suntory and Dave Hooker, Executive Director, NZACS

“I’LL BE LOOKING TO BUILD ON WHAT I ACCOMPLISHED LAST YEAR AND TAKE AS MANY OPPORTUNITIES AS I CAN TO LEARN AND TO LEAD.”

scholarship is a good opportunity to hear how different people would change things if they were in power.

C&I: How do you see the convenience industry evolving?

DAGLISH: I can't see too much changing over the next year, but certainly over the next 10 years I think we'll definitely see a lot more in the way of sustainability. There will be more environmentally friendly offers and recyclable packaging, and all of those things that are coming to the fore now.

C&I: What are you most looking forward to over the next 12 months?

DAGLISH: Definitely playing a bit of cricket and seeing more live sport. But on a professional level, I'll be looking to build on what I accomplished last year and take as many opportunities as I can to learn and to lead. People are where it's at for me, I like managing people and helping people, so I'm hoping for the opportunity to move into more of a leadership position this year. And I think Peter Jowett was a really great steppingstone for me to showcase who I am and what I'm capable of. **C&I**

GET TO KNOW YOUR NZACS BOARD: PETER MORTON

In each issue of Convenience & Impulse Retailing we will get to know a different member of the NZACS board. In this issue we meet Peter Morton, Director of Herbert Morton Ltd.

Peter Morton is the Director of Herbert Morton Ltd, which for 33 years has provided accounting and management advice to convenience store operators throughout New Zealand. He is also one of the founding board members of the New Zealand Association of Convenience Stores (NZACS).

C&I: Peter, how did you get involved with NZACS?

MORTON: When the Australasian Association of Convenience Stores (AACS) in Australia decided to form a branch in New Zealand, I was part of the set up board in 2000. Then in 2008, the Australians wanted to separate, and a New Zealand organisation was formed in 2009. I have been a board member since the start. Herbert Morton Ltd looks after the accounting side of the organisation as well.

C&I: How important is it for the New Zealand convenience sector to have an association like NZACS supporting them?

MORTON: NZACS has been very important as a lobbying group on many issues over the years, including security of employees and tobacco issues. We are able to talk directly to the government on the issues affecting our sector. The association is also great for networking with events held throughout the year to allow operators and suppliers to interact with each other in a social setting. NZACS is involved in education with the Peter Jowett Scholarship each year and we also hold convenience store simulation courses in conjunction with AACS.

C&I: What were the major successes for NZACS in 2020?

MORTON: Helping businesses to survive in a COVID world and being a voice for convenience stores with fuel to establish them as essential trade by the government.

C&I: There were a lot of tough times in 2020, what were the most inspiring or pivotal moments you saw throughout the year?

MORTON: The lockdowns in New Zealand in March and April were



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**PETER
MORTON**

the most challenging times for the industry, but most operators were deemed essential businesses and stayed open with different and varied success depending on their location. Again, the Auckland lockdown in August was challenging as it cut off northland and Auckland from the rest of NZ for two weeks. And of course, the more recent snap lockdown in Auckland. The inspiring fact is that by doing these actions New Zealand has remained for the most part, with an economy that is going alright. There are some that are hurting in the tourist centres, such as Wanaka, Queenstown and Rotorua to name a few, but the rest of the convenience store businesses are travelling ok.

C&I: What are you personally looking forward to most in 2021?

MORTON: I'm definitely looking forward to a COVID free landscape. It will take some time as the vaccines begin to roll out to reduce the spread of the virus.

C&I: How do you see the convenience landscape evolving into 2021?

MORTON: The sector has been evolving and will continue to do so. COVID gave the sector a boost as we were allowed to trade and the customers are seeing what we have, and are choosing to come to us, rather than lining up at the supermarket for those convenient items.

Also, we are becoming the location to get the meal for tonight, the milk and bread and the coffee. Coffee and food to go is so important to the sector and this is where our growth will come from.

C&I: What is your key message to the convenience industry this year?

MORTON: Get your food offer right for each location. This will give good growth to those who get it right. 2021 will be a good year but it will remain challenging for those in the traditionally tourist markets.

C&I: What are the greatest challenges facing the sector in 2021?

MORTON: Keeping positive with the threat of COVID coming into the community again and keeping profitable with the increase of 5.8% to the minimum wage, which will drive up costs and retail prices. **[C&I]**



If you own or work in independent grocery or a convenience store, service station, dairy, corner store or mini-mart, C&I NZ is the one event you should not miss in 2021.

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