

# Category Services Team

We provide a number of support functions for both our members, store staff and internal departments across Grocery, Chilled, Frozen, General Merchandise & Liquor categories for New World, PAKnSAVE, Four Square & Henry's.

We aim to be a collaborative and approachable team, with integrity and passion at the core of our work.

## Category Reviews



We undertake deep dive analysis of categories to ensure short term wins and long term sustainability by identifying strategies for growth, opportunities for development, and optimum category tactics.

## Planograms



Our Space Analysts work across a number of projects to provide detailed plans and schematics to help our stores have customer led layouts. This can be store specific, category schematics or generic plans.

## Product Ranging

We apply a customer lens approach by seeking out & offering solutions based products that are non duplicate and value adding. We work closely with our current suppliers whilst encouraging and trying to help our smaller and newer suppliers navigate the grocery world



## Layouts

We work hard to provide perfect layouts for our customers and aid them to navigate our stores, not only in the micro space of categories, but also the wider macro space of total grocery layouts



Please contact one of the team for more info.

## Category Services Team – who to contact for ongoing ranging queries, new products & space.



Please contact the following people for presentation of your product...use the most relevant category to your product for **organic** and **gluten free**

<p><b>Shelf stable grocery, bread, eggs &amp; bulk foods</b> Please contact senior category manager <b>Holly</b>. Email on <a href="mailto:holly.Lloyd@foodstuffs-si.co.nz">holly.Lloyd@foodstuffs-si.co.nz</a> or call on 03 353 8979</p> <p>Includes... *baking &amp; desserts *breakfast *canned goods *meal solutions *sauces *international foods *ambient milk products *spreads *oils &amp; dressings *herbs &amp; spices *pasta *rice *wrapped bread &amp; smallgoods</p>	<p><b>Snackfoods &amp; non alcoholic beverages</b> Contact category manager <b>Anthony</b> by emailing on <a href="mailto:anthony.naylor@foodstuffs-si.co.nz">anthony.naylor@foodstuffs-si.co.nz</a> or call on 03 353 8742</p> <p>Includes... *chips *nuts *lunchbox (wrapped snacks) *meat snacks *confectionary *biscuits &amp; crackers *carb bevs *juice *sports *energy *cordials *water *tea *coffee *tonics</p>	<p><b>Pet &amp; general merchandise</b> Category manager <b>Kaitlyn</b> can be contacted by emailing on <a href="mailto:Kaitlyn.peterson@foodstuffs-si.co.nz">Kaitlyn.peterson@foodstuffs-si.co.nz</a> or calling on 03 353 8673</p> <p>Includes... *cat food *dog food *pet access *chilled pet *magazines *apparel *kitchen *tableware *storage *stationary *lightbulbs *batteries *gardening *baby GM – bibs, bottles</p>
<p><b>Liquor</b> Please contact senior category manager <b>Jeni</b>. She can be contacted by either email on <a href="mailto:jeni.harper@foodstuffs-si.co.nz">jeni.harper@foodstuffs-si.co.nz</a> or called on 03 353 8842</p> <p>Includes... *wine *beer *cider *Henry's wine, beer, cider, RTDs &amp; spirits</p>	<p><b>Health, beauty &amp; baby</b> For the above categories, contact category manager <b>Chelsey</b> by emailing on <a href="mailto:chelsey.walsh@foodstuffs-si.co.nz">chelsey.walsh@foodstuffs-si.co.nz</a> or calling on 03 353 8707</p> <p>Includes... *haircare &amp; colour *skin *shaving *oralcare *suncare *wash *deo's *cough/cold *pain relief *medicines *sanpro *health tabs *sports supps &amp; bars *nappies *baby food *wipes *baby skin</p>	<p><b>Household, chilled &amp; frozen</b> <b>Tim</b> is the category manager for the above categories, he can be emailed on <a href="mailto:tim.campbell@foodstuffs-si.co.nz">tim.campbell@foodstuffs-si.co.nz</a> or called on 03 352 0906</p> <p>Includes... *laundry *dishwash *cleaners *foodwrap *bags *pest *fuel *aircare *cloths *tissues *kitchen towels *toilet rolls *all chilled except pet and including spec cheese *all frozen product inc ice cream</p>

**Space & layout queries** – our experts in product and category layout are the space analysts and are the contact for planograms, schematics and layout information.

**Deima** – senior space analyst on [deima.fenemor@foodstuffs-si.co.nz](mailto:deima.fenemor@foodstuffs-si.co.nz) or can be called on 03 353 8498, contact **Amelia** – space analyst on [amelia.hughson@foodstuffs-si.co.nz](mailto:amelia.hughson@foodstuffs-si.co.nz) or 03 353 2672 & also space analyst **Georgia** on [georgia.dunbar@foodstuffs-si.co.nz](mailto:georgia.dunbar@foodstuffs-si.co.nz) or 03 353 8647

Category Services Manager **Andrea** can be contacted at [andrea.gent@foodstuffs-si.co.nz](mailto:andrea.gent@foodstuffs-si.co.nz) or called on 03 353 8745