

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



Contact one of the team or [Click Here](#) for more FSSI related 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**

Shelf stable grocery, bread, eggs & bulk foods

Please contact senior category manager **Holly**.
Email on holly.Lloyd@foodstuffs-si.co.nz
or call on 03 353 8979

Includes... *baking & desserts *breakfast
*canned goods *meal solutions *sauces
*international foods *ambient milk products
*spreads *oils & dressings * herbs & spices
*pasta *rice *wrapped bread & smallgoods

Snackfoods & non alcoholic beverages

Contact category manager **Anthony** by
emailing on anthony.naylor@foodstuffs-si.co.nz
or call on 03 353 8742

Includes... *chips *nuts *lunchbox (wrapped
snacks) *meat snacks *confectionary *biscuits &
crackers
*carb bevs *juice *sports *energy *cordials
*water *tea *coffee *tonics

Pet & general merchandise

Category manager **Rowena** can be contacted by
emailing on rowena.paton@foodstuffs-si.co.nz
or calling on 03 353 8904

Includes... *cat food *dog food *pet access
*chilled pet
*magazines *apparel *kitchen *tableware
*storage *stationary *lightbulbs *batteries
*gardening *baby GM – bibs, bottles

Liquor

Please contact senior category manager **Jeni**.
She can be contacted by either email on
jeni.harper@foodstuffs-si.co.nz
or called on 03 353 8842

Includes... *wine *beer *cider
*Henry's wine, beer, cider, RTDs & spirits

Health, beauty & baby

For the above categories, contact category
manager **Chelsey** by emailing on
chelsey.walsh@foodstuffs-si.co.nz
or calling on 03 353 8707

Includes... *haircare & colour *skin *shaving
*oralcare *suncare *wash *deo's
*cough/cold * pain relief *medicines *sanpro
*health tabs *sports supps & bars
*nappies *baby food *wipes *baby skin

Household, chilled & frozen

Tim is the category manager for the above
categories, he can be emailed on
tim.campbell@foodstuffs-si.co.nz
or called on 03 352 0906

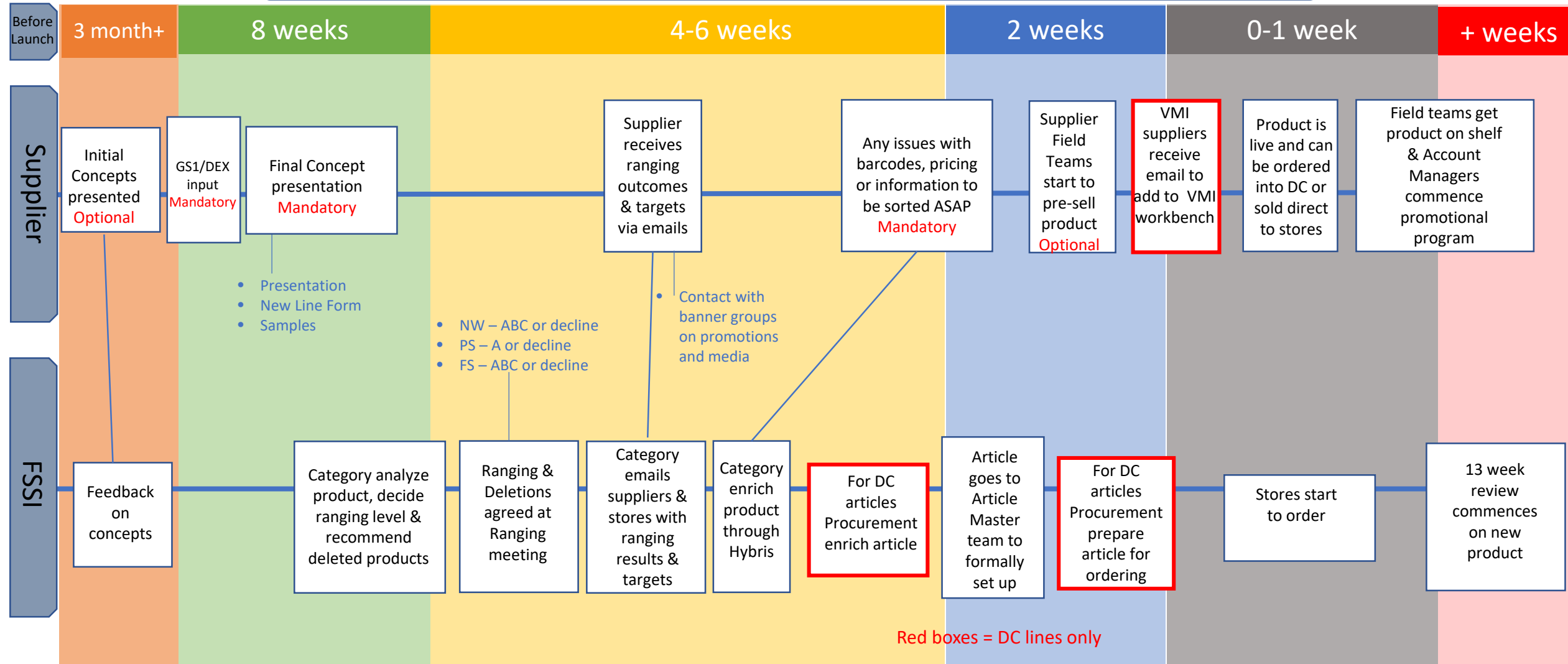
Includes... *laundry *dishwash *cleaners
*foodwrap *bags *pest *fuel *aircare *cloths
*tissues *kitchen towels *toilet rolls
*all chilled except pet and including spec cheese
*all frozen product inc ice cream

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 or can be called on 03 353 8498, contact **Amelia** – space analyst on amelia.hughson@foodstuffs-si.co.nz or 03 353 2672 & also space analyst **Georgia** on georgia.dunbar@foodstuffs-si.co.nz or 03 353 8647

Category Services Manager Andrea can be contacted at andrea.gent@foodstuffs-si.co.nz or called on 03 353 8745

FSSI end to end NPD process



For more information please contact Category Services: Category Services Manager: andrea.gent@foodstuffs-si.co.nz