

SUPPLIER IN FOCUS



LION



Ian Mullen
National Account Manager

TELL US A BIT ABOUT YOURSELF

I'm a born and bred Scotsman that has called Australia home for over 25 years, I've been fortunate to live in Perth, Sydney and Melbourne and currently call Sydney home. I've been in the FMCG channel for over 20 years predominately with Pepsico working with Smiths Snackfoods, I've now been part of Lion dairy team for 18 months and have recently moved into a new role which gives me the opportunity to manage the New Sunrise account, outside of selling dairy products, I like (love) to play Golf and follow the Fremantle Dockers in AFL or the Bunnies in the NRL (insert applause or boo hiss!)

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

Leaving my sportsbet account alone while in lockdown.

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

This year in convenience has been challenged with the COVID-19 situation and it has been interesting to see the trends coming through. We have seen a change in the mix of our products that are sold through this. Over all we have performed ok. The key during this time has been supporting the convenience customers where we can, overall the support we get from our customers is what helps our trajectory. We have continued to launch NPD in 2020 and the growth that we see from this has been incremental to the category.

WHAT ARE YOU DOING TO ASSIST NEW SUNRISE MEMBERS TO IMPROVE SALES & PROFITS?

With New Sunrise we have a long running partnership where we look to support through ongoing promotional programs, the preferred ranging program and NPD launches. With the NPD launches we have build up strong launch plans to really support stores. Working closely with each of the New Sunrise MSO's has also been key to ensure the right focus in the group.

Through Covid we have had to be really agile as have stores on what we can do to support. We have launched the 'Essentials program' where we have pivoted to open up more take home lines to support, we will continue to focus on this with stores. We will also be driving some fun through the brands over the coming months

WHAT IS THE BEST PIECE OF ADVICE YOU COULD SHARE WITH NEW SUNRISE MEMBERS?

With the strong promotional program that New Sunrise offer their members, I believe it's about making the most of this period, give your section the best visibility for the promotion using all the POS that's provided by the New Sunrise team, make the right space for those products to always have availability (dual locations can interrupt the shopper) and stock all core lines, after all that's our best selling products.

