

SUPPLIER IN FOCUS



Lee Shepherd
National Account Manager

TELL US A BIT ABOUT YOURSELF.

I feel like I have “grown up” within the Smith’s Snackfood Company, as I started working for the company over 20 years ago. My first role was as sales representative, servicing petrol & convenience customers in metropolitan Melbourne and I have worked in many areas of the business since. I am grateful for the opportunities it has provided me. I was raised in regional Victoria and spent a large amount of time in my childhood on various farming businesses.

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

That’s a tough question, the usual buying property is up there, a coffee machine but I think it is a trampoline. As a family, we do foster care and it has certainly been enjoyed by many and am sure many more to come.

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

The Petrol & Convenience channel, in particular has seen a significant fall in foot traffic due to lack of travelling and going to and from work particularly in Victoria. However across the market people have reverted to snacking more at home than ever before and our performance has been strongly supported by the brand equity and trust people have in our brands along with our continued commitment to investment into the channel through field support, innovation platforms going ahead as planned and above the line investment through TV media and digital/socials including our recently launched Smiths Baked & Poppables.

I am happy to share that despite such market conditions Pepsico has grown at 0.8% and most noticeably 2.0% in Salty Snacks. Innovation has been integral to growth with highlights including Smith’s Poppables, Cheetos Puffs Flamin Hot & our new Nobby’s Bacon Bites the top NPD 3 in P&C over the last 12 months.

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

Smith’s has continued to support New Sunrise Members with our field team still working in a COVID safe manner within stores. Our field team are being armed with the latest insights and are happy to help members with their range, best locations in store and key event opportunities to go after. We have focused our attention on small self-consumption chips and prioritised getting these in front of customers in store, as they are the most impulsive to consumers when they are visible or bundled with food offers and drive the highest profit margins for members.

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

100% of customers walk through the front door and to the registers yet only 16% of customers walk to the chips section in store, and purchases of snacks are largely unplanned so if there isn’t chips visible for the 84% that avoid the aisle then you are missing valuable sales opportunities. We know confectionery have double the snacking penetration of customers purchasing and it’s no coincidence they have permanent locations at the registers. Even asking shoppers at the registers is there anything else they would like or pointing them to a promotion in store will convert additional purchases.

Source: IRI National Convenience Scan to CaYTD to 30/8/20.



NEW LINES & PRICE CHANGES

SMITHS CRINKLE LAMB & MINT 45G

SUPPLIER: Smith's

APN: 9310015250613

AVAILABLE TO ORDER: 30/11/2020

LIMITED EDITION

RRP: \$2.00



SMITHS CRINKLE LAMB & MINT 150G

SUPPLIER: Smith's

APN: 9310015244865

AVAILABLE TO ORDER: 30/11/2020

LIMITED EDITION

RRP: \$5.50

