

SUPPLIER IN FOCUS



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TELL US A BIT ABOUT YOURSELF

I'm Greek Cypriot by descent, born and raised in the United Kingdom. I've been living in Sydney Australia for 5 years now.

I started working in FMCG around 2014 and as a foodie, I have loved every bit of the journey so far! I landed at Go Natural in 2019 and I'm super excited to be working with New Sunrise on Go Natural's exciting new product launches.

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

Definitely the 65 quid I spent on the ticket to Field Day Festival in East London in 2015, that was where I met my now fiancé Beth. She's an Aussie and she's the one who led me to Australia. I can't imagine being anywhere else!

I've been lucky enough to see a fair bit of the world and I can honestly say that Australia is one of the greatest countries in the world.

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

In the P&C channel we saw a decline in sales in March/April due to COVID19 which began recovery from May onwards. Victoria saw a decline in P&C sales over the State's lockdown period but has also now seen a recovery.

Go Natural is a 35-year-old brand that's always been popular with Baby Boomers and Gen X. In the last month we've introduced our new Snacks with Benefits range of Cookies and Snaps with a new dynamic new look and a unique value added proposition for the consumer. This new Go Natural range is aimed at attracting a whole new generation of Go Natural consumers, and so far, they're proving very popular.

Go Natural has seen a +15% growth in New Sunrise member sites vs last year.

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

Go Natural has a broad portfolio of products that will suit a wide array of consumers. Our range includes our gluten free fruit & nut bars, our baked muesli slices that are the ideal 'snack-on-the-go', our HiProtein bars, slices and veggie chips and now our new beauty collagen snaps and cookies. No matter who your customer is or their shopper mission, Go Natural has product to suit them.

Go Natural will have several promotions in place throughout 2021, our new Snacks with Benefits range ticks the New Sunrise growth drivers; 'New & Fun' and 'Customer Choice'. So, we will be aiming to align promotions with the occasion and time of year best suited to that product group.

So, no matter which Go Natural products you choose to stock, your customers will be rewarded for visiting your store and purchasing a product from the Go Natural range.

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

Every New Sunrise site will vary from one member to another, understanding your shopper and their mission is invaluable to catering to their needs and increasing their average weight of purchase.

Healthy snacking is still a growing segment and the recent New Sunrise web summit indicated that there's still potential for New Sunrise to increase its sales in this segment, we look forward to partnering with New Sunrise to help drive sales in healthy snacking.

