

SUPPLIER IN FOCUS



Ellie Callaway
National Account Manager

FERRERO

TELL US A BIT ABOUT YOURSELF

Even from a young age, I always loved to buy and sell from markets so that, along with my interest in International Business, meant my goal was to work for a large FMCG company.

My career began at Mars with a role in their graduate program, which gave me the chance to work across different functions, gaining experience in Supply Chain, Logistics and Planning. Today, I love getting into the data to deliver results for my customers at Ferrero. I look forward to working with New Sunrise and their members to ensure we see the best possible results in their business!

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

My Kindle! It has helped me read a lot more day-to-day as it's so easy to bring with me everywhere. There is something motivating about seeing the percentage left to read in a book.

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

Ferrero is continuing to perform strongly in Convenience, with the sector finding its feet as COVID restrictions are relaxed and foot traffic normalises.

Our Kinder Bueno range (3 SKU's total!) remains popular with consumers, up 18.4% vs. LY (MAT), while we have seen a nice bounce for Kinder Surprise as families are treating more. The launch of Kinder Happy Hippo has been an absolute success so far, and will continue to add incremental sales to the category with long-term support for our Cocoa and Hazelnut variants.

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

Ferrero is all about driving long-term growth in the category. We invest in our brands and they are here to stay. With New Sunrise we will work with you to support the successful launch of Kinder Happy Hippo across stores - I am looking at the data in detail to see what will work best for each store in the long-term.

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

Last year was a hard time for many so as we continue to adapt to this new normal, it's important to look at what is working in each category to drive new growth and use AWOP as keys to success within your business.

