



Anthony Pierce - National Account Manager



Purina a globally recognised brand produces Pet Food for the AOA market right here in Blayney, NSW, employing over 300 people in our factory. Our local markets and international markets benefit from our passion to produce high quality, palatable and nutritious Pet Food.

Our passion for pets goes beyond pushing pet nutrition forward, and into forging partnerships in the pet welfare world and raising awareness of what pets truly need. After all, we've seen firsthand how powerful the bond with a pet can be, and the many unique ways that pets can strengthen our families and bring our communities closer.

Our quest to drive pet nutrition forward and conduct industry-leading research, with over 500 Pet experts (Vets, Scientists and Nutritionists) with in our business conducting ongoing research and development, it's no wonder the wellbeing of pets pushes our company to do more year after year. We work hard for your pets every day, and we love doing it.

What categories do you play in?

Petcare Food and Accessories across Grocery and Pet Specialty Channels globally.

How are your brands currently performing in convenience?

Pet is growing exponentially in the P&C space at present. With an ever increasing demand for pet needs and products due to a highly demanding consumer. We've seen an increase in shopper uplift as well as shopper needs.

What consumer insights are driving your brand ambitions in 2023?

Purina is up 20.3% RSV YTD W/E 08/10/23 our closest competitor is down -8.2% YTD.

Household penetration has increased by 1.2%

Purchase Size per shop has increased to \$17.88 per basket, Purchase rate per shopper is at 3.1 shops per week, units has increased to 3.8 units per trip.

TOP 10 PRODUCTS WITHIN THE CONVENIENCE CHANNEL	
1	1kg Friskies Adult Indoor Deli
2	2.8kg Supercoat Adult Beef
3	2.8kg Supercoat Adult Chicken
4	85g Fancy Feast Grilled Tuna
5	800g Lucky Dog Bones Original
6	85g Fancy Feast Grl Owtfish Tn
7	85g Fancy Feast Grilled Chick
8	3kg Luckydog Beef Veg Marrow
9	85g Felix Sensation Faves 12pk
10	85g Felix Ocean Menu 12pk

What are your 'Big Bets' in 2023/2024 that will drive New Sunrise members' overall profitability?

To drive compliance strategy with a focus on both Every Day Low Pricing and High-Low Pricing to entice the customer to shop the category and segment. We haven't had a promotionally specific strategy to P&C in some years. Educating and training the customer to 'shop' and change their habits will increase your basket size and will also increase your overall value offer.

We'll also look to run a H2 Promotional Win a share of Promotion. This could be similar to Win a Share of 20k currently being promoted in Independent supermarkets for Supercoat or the recent win a share of 20k promotion ran next to our Purina One range.

What is the best advice you can provide to New Sunrise members?

Having the RIGHT range, in the RIGHT store, in the RIGHT location, will yield the RIGHT result. Don't do anything in halves – either do it well or don't do it at all.

What do you enjoy from your trading relationship with New Sunrise?

Working with a progressive, forward thinking and engaged group of buyers, managers and key stakeholders is refreshing.

*Circana data YTD as at W/E 08/10/2023