

The best way to get a U.S
product listed in



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How do we operate?

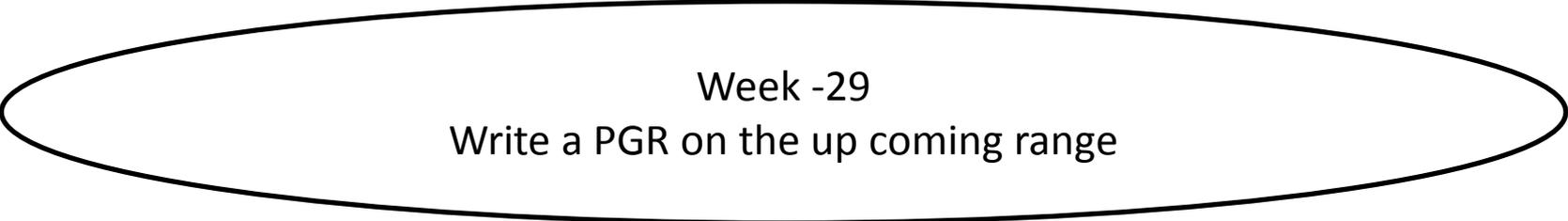
“It’s all in the planning”

- It’s important to plan things as early as possible for everyone’s benefit but most importantly to ensure the suppliers have sufficient time to order the stock from the U.S.
- All World Food suppliers need to deliver their goods into a consolidator.
- The goods are picked & delivered to the Tesco Depot, combined with other goods & then delivered to the specific stores.
- Whilst the stock is in the consolidators, the stock still belongs to the supplier and it’s their responsibility to manage the stock.
- There are fees associated with this from weekly pallet storage charges to case picking charges which can be shared later on should the opportunity arise to work together.

Ranging Critical Path

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Week -39
Kick Off Meeting

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Week -29
Write a PGR on the up coming range

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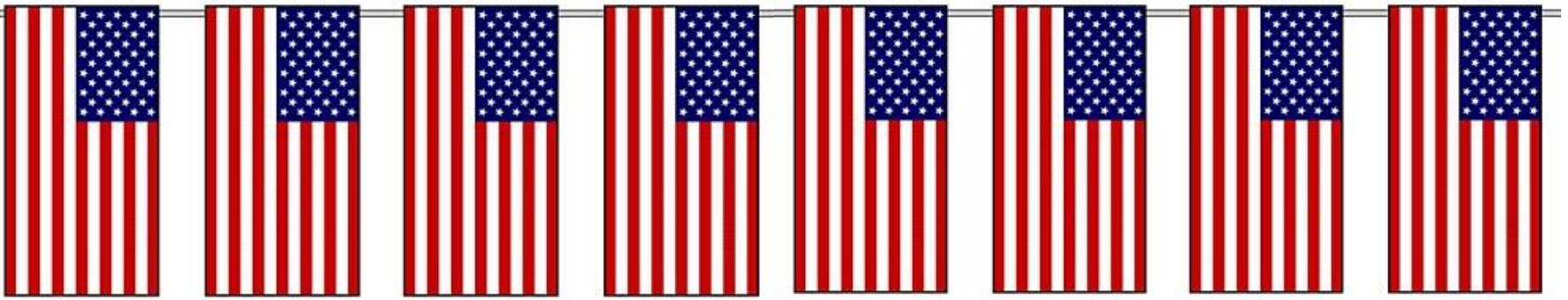
Week -21
Kick Off Meeting

Week -17
Building the Range

Week -11
Set up the new lines

Week -6
Lock Down the commercial ranging system

Week -2
Ensuring the stock is delivered



- After many months of planning the range finally lands in stores!
 - Time to sit back, watch the sales grow, begin post launch review, usually 12 weeks after launch.
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- The process starts all over again for the Express Range Reviews & smaller range reviews for the main estate...

What do Tesco Look for?

- Well known American brands like 'Hershey's' Chocolate, 'Snapple' Drinks, 'Libby's Tinned Pumpkin'.
- Something new & different. eg, in the range we currently have 'Beaver's Colney Island Mustard', which other areas of Tesco don't sell nor do other retailers.
- Safe & Legal products that have met all E.U compliance & are safe to sell.
- Suppliers who are reputable, responsible and will be able to deliver in what they say.
- Suppliers who are knowledgeable about their products, the market in the U.S & the market for those similar products over here in the U.K



Problems we can face...

- Products which aren't legally compliant. Ingredients changing over time & are now no longer safe to keep in the range.
- Availability – There's nothing worse than going to all the effort on both parts on listing a new line and for it to be selling well to only have availability issues down the line.
- Sometimes the American buyer will launch a product in his range, and then months later the main stream buyer may choose to launch the same thing. An example of this is the French's Fried Onions & Skittles Wild Berry.
- Short life issues on some lines, in particular some of the cookies, this is where suppliers need to manage their stock levels really closely.



What Good Looks Like ...

Tesco is the only supermarket selling this

Supplier delivers it in a suitable case size specifically for us

A Top Brand in the USA



No product like it here in the UK

Manufacturer has removed the bleached flour as an ingredient to make the product safe to sell

What can Importers do to help us better...

- Plan to ensure that availability is always maintained especially when a line is on promotions.
- Be proactive, make sure they have the people/logistics in place.
- Ensure that everything they provide Tesco is 100% legal at all times.
- Offer Exclusivity

Thank you