

EXCLUSIVE PACKS STATEMENT

This confirms Foodstuffs position regarding the offer and availability of national proprietary branded products. In principle, we do not support products offered in exclusive pack formats and only available to specific retailers.

This position starts primarily with the view that exclusive packs are not a customer driven offering and there is no clear customer or industry benefit from this activity.

In our view, developing exclusive packs for specific retailers creates confusion for the consumer. It makes it difficult for them to make direct value comparisons within the market place. It is Foodstuffs view that consumers should have the opportunity of comparing like with like, so that they can independently determine best service and value.

Foodstuffs also accept the fact that shoppers place significant value on product range. It is therefore essential that availability is maximised and shoppers are able to readily purchase national proprietary branded products. Given that in most cases these 'exclusive packs' are leveraged off market leading brands, our belief is this form of deliberate restrictive stocking will add unnecessary frustration to the consumers shopping experience.

We also believe that the added complexity, manufacturing cost, and administration, adds no value to customers and does add cost to the industry, and consumers in the end pay for that.

With the exception of controlled label brands, Foodstuffs also strongly believes that new product introductions should be made available to all retailers at the same time. Notwithstanding, a short-period of exclusivity is acceptable as part of a new product launch roll-out.

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