

Emerging Stronger

“Achieving success in a challenging
retail environment”

SuperValu ***Centra***

- Understanding the Consumer
- Bringing Value to the Fore
- Being Different and Better

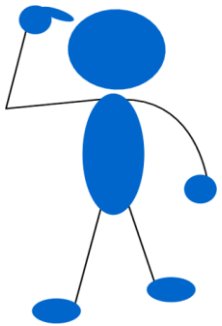


Understanding the Consumer:

THE CONSUMER JOURNEY 2009 - 2010

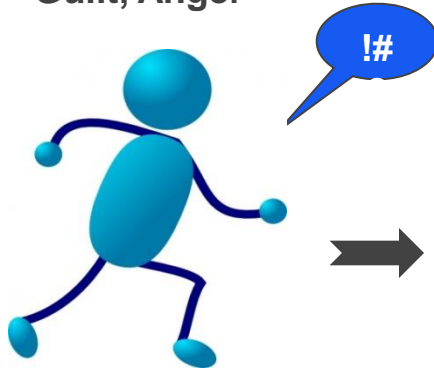
Quarter 1 09':

Uncertain, Confused, Needs reassurance



Quarter 2 09':

Value Hunters, **Panic**, Stress, Guilt, Anger



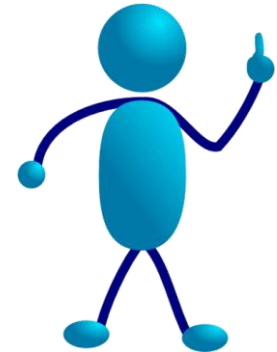
Quarter 3 09':

Higher Expectations, More Demanding



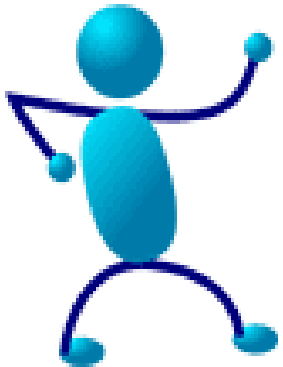
Quarter 4 09':

The **Confident Super Consumer** Emerges



Quarter 1 10

Trained & resilient
Expecting more



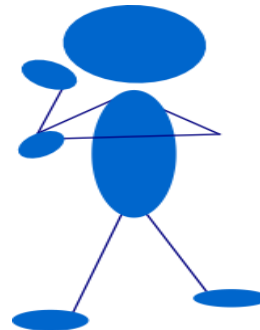
Quarter 2 10

Happy with value in grocery Enjoying choice



Quarter 3 10 Still

Happy with value in grocery for now Very Cynical



Quarter 4 10??

Likely to be **happy with value deals** & in a slightly better place than 09 but not spending more



Bringing Value to the fore...

SuperValu Family Meal

Chicken Curry



SuperValu Loose Peppers 1 pce
Was €1.05 NOW 50c



SuperValu Quality Irish Sliced & Diced
Chicken Pieces 400g - €9.38/kg
Was €5.00 NOW €3.75



FOR UNDER
€7



Uncle Ben's Rice
250g - €4/kg
Was €1.75 NOW €1



Uncle Ben's Medium Curry Sauce
500g - €2.72/kg
Was €2.17 NOW €1.36



Huggies Mega Pack Range
~~€30.00~~ NOW €15.00

**Half
Price**



7Up/ 7Up Free 330ml Cans 6pk
Buy 1 Get 1 Free €3.71



Persil Powder 30 Scoop 2.85kg
Bio/ Non Bio/ Colour Care
~~€14.33~~ NOW €5.66



Inversoft Eco-Kind
BRT 12 Roll White
~~€9.91~~ NOW €4.95



Denny Deli Style Traditional/
Crumbed Ham 100g
~~€2.48~~ NOW €1.24

**1000's of Products Price Checked
100's of Products on Promotion**



SuperValu Quality Irish Chicken Breast Fillets 400g (Pre-Packed) €14.98/kg, Persil Powder 30 Scoop 2.85kg Bio/ Non Bio/ Colour Care €1.96/kg, Inversoft Eco-Kind BRT 12 Roll White 32.40kg/box, Denny Deli Style Traditional/ Crumbed Ham 100g €2.48/kg, 7Up/ 7Up Free Cans 6pk €3.71/box. All offers valid from Monday 2nd February until Saturday 7th February 2015. All offers subject to availability while stocks last.



**MIX & MATCH
ANY 3 FOR
€4
€2 Each**



Different & Better.... Range



Must Stock – by retail brand or format, derived from the average range

Average range designed to fit the most common sized planogram for that category

**Master range = Average range + defined %
to allow for larger stores and additional retailer choice**

Different & Better.... Promotions



WOW:
Footfall driving

NEW: Gold promotions
Supplier aligned

Defined no. of promotions per cycle
Defined criteria on range and strength of offer
Commitment on support levels
- TV/Press/Handbills/Gondola Ends
Commitment on store execution

Silver: Handbill / Key brands

Bronze: On shelf
Secondary and tertiary brands

Different & Better....

SuperValu, proud sponsors of Tidy Towns, congratulate Tallanstown, Co. Louth

Winners of the 2010 Tidy Towns Competition.

SuperValu
Real Food, Real People



 **Tidy Towns**
Caring for our environment

 **Government of Ireland**
Gníomhaireacht, Dlí, Dlíreacht agus Rialtas Áitiúil
Environment, Heritage and Local Government

Different & Better...

**SuperValu**
Real Food, Real People

Meet our County Heroes

In your local SuperValu Store this weekend

Meet Paul Galvin & show your support for them in their quest to bring Sam Home



Keane's SuperValu, Killorglin

Date

Time

To celebrate SuperValu's Proud Sponsorship of the GAA Football All Ireland Championship

WIN
WITH SUPERVALU OWN BRAND

50 PRIZES TO BE WON EVERYDAY



GAA Prizes to be won including:

- Special Prizes
- Special Footballs
- GAA County Medal


For more details visit www.SuperValu.ie

Clotting Date: See website 17th September 2016





Real Local Passion

The GAA is built on local passion and community involvement which is why we at SuperValu are the perfect partner. We are passionate about supporting Irish jobs, Irish food and Irish suppliers.



With 234 locally owned stores in every county we are proud to help build vibrant communities across the country.

Congratulations on a fantastic Season.
Best of luck to Cork and Down today.



SuperValu
Real Food, Real People

THANK YOU