

SuperValu, and our commitment to Irish & Local Suppliers

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Outline

- Musgrave, SuperValu, & our support of Irish Inc
- Working with Irish & Local suppliers through the SuperValu Range
- Working with us
 - What Local producers/suppliers need to do to get listed
 - Our Trading structure, + approach to delivering the offer
- SuperValu Supplier development programme



Musgrave Group

- Founded in Cork in 1876
- Operations in Ireland, UK & Spain
- €6.6 Billion sales



SuperValu Brand



Contribution to Ireland

- 195 stores, serving over two million customers per week
- Total purchases of Irish goods and services - > €1.5bn to the Irish economy
- Protects almost 30,000 Irish jobs in the farm, food and retail sector.
- 100% of SuperValu's branded meat including beef, lamb, pork, bacon and chicken is born, bred and reared in Ireland
- Retailers contribute over €2.8 million to local community organisations



Balance of Value & Values key



SuperValu Fresh Irish Diced Beef 480g - €6.25/kg was €5, SuperValu Fresh Irish Turkey Stir-Fry & Veg 460g - €6.52/kg was €5, SuperValu Fresh Irish Basted Pork Loin Chops 550g - €5.45/kg was €5, SuperValu Fresh Irish Unsmoked Back Bacon Joint 700g - €4.29/kg was €5, SuperValu Fresh Salmon Darnes 2's 240g - €12.50/kg was €5, SuperValu Fresh Irish Whole Chicken 1.4kg - €2.14/kg was €5



Consumer Insight

- Irish is Important, Local is key
- Consumers looking to support more Local & Irish products
 - Must be at the right price
 - Must be at the right quality
- Consumers are looking for new innovative ideas plus local tastes/traditions
- Supporting Local = Supporting Local Jobs



SuperValu Range

- SuperValu Range re-launched in Feb 2012
- Strong sales growth
- Strong support of Irish & local suppliers
- Award winning range
 - 32 Great taste awards
 - 14 Blas na hEireann, no.1 retailer



Celebrating Local food

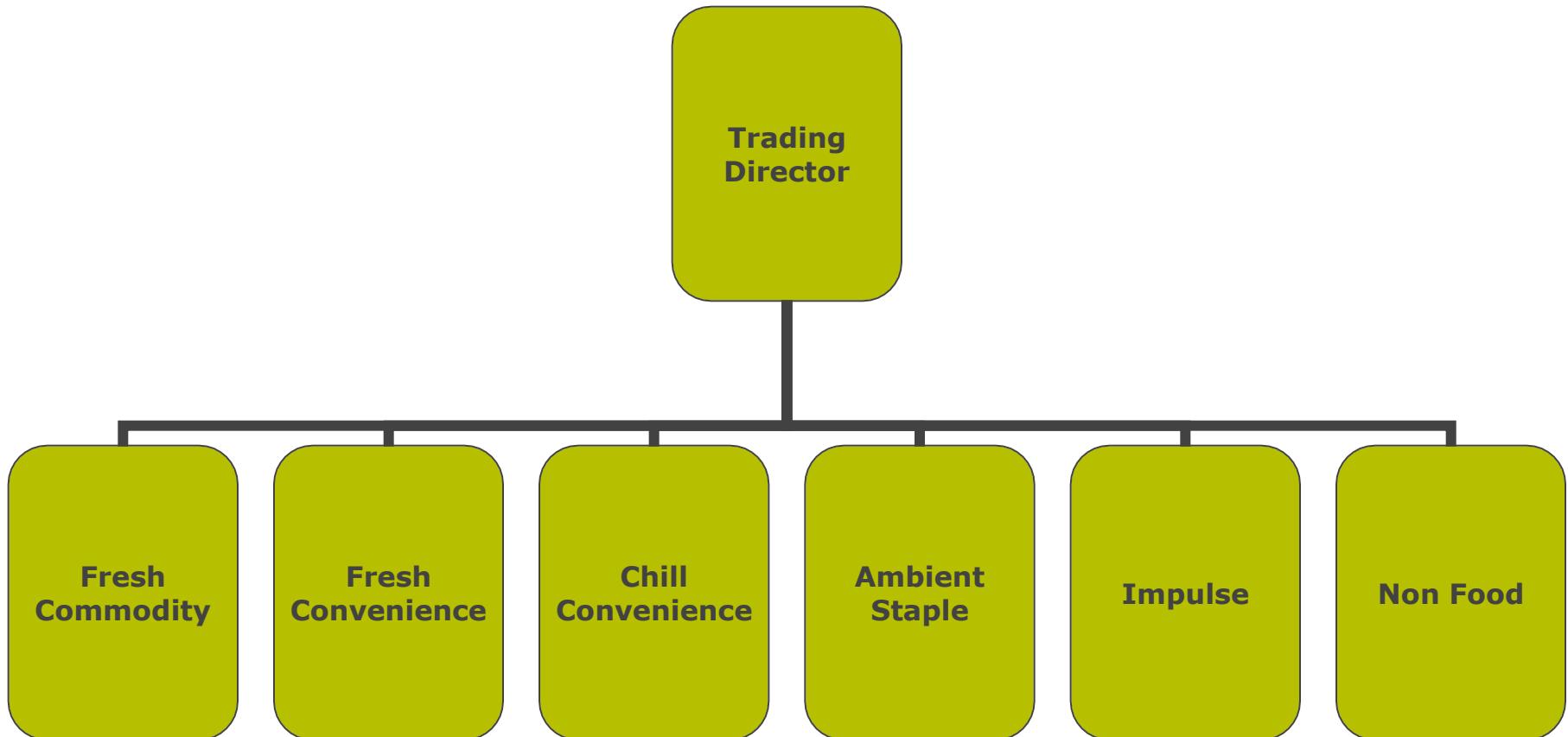


What SuperValu are looking for

- Local suppliers
 - Meet the needs of our customers
 - Who are differentiating
 - Priced competitively
 - Be registered with the HSE, have HACCP & traceability systems in place
 - Demonstrate your plan to drive sales
- SuperValu will provide potential access to
 - Local Stores
 - Regional stores
 - National network of 195 SuperValu + 460 Centra stores
 - Opportunity for Export



Introduction to Trading Structure



SuperValu
Real Food, Real People

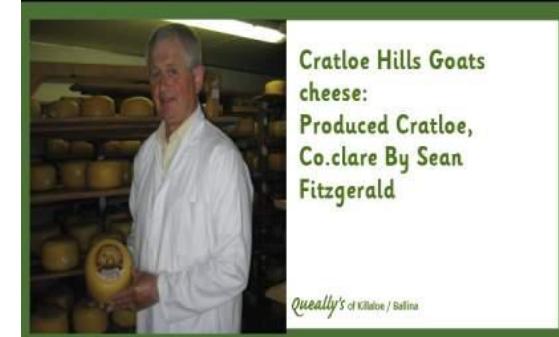


Range Management



SuperValu Supplier Development Programme

- Developed by Enterprise Ireland in partnership with SuperValu
- Assisted by Bord Bia & Teagasc
- Designed to assist & support small or emerging food processing companies
- Assist in key challenges facing small companies
 1. Compliance with relevant legislation
 2. Management of invoicing
 3. Investment in promotional activity / marketing
 4. Dependency on one customer
- 35 Irish food companies have participated to date, with 27 listed



Cratloe Hills Goats cheese:
Produced Cratloe,
Co.clare By Sean Fitzgerald

Quenally's of Killaloe / Ballina

€12m Retail Sales achieved to date; €5m in the last year

SuperValu Supplier Development Programme

2012 diverse participants include

1. Clotildes Fruit Compote – Fruit compote
2. Drombeg spirits / West Cork Distillers - Liquors
3. Biddy Gonzales – Mexican Meals
4. Kilbeg Diaries - Desserts
5. Simplee - Seasonings
6. Jack Molloy's – Bacon & Ribs
7. Bombay Pantry - Indian Meals
8. Flatbread company – Tortilla Wraps
9. Pure Brazen – Natural Food Stocks
10. Bartys / Kavanagh's Fine Foods – Burgers & Potato Pies
11. Pie Irish - Pies



SuperValu

“ The Strength of National and the Power of Local”



Real food Real people