



# WHAT MAKES US DIFFERENT



# Its a personal thing..



## Proud to be Kiwi

Now more than ever, New Zealanders are realising the value in owning their own business. It comes with the benefits of being your own boss, having the freedom to grow your own team, and make impactful decisions that you can see direct rewards from. Increasingly, people are choosing to invest their effort and capital into a business of their own, and owning a FreshChoice franchise gives you this opportunity while still receiving support and guidance from a dedicated team of department specialists.

## So, who are we?

FreshChoice is a franchise of locally owned and operated supermarkets in New Zealand. The stores are operated under franchise agreements with Wholesale Distributors Limited (WDL), a division of Woolworths New Zealand Limited (W-NZ).

There are currently two brands in the group which trade under the brand names of SuperValue and FreshChoice, however, we're consolidating all of our stores under FreshChoice. Woolworths New Zealand is owned by Woolworths Group Limited, an Australian publicly listed company.

We have Distribution Centres, located in Auckland, Palmerston North and Christchurch, which distribute well over one million cases per week to stores. W-NZ's size enables it to purchase stock, provide plant and equipment, and source technology efficiently and cost effectively.

With the development and growth of our FreshChoice brand, we offer the opportunity to join the exciting, challenging and rewarding industry of grocery retailing.

## The benefits of being a FreshChoice franchisee

WDL offers franchisees the best of both worlds when it comes to owning and operating a successful supermarket business, combining the benefit of working with a small, dedicated team, with the backing and resources of a large parent company.

At WDL we know all our franchisees personally. Many of the support team have been retailers themselves or have extensive retail experience, and understand the business intimately. Regular visits and communication ensure the trading environments and individual business conditions are understood.



FreshChoice is a fast growing supermarket brand with a network of over 78 stores across New Zealand, as at April 2025. Established in 1995, the FreshChoice brand prides itself on great service, clean modern stores, and a wide range of quality foods at competitive prices.

FreshChoice stores are bright, colourful and modern, with a full service supermarket offer. To deliver our customers the best shopping experience possible, each store has a carefully curated range, stocking the best quality products from dedicated suppliers. Large format stores have an in store bakery, serve over delicatessen, butchery, and seafood departments. All stores have a wide range of fresh meat, produce and pantry staples.

Our owners and store teams care about building strong connections to the communities they serve, and are constantly striving to inspire and engage customers. We are proud of the passionate people that represent the FreshChoice brand, and they in turn are proud to be advocates of it.







# EVERY DAY IS DIFFERENT, AND THERE'S NEVER A DULL MOMENT

"Every day is different, and there's never a dull moment," is how Matt sums up their FreshChoice journey. He says they thrive on the daily challenges the business brings. "Looking back, we wouldn't change a thing," Matt says. "We're very pleased with how we've navigated the busy summer period and we're so grateful for the opportunity and the support we've been receiving throughout the process."



Matt and Dixie Gallaher  
FreshChoice Lake Hāwea

# Store Operations



## Support where it counts

Running a successful supermarket business requires a lot of work behind-the-scenes. This includes keeping accurate records, monitoring the store's progress on a daily basis, adhering to central and local government rules and regulations, and maintaining a happy and stable workforce. WDL provides a range of functions and support services to ensure you have the information, resources and assistance you need to operate your store successfully, both today and in the long term.

There is support provided with regular visits from an allocated Retail Area Manager who is responsible for ensuring you get the help and advice you need. Retail Area Managers are experienced retailers, who offer sound business advice in all aspects of supermarket retailing. They are an integral part of the management and development of the franchise system.

WDL closely monitors the performance of each store to make sure it is in line with budget projections and industry benchmarks. Our senior operations and finance managers are also available to provide advice on any matters relating to the operation of your business.

FreshChoice stores are able to take advantage of a group scheme that offers competitive rates on both business and personal insurance. Savings from W-NZ negotiated contracts also extend to areas such as credit card commissions, telephone charges and store security.



# Information Technology

Information Technology is an integral part of the operational framework of all modern supermarkets. Whilst advanced technology enables us to serve our customers more efficiently, and provides us with useful and timely information about our business, we also understand that not everyone is a technology expert.

At WDL we have a dedicated team to provide you with assistance and guidance on all IT matters. Whether you have a question regarding the operation of your in-store systems, or a problem that needs fixing, the team are available to help. We can also advise you on the purchasing of new equipment, and assist with the installation.

We also recognise that problems don't just occur during office hours. We have a help desk on-call seven



# Supermarket Design & Outfitting

WDL has a dedicated Store Development team who assist with the design, building, and refurbishment of stores.

The team works with franchisees to ensure there are regular refurbishments to keep stores fresh, modern and on brand. Solutions are provided that are practical and cost effective, and enhance franchisees' investment in their business. The team also works on the build of new stores; developing the design, providing plans, quotes, and managing the entire project through to completion.

The store development team helps with the purchase of plant and equipment, from supermarket trolleys through to sophisticated refrigeration units; Sourcing, new and second hand equipment on your behalf, and help to on-sell any surplus plant you may have.



# Advertising and Marketing

WDL has a Customer & Digital team dedicated to the production of quality advertising and promotional material for each of our supermarket brands. This includes a weekly digital mailer, social media advertising, and a tailored media plan that is ever-evolving to meet the current landscape and business needs. The team also looks after in-store promotions and special events marketing such as, new store openings, and seasonal events like Christmas, Easter, Mothers' Day, etc.

As well as group-wide promotions, the Customer & Digital team works with stores on an individual or regional basis to put together one-off marketing campaigns that address a specific need. It may be, for example, that an individual store wants to increase its promotional presence to pre-empt a competitor opening in the same area, or to link into a local event or promotion such as the Winter Festival in Queenstown.

The Customer & Digital team provides all stores with an effective, professional range of in-store point of sale material, from weekly specials tickets through to point-of-sale for specific promotions.

All advertising and marketing material is produced in keeping with the brand image that has been developed for FreshChoice, so that everything we do reinforces the positioning of our brand in the market place. The large size of the Woolworths Group enables WDL to buy all forms of media through bulk deals.

This ensures we get the best coverage possible, at economic rates.

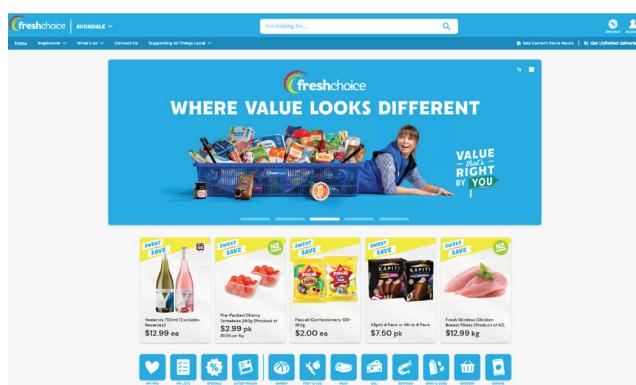
Using internal sales and industry benchmark information, like that provided by AC Nielsen, Circana and other reputable research houses, regular analysis is undertaken to measure the effectiveness of each campaign. Based on these reviews the programme is continuously fine-tuned to ensure the maximum impact is attained.

Our Customer & Digital team look after our national media channels for FreshChoice and SuperValue brand pages and accounts. We monitor comments, direct messages, tags, and mentions of our brand across social media platforms. We will provide you with the tools and templates to run your own successful store social media channels.

## eCommerce

Our Customer & Digital team takes the lead on development and support for our e-commerce platform. Every store receives a website where all their products are displayed ready for your customers to shop. Products are loaded from your in-store Point of Sale system, so are always up-to-date with in-store information.

We provide full training and support to install and set up your store to run a successful online shopping experience.





# Merchandising

## Category Management

WDL has a dedicated category management team who are responsible for national product ranging and supply, merchandising, pricing and promotion within their categories. To make informed decisions, they use information systems to analyse a vast amount of internal and external product, and supermarket data.

By having a core focus on certain categories, each category manager has expert knowledge of the trends in the industry, the performance of the products within the category, their profitability, and has developed working relationships with key manufacturers to ensure the most efficient management possible.

Category managers are an essential link between the stores and suppliers. Category managers work closely with the Customer & Digital team to promote supplier initiatives, raising awareness of new and existing products, and increasing sales for both stores and suppliers. Initiatives and promotional price points are carefully balanced against store profitability targets to ensure the best possible offer is maintained.

## Woolworth Exclusive Brands

All WDL stores stock the brands that have been developed exclusively for Woolworths markets. 'WW' which is Woolworths own branded products, and 'Macro' which is a range of organic, health food and cleaning products with an ever expanding range. These

quality products offer customers a competitively priced alternative to mainstream supplier brands, whilst delivering attractive profit margins to our stores. They also provide a point of difference from our competitors.

Considerable research has gone into the development of these products which, with their striking packaging, and strict quality guidelines, have proved very popular with customers. Both Macro, which provides customers with an alternative to premium health food and eco brands, and WW, which offers an alternative to budget lines, have significant growth potential in all our markets. There is a strong focus on the research and development of our own brands to ensure we have the right product at the right price, in each category within the supermarket.

## Distribution of products to store

WDL stores can purchase the majority of their dry grocery stock through one of W-NZ's distribution centres. These distribution centres supply W-NZ's company owned stores, as well as franchised stores. W-NZ's, through third party suppliers, also operates chilled, frozen, meat and produce distribution centres. WDL staff ensure that the needs of their franchise stores are met, and assist with delivery times, order quantities and range.





# Communication

## Keeping the lines open

To ensure our WDL team can effectively support our franchisees and help them succeed, we are committed to maintaining open lines of communication. This means being readily available to our franchisees, so they're always just a call away from their respective Business Partner. In addition, our franchisees will regularly hear from the FreshChoice Executive General Manager on important topics. These updates will cover a range of areas, including strategic direction, market updates, brand developments, campaigns, operations, and financials, ensuring our owner operator network is well-informed and aligned.

To further support FreshChoice and SuperValue stores, we invite store owners and their management teams to a weekly category management meeting. Store teams also receive regular communications from our category management, IT, marketing and ecommerce teams, so they are well informed and supported through their day-to-day operations.

## Brand Management

Franchisees of both the FreshChoice and SuperValue brands are represented by a brand management committee. This consists of nominated franchisee members who, on behalf of all stores in the group, have input into the promotional and marketing programmes for the brand.

Brand management meetings are held regularly, during which time the effectiveness of the current promotional and marketing programme is reviewed, and any other business initiatives put forward, are considered.

Brand management meetings follow a formal agenda; they are chaired by the operations manager, and attended by the executive team. The minutes of the meetings are circulated to all franchisees in the group.

## Working Group Meetings

WDL hosts a number of full group meetings a year which all members are to attend. These meetings are an opportunity for members of the same brand to get together and discuss any issues relating to the group as a whole, and for WDL to present any relevant information and key brand updates.

Prior to the meeting, all franchisees are asked to submit items for discussion. This forms the agenda which is sent out to all members in advance. As with brand management meetings, full group meetings are chaired by the operations manager, and are attended by all senior members of the WDL team.

## Annual FreshChoice Conference

Once a year Once a year, FreshChoice holds a conference for all members from both SuperValue and FreshChoice, usually over 2 days. The conference is a mix of reviewing the past year's performance, and looking to the year ahead. The team present any new developments in the industry, and enjoy some social time together as a group. It also gives franchisees the opportunity to network with team, who they may not otherwise get to see.



# IS FRESHCHOICE RIGHT FOR YOU?

## RETAIL & MANAGEMENT EXPERIENCE

Strong understanding of stock management, customer service, and operational excellence.  
Proven success in business ownership or leadership roles



### ENTREPRENEURIAL MINDSET

Track record of innovation, problem-solving, and adapting to market changes. The ability to proactively manage and grow a thriving store.



### FINANCIAL HEALTH

Access to at least \$1 million in unencumbered funds.  
The ability to secure additional funding, bringing total available capital to \$2 million.

### COMMUNITY SPIRIT

Passion for connecting with people and making a positive impact in the local community.



### RELOCATABLE & ADAPTABLE

Willingness to relocate for the right franchise opportunity. The ability to adapt and thrive in a dynamic retail environment.

## DO YOU HAVE WHAT IT TAKES?

Better Together for a Better Tomorrow