

A New World of Supermarkets

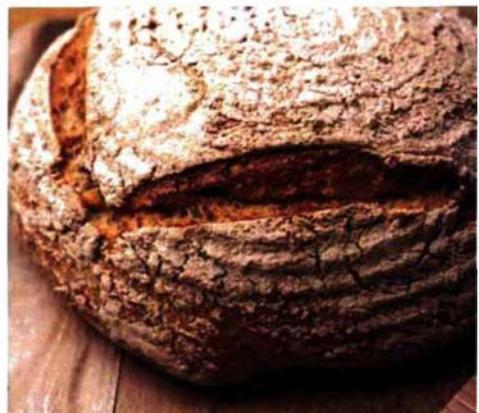
NEW WORLD EATRIDGE HAVE BEEN CREATING CHANGES TO ITS CUSTOMER EXPERIENCE AND THE WAY THAT IT OFFERS NEW INITIATIVES TO ITS CUSTOMERS. IF WE TAKE THEIR POSITION ON ELIMINATING SINGLE USE PLASTIC BAGS FOR INSTANCE, THEY HAVE BEEN AHEAD OF THE CURVE, OFFERING A WIDE ARRAY OF BAG OPTIONS TO THEIR CUSTOMERS. THE FIRST I KNEW OF THE PLASTIC BAG ISSUE, WAS AN ADVERTISEMENT ABOUT DOLPHINS A YEAR AGO BY GREENPEACE ON TELEVISION. SHOCKING IT WAS, TO LEARN THESE INNOCENT, BEAUTIFUL CREATURES MISTAKE THE PLASTIC BAGS FOR JELLYFISH AND EAT THEM, KILLING THEM DAYS LATER. SO, IN TRUE KIWI FORM, WHEN SOMETHING MAKES REALLY GOOD SENSE AND AFFLICTS THE INNOCENT, WE ACT.

New World was instrumental in driving the ban of plastic bags and many would say the leader. One of the most frequented retail stores throughout New Zealand; they stopped using these and started selling reusable bags. The exposure this had from even just one store, New World Eastridge in Mission Bay, was 25,000 customers per week, creating a tidal wave of support. The law was passed 18 months later – eliminating single use plastic bags from ALL retailers throughout New Zealand.

Located in the heart of the Eastern Suburbs, they have a particularly diverse customer base, with a real mix in ethnicity, wealth and age. So, it's their 'real' approach and initiatives, that see all walks of life rubbing shoulders and laughing together.

They really are an inspiration, so I sat down with Owner, Kym Samuels, and Store Manager, Matt Hayward. Matt tells me "We talk to our customers and we learn what they need to make life easier or more inspirational. We've changed some of our offerings and we've also added lines that customers have requested." Kym jumps in "The catering side of our business is growing and keeps us challenged in providing for our customers' needs every day - so all the baked goods, prepared meats and deli goods are made onsite fresh every day!"

Kym is referring to the newly created "209 KEPA RD" brand. Their hand-crafted products through the store is highlighted with the new branding, so that customers can be confident in the fact that these items have been made in store, by their experienced team members.





"The catering side of our business is almost as busy as the supermarket itself, so all the baked goods, prepared meats and deli goods are made onsite fresh every day, not just for the supermarket but for the catering orders as well."

They see so many ready-made meals not hitting the mark in either value or taste so they are now offering their own line of fresh ready-made meals, launching later this year. The Bakery is the heart of innovation in store, and the next project they are working on is an American Cheesecake.

The Butchery is also one to watch, with Luka Young being the newest member of the NZ Sharp Blacks (NZ's Butchery Team competing in the States in the middle of next year). He takes over from ex Sharp Black and Butchery Manager, Zak, on this team and we look forward to seeing how they fare. Luka and the team have been instrumental in providing inspirational solutions to our customers through our serve over - from ready to eat solutions to high end/rare cuts, the team are committed to challenging the status quo and WOWING our customers.

The key word here is FRESH. We all like to have the freshest of produce but often lack time and inspiration. Once, where it was all about sauces and spices, it's now about pre-prepared and ready to go. Kym elaborates "Grocery shopping has changed for most part, yes we still have the families that do the weekly shop, but more and more we find people stop in everyday on the way home to select something fresh and ready-made, spending 15 minutes daily as opposed to an hour weekly. We even find our online sales from click and deliver or click and collect are growing. Time is something we are having less and less of, so we are doing our bit to help our customers save time and money."

209 KEPA is really the upmarket side of the business - a catering solution for parties, meals, conferences, Christmas and more. With great simple packaging you can either own up to your purchase or remove the packaging and claim it as your own! Either way, from the Bakery to the Butchery and the delectables at the Deli, all your bases are covered. Fresh, innovative and problem-solving solutions to your daily grind. Keep an eye out for the meals coming but in the interim, check out Luka's artistic flare in the meat section and of course those cheesecakes!

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