



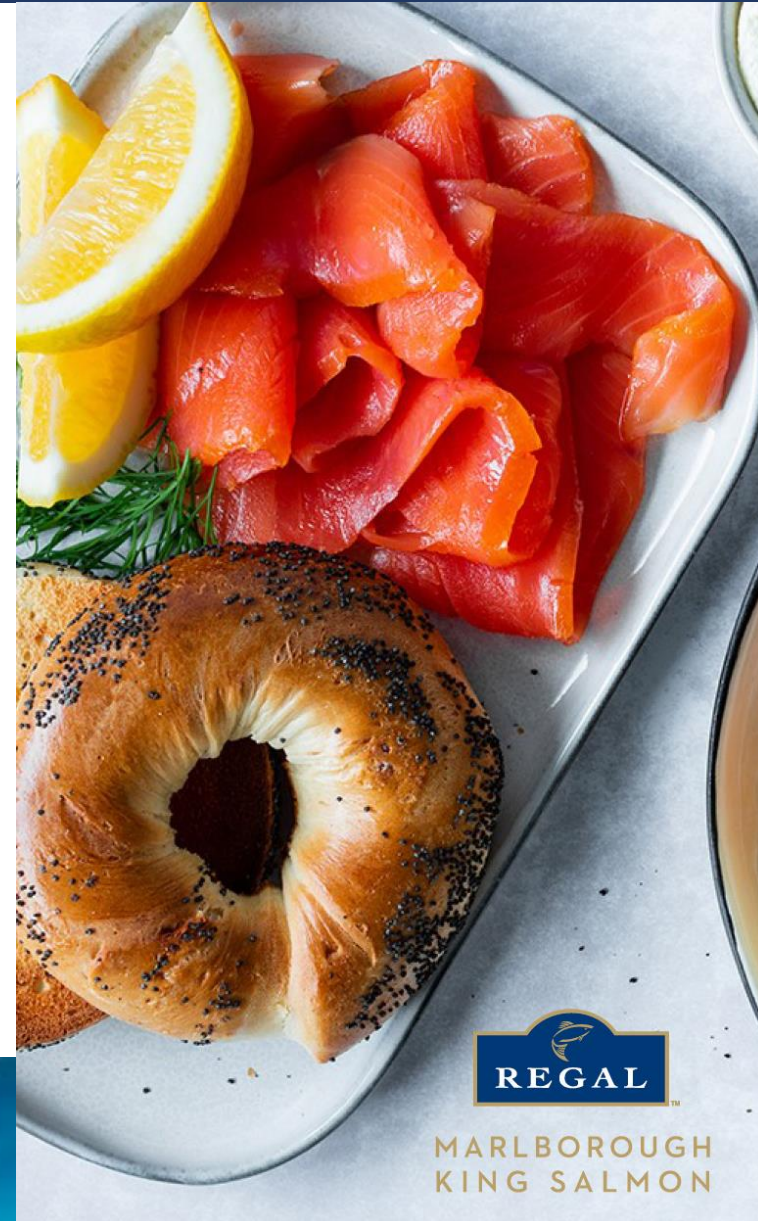
New Zealand  
King Salmon

**Retail Brand  
Ambassadors  
Monthly meeting –  
Aug. 2025**



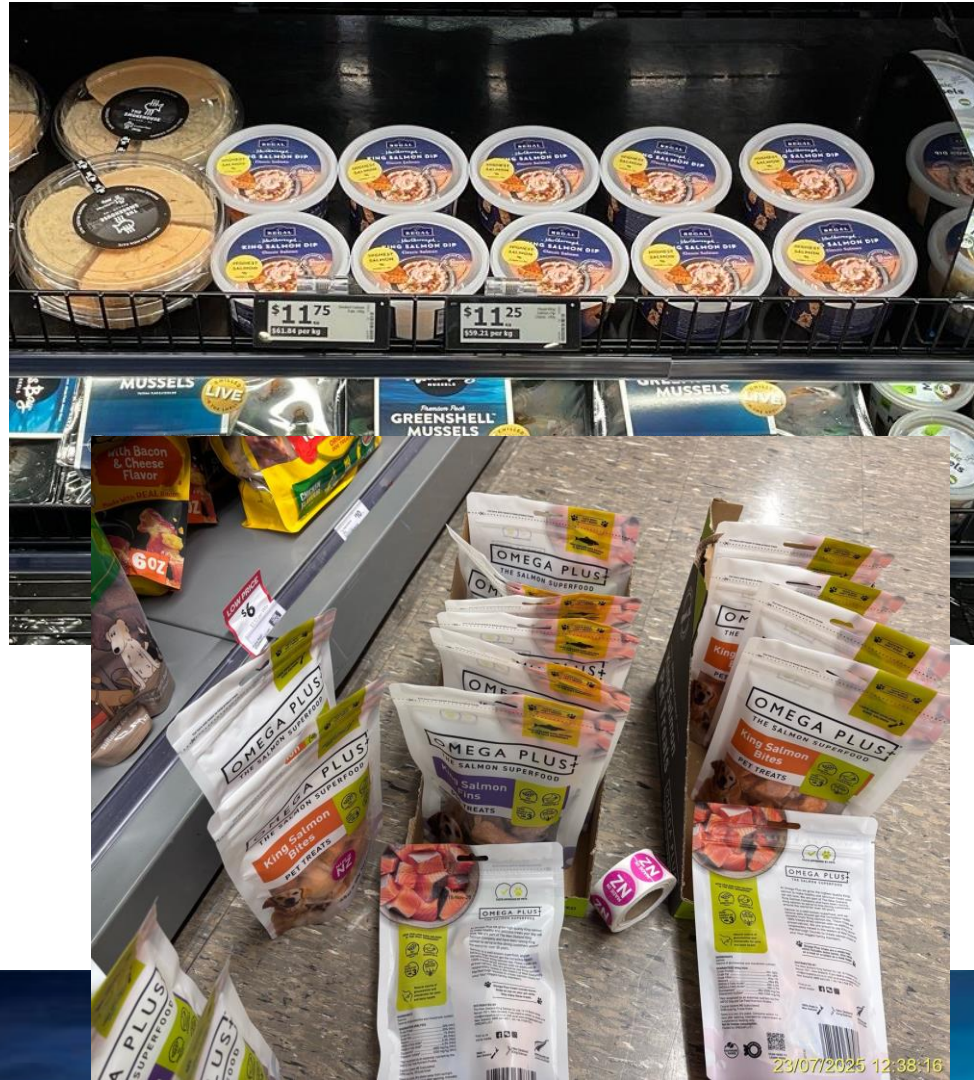
## In this Overview

- Monthly Win
- RBA Update
- Health & Safety
- Omega Plus Update
- TM Tips and Tricks
- Foodstuffs Update
- Woolworths
- Training
- Feedback / Q&A





## Maricar - WW Botany Downs – Free display, Relay, Increased facings



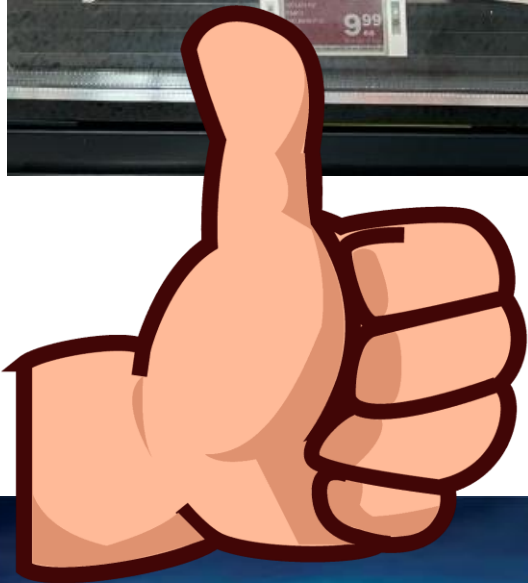


**Maricar – WW Manukau City Mall/ Meadowlands – Clip strip, relay, increased facing**





## Lei Shi – New World Halsell, Ilam, Rolleston – Free displays





**Jo - New World Greymouth – New Ranging – Regal Epicurean from 3 to 4 flavours**



## Shamla – New World Kumeu – New Ranging

Recommended the Seafood Manager to Re-range this product due t the reduced supply of 200g portions.





**Lei Shi, Rachael B, Yiming, Pieter, Eddy, Adam, Megan, Callum**

Relay/ rearrange the shelf; Increased facings of products





**Eddy – Clip strip King of the year (so far... ^6 stores with min of 2 clipstrips^)**

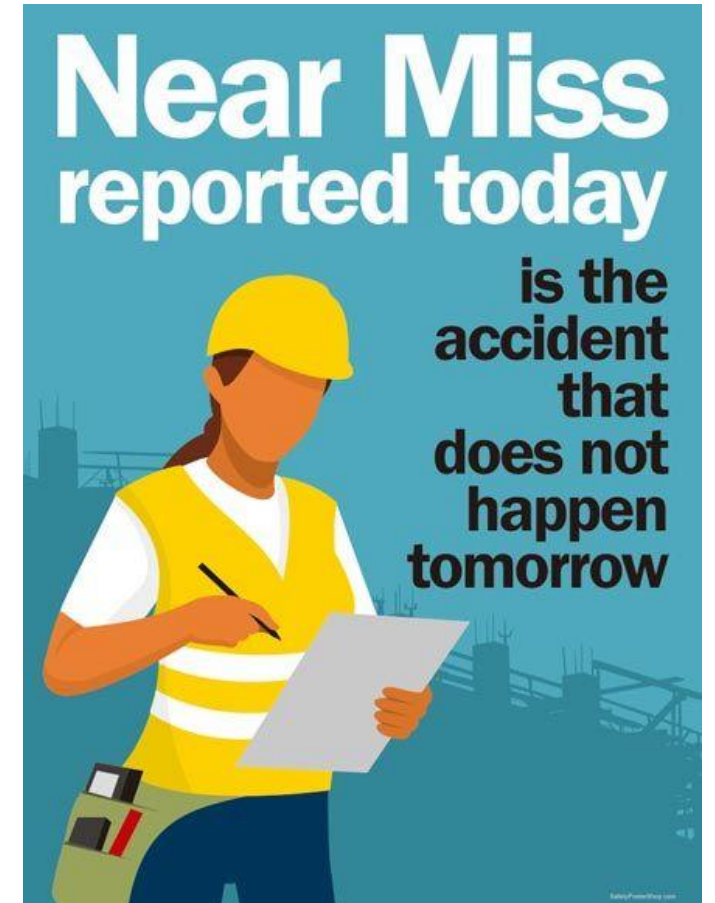




# RBA Update – Health & Safety

- ✓ Any Feedback
- ✓ Any Hazard identified
- ✓ Any Near misses or Accidents

Email [RBA@Kingsalmon](mailto:RBA@Kingsalmon) any H&S concerns, questions, near misses, accidents or help with unsafe issues at work.

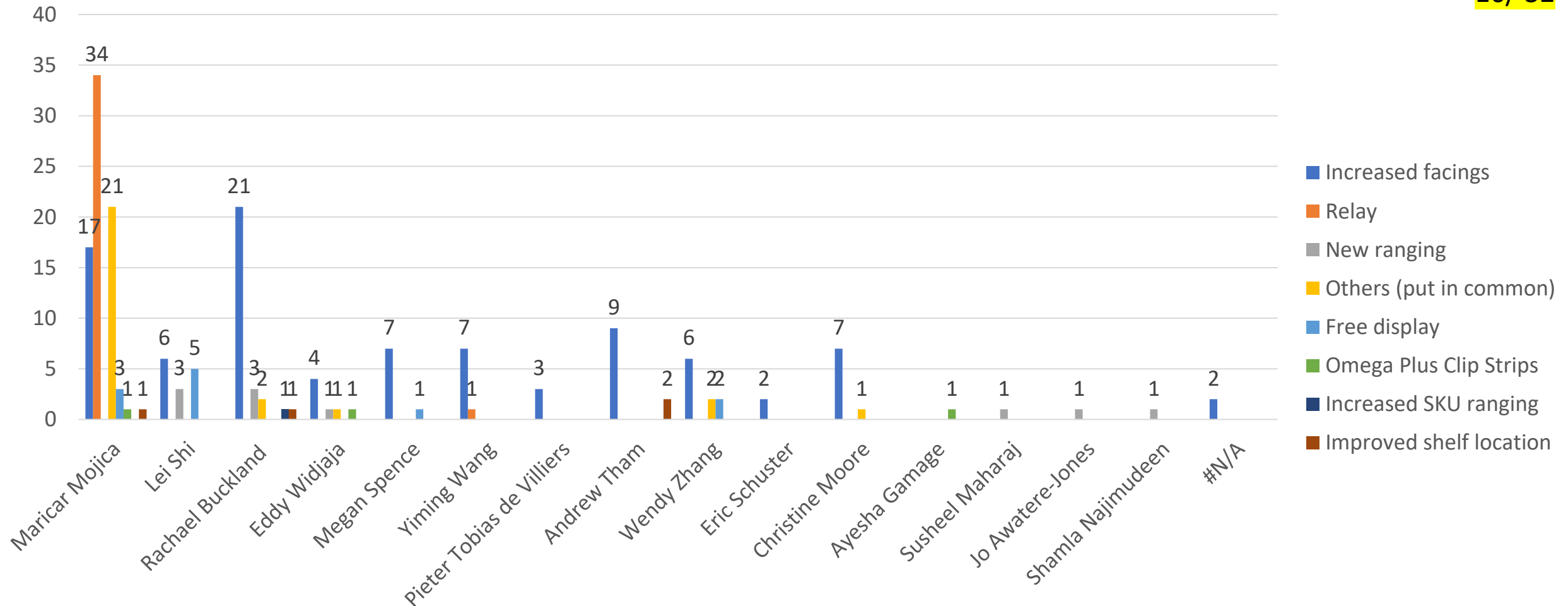




# RBA Gains Report

**Please complete call card for omega and audits completed in every store regardless if you have it or not – thanks ^\_^**

16/ 32





## Safe in store pass renewal



Just a check on your safe in store passes. Please take a photo / send a copy of your safe in store pass and email [RBA@kingsalmon.co.nz](mailto:RBA@kingsalmon.co.nz) for recording.

If yours has expired, please let me know and I will send you a new **token** for renewal.



# Dip Stickering Discussion

Tania

**Dip sticker instructions** - sent to everyone many times (digital and hard copies)

but still seeing stickering wrong - why



Regal King Salmon 190g Dip

Stickering



Instore Rim View Facing:  
Please put the sticker on the  
right side of the dip  
E.G.



Instore Lid View Facing: Please  
put the sticker on the left front  
side of the dip  
E.G.



To sticker on top or side?

The majority of stores work  
better at side.

Check if you walk up to the  
shelf can you see out brand?







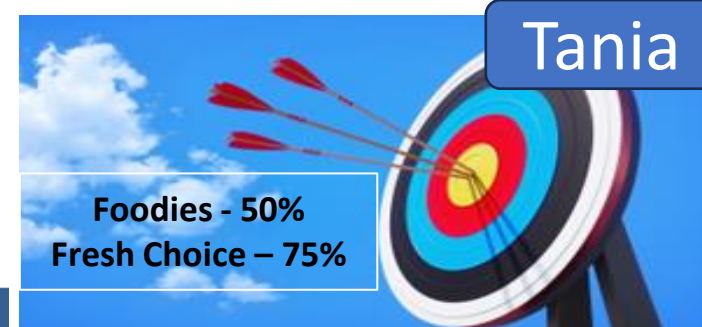
# Opmetrix– share of shelf salmon

Foodstuffs Salmon					
Data run 1June-30July 2025					
	Total	Pak'nSave North Island	Pak'nSave South Island	New World North Island	New World South Island
Total Foodstuffs Stores	207	47	12	105	43
Total Stores Audited	167	38	12	74	43
Percentage Audited	81%	81%	100%	70%	100%

Facings	# Facings	% of Facings
Pak n Save North Island	5704	100%
How many facings do other brands have in total?	133	2%
How many facings does Aoraki have in total?	993	17%
How many facings does Pams have in total?	1288	23%
How many facings does Regal Epicurean have in total?	968	17%
How many facings does Regal have in total?	1649	29%
How many facings does Shore Mariner have in total?	673	12%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	351	6%
How many facings does Ocean Blue have in total?	0	0%
How many facings does Prime have in total?	0	0%
NZKS Totals	2617	46%
Pak n Save South Island	3084	100%
How many facings do other brands have in total?	286	9%
How many facings does Aoraki have in total?	816	26%
How many facings does Pams have in total?	448	15%
How many facings does Regal Epicurean have in total?	738	24%
How many facings does Regal have in total?	760	25%
How many facings does Shore Mariner have in total?	36	1%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	199	6%
How many facings does Ocean Blue have in total?	0	0%
How many facings does Prime have in total?	0	0%
NZKS Totals	1498	49%
New World North Island	8005	100%
How many facings do other brands have in total?	250	3%
How many facings does Aoraki have in total?	1828	23%
How many facings does Pams have in total?	1605	20%
How many facings does Regal Epicurean have in total?	1128	14%
How many facings does Regal have in total?	2724	34%
How many facings does Shore Mariner have in total?	470	6%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	442	6%
How many facings does Ocean Blue have in total?	0	0%
How many facings does Prime have in total?	0	0%
NZKS Totals	3852	48%

Fresh Choice Salmon			
	Total	Fresh Choice North Island	Fresh Choice South Island
Total Foodstuffs Stores	62	47	12
Total Stores Audited	31	8	23
Percentage Audited	50%	17%	192%

Facings	# Facings	% of Facings
Fresh Choice North Island	486	100%
How many facings do other brands have in total?	85	17%
How many facings does Aoraki have in total?	66	14%
How many facings does Pams have in total?	19	4%
How many facings does Regal Epicurean have in total?	139	29%
How many facings does Regal have in total?	177	36%
How many facings does Shore Mariner have in total?	0	0%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	16	3%
How many facings does Ocean Blue have in total?	24	5%
How many facings does Prime have in total?	0	0%
NZKS Totals	316	65%
Fresh Choice South Island	1562	100%
How many facings do other brands have in total?	141	9%
How many facings does Aoraki have in total?	234	15%
How many facings does Pams have in total?	0	0%
How many facings does Regal Epicurean have in total?	541	35%
How many facings does Regal have in total?	646	41%
How many facings does Shore Mariner have in total?	0	0%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	262	17%
How many facings does Ocean Blue have in total?	134	9%
How many facings does Prime have in total?	0	0%
NZKS Totals	1187	76%
New World South Island	6983	100%
How many facings do other brands have in total?	523	7%
How many facings does Aoraki have in total?	1652	24%
How many facings does Pams have in total?	1248	18%
How many facings does Regal Epicurean have in total?	1489	21%
How many facings does Regal have in total?	1879	27%
How many facings does Shore Mariner have in total?	192	3%
How many facings does Southern Ocean have in total?	0	0%
How many facings does Smokehouse have in total?	577	8%
How many facings does Ocean Blue have in total?	4	0%
How many facings does Prime have in total?	0	0%
NZKS Totals	3368	48%



## Distance 2 Go

PNSNI – 📉 2%

PNSSI – 📉 1%

NWNI – 📉 2%

NWSI – 📉 2%

Note:

Don't cross as gone if stock is temp OOS and shelf tickets have changed via electronic tickets



# Opmetrix SOS

Foodies - 50%  
Fresh Choice – 80%



		1. Regal Salmon Dip		3. Mapua Smokehouse		5. Constantia Salmon Pate		7. Other		8. Aoraki Salmon Dips 180g		Total #Facing	%Facing
		#Facings	%Facings	#Facings	%Facings	#Facings	%Facings	#Facings	%Facings	#Facings	%Facings		
⊞ (blank)	⊞ (blank)		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!
	(blank) Total		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!
(blank) Total			#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!
⊞ AKLNTH	⊞ Countdown	149	90.30%	15	9.09%	1	0.61%	0	0.00%	0	0.00%	165	100.00%
	⊞ Four Square	7	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	7	100.00%
	⊞ Fresh Choice	24	52.17%	22	47.83%	0	0.00%	0	0.00%	0	0.00%	46	100.00%
	⊞ New World	107	43.32%	63	25.51%	1	0.40%	4	1.62%	72	29.15%	247	100.00%
	⊞ Pak N Save	53	57.61%	11	11.96%	0	0.00%	0	0.00%	28	30.43%	92	100.00%
AKLNTH Total		340	61.04%	111	19.93%	2	0.36%	4	0.72%	100	17.95%	557	100.00%
⊞ SILDAT	⊞ Countdown	84	90.32%	5	5.38%	0	0.00%	4	4.30%	0	0.00%	93	100.00%
	⊞ Four Square	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!
	⊞ Fresh Choice	46	64.79%	24	33.80%	1	1.41%	0	0.00%	0	0.00%	71	100.00%
	⊞ New World	89	34.36%	85	32.82%	4	1.54%	0	0.00%	81	31.27%	259	100.00%
	⊞ Pak N Save	26	38.24%	17	25.00%	0	0.00%	0	0.00%	25	36.76%	68	100.00%
SILDAT Total		245	49.90%	131	26.68%	5	1.02%	4	0.81%	106	21.59%	491	100.00%
⊞ CNTRLNI	⊞ Countdown	52	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	52	100.00%
	⊞ Fresh Choice	7	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	7	100.00%
	⊞ New World	80	38.28%	57	27.27%	5	2.39%	3	1.44%	64	30.62%	209	100.00%
	⊞ Pak N Save	46	56.10%	10	12.20%	3	3.66%	3	3.66%	20	24.39%	82	100.00%
CNTRLNI Total		185	52.86%	67	19.14%	8	2.29%	6	1.71%	84	24.00%	350	100.00%
Grand Total		770	55.08%	309	22.10%	15	1.07%	14	1.00%	290	20.74%	1398	100.00%

	Foodstuffs							
	1. Regal Salmon Dip		3. Mapua Smokehouse		5. Constantia Salmon Pate		7. Other	8. Aoraki Salmon Dips 180g
Jen Marsters	47.19%		19.73%		3.03%		2.55%	7.66%
Ahmed Abu-Altarmen	50.46%		18.73%		0.20%		0.81%	29.79%
Art Torres	36.30%		28.91%		0.77%		0.00%	15.64%



## Team Discussion – Feedback/Action in Call Cards - Temp OOS impact on SOS

Some RBAs discussed with the Seafood Manager regarding the out stock skus, e.g. Ayesha at WW Pakuranga; Rachael at WW Otorohanga; Kelly in Tauranga; Pieter in Masterton; Christine in Wellington

**Ayesha** met Ajeahini (WW **Pakuranga**) and discussed about out of stock items, and she agreed to order some Epicurean & H/S 100g more and expand on the out of stock lines.

Please use the term “Temp  
Removed / Deleted until Oct”

**Kelly** in Tauranga: Most of her stores are going to spread out the stock, mostly the 100g, but maybe some of the epicurean as well

Ensure you capture they  
result what was replaced.

**Pieter** in Masterton: Spoke to Kelsey and she agreed to add more Epicurean to cover the Empty gaps.

**RBA** in Wellington Call Card said spoke to Seafood Manager  
..... Also you? – let us know!

Spoke about what ?? Whats  
the action/feedback/followup.





# Omega Ranging - Woolworths Stores

## RANGING

- New confirmed Ranging for Omega Bites and Fins
- Omega Plus Tails have been deleted in WW.
- Not all WW stores are ranged for bites.

## ACTION

- Please ensure **audits** are completed in **every store**, whether there is ranging or not.
- Ensure you Click finish and data is uploaded.
- That's how we are check our ranging

## South Island Ranging Bites & Fins

Queenstown WWNZ  
Waimakariri Junction WWNZ  
The Palms WWNZ  
Hornby WWNZ  
Rolleston WWNZ  
Church Cnr WWNZ  
Eastgate WWNZ  
Invercargill WWNZ  
Timaru North WWNZ  
Rangiora East WWNZ  
Ferrymead WWNZ  
Trafalgar Park WWNZ  
Motueka WWNZ  
Amberley WWNZ  
Dunedin South WWNZ  
Alexandra WWNZ

# Omega Ranging WW Ranging – Bites & Fins

## North Island

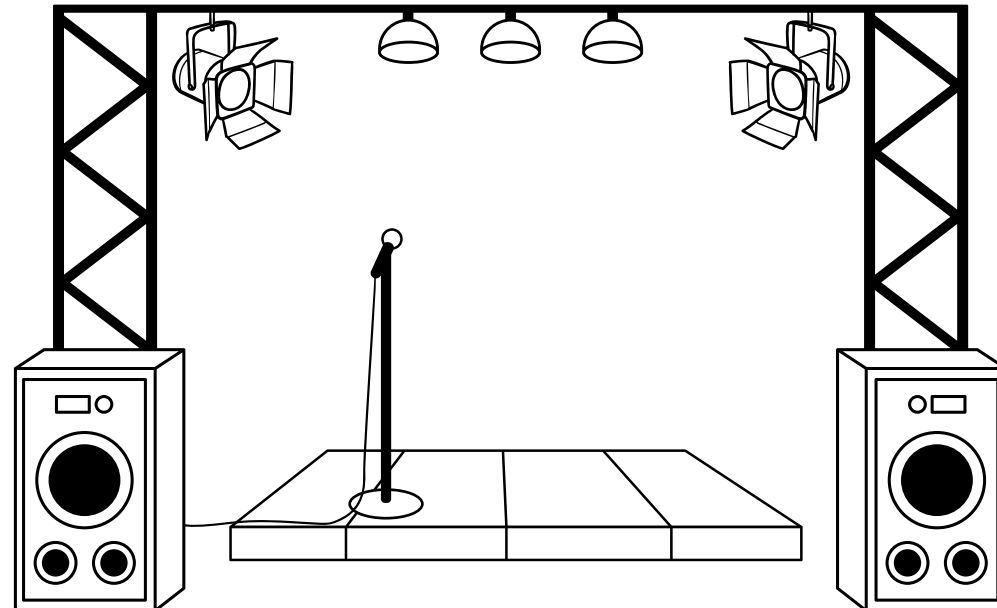
Waiheke WWNZ	Manukau WWNZ	Bethlehem WWNZ
Dargaville WWNZ	Tauranga WWNZ	Papakura WWNZ
Hamilton Bridge St WWNZ	Huntly WWNZ	Birkenhead WWNZ
Mount Roskill WWNZ	Whakatane WWNZ	Kelston WWNZ
Lincoln Road WWNZ	Greville Road WWNZ	Westgate WWNZ
Regent WWNZ	Fairy Springs WWNZ	Cambridge WWNZ
Bureta Park WWNZ	Hamilton WWNZ	Porirua WWNZ
Ponsonby WWNZ	Mt Wellington WWNZ	Palmerston North WWNZ
Orewa WWNZ	Henderson WWNZ	Lower Hutt WWNZ
Northwest WWNZ	Milford WWNZ	Aotea WWNZ
Awapuni WWNZ	Takanini WWNZ	Johnsonville WWNZ
Manukau City Mall WWNZ	Browns Bay WWNZ	Papamoa WWNZ
Levin WWNZ	Mt Eden WWNZ	Claudlands WWNZ
Pukekohe South WWNZ	Whangaparaoa WWNZ	Tawa WWNZ
Fraser Cove WWNZ	Manurewa WWNZ	Kerikeri WWNZ
Rangitikei St WWNZ	Newmarket WWNZ	Silverdale WWNZ
Carlyle WWNZ	Kelvin Grove WWNZ	St Johns WWNZ
The Valley WWNZ	Spotswood WWNZ	New Plymouth Central WWNZ
Napier WWNZ	Meadowbank WWNZ	Warkworth WWNZ
Botany Downs WWNZ	Maidstone WWNZ	Petone WWNZ
Highland Park WWNZ	Te Awamutu WWNZ	Tokoroa WWNZ



Woolworths have completed ranging reviews and relays in store, to support the changes we would like to have a drive on gaining clipstrips in WW stores (you can also ask in FS stores)

## Feedback from Clip Strip Champion – Eddy:

*We sell more volume of stock off the clip strips additional to our sales from the shelves.  
Increase MPLs to be able to auto stock for shelf and Display.  
That way your shelf can hold stock to top up your clipstrip.*



**Who is responsible for filling the Clipstrip?**

# Omega – Clipstrip Drive – Current Clipstrip Ranging – 31 stores



Outlet Name	Product Description	TM	RBA
Countdown Huntly - CNZ000396	Clip Strips	Ahmed Abu-Altermen	
Countdown Carlyle - CNZ000115	Clip Strips	Jen Marsters	
Countdown Victoria Ave - Whanganui - CNZ000441	Clip Strips	Jen Marsters	
Countdown The Valley - CNZ000498	Clip Strips	Jen Marsters	
Countdown Spotswood - CNZ000658	Clip Strips	Jen Marsters	
Countdown Vogeltown - CNZ000994	Clip Strips	Jen Marsters	
Pak N Save Napier City - CNZ001363	Clip Strips	Jen Marsters	
Countdown Hastings - CNZ002268	Clip Strips	Jen Marsters	
Countdown Mt Wellington - CNZ000109	Clip Strips	Ahmed Abu-Altermen	Ayesha Gamage
Countdown St Johns - CNZ000924	Clip Strips	Ahmed Abu-Altermen	Ayesha Gamage
Countdown Whitianga - CNZ000923	Clip Strips	Ahmed Abu-Altermen	Bruce Alexander
Countdown Birkenhead - CNZ000068	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
Countdown Sunnynook - CNZ000093	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
Countdown Milford - CNZ000496	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
Countdown Takapuna - CNZ000691	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
New World Milford - CNZ001077	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
Countdown Glenfield Mall - CNZ001327	Clip Strips	Ahmed Abu-Altermen	Eddy Widjaja
Countdown Rangitikei Street - CNZ000495	Clip Strips	Jen Marsters	Eric Schuster
Countdown Feilding - CNZ000671	Clip Strips	Jen Marsters	Eric Schuster
Countdown Awapuni - CNZ002504	Clip Strips	Jen Marsters	Eric Schuster
New World Whangamata - CNZ001026	Clip Strips	Ahmed Abu-Altermen	Gay Adam
Countdown Greymouth - CNZ000625	Clip Strips	Art Torres	Jo Jones
Countdown Church Corner - CNZ000142	Clip Strips	Art Torres	Lei Shi
Countdown Manukau City Mall - CNZ000579	Clip Strips	Ahmed Abu-Altermen	Maricar Mojica
Countdown Meadowlands - CNZ000716	Clip Strips	Ahmed Abu-Altermen	Maricar Mojica
Countdown Masterton - CNZ000483	Clip Strips	Jen Marsters	Pieter Tobias de Villiers
Countdown Kelston - CNZ000532	Clip Strips	Ahmed Abu-Altermen	Shamla Najimudeen
Countdown Greville Road - CNZ002503	Clip Strips	Ahmed Abu-Altermen	Susheel Maharaj
Pak N Save Gisborne - CNZ000860	Clip Strips	Jen Marsters	Tanya O'Connor
Countdown Lynfield - CNZ000088	Clip Strips	Ahmed Abu-Altermen	Wendy Zhang
Countdown Pokeno - CNZ002189	Clip Strips	Ahmed Abu-Altermen	Wendy Zhang

**31 Stores**

**We used to  
have 115 stores**

**Go Team!!!**

**Training on  
how to get  
them in?**



# Omega – Best practice Omega Call Card

**Date:** 29th July 2025 9:05am  
**From:** [Jen Marsters](#)  
**To:** RBA Urgent Action, Tania Hill

**Outlet ID:** CNZ001384  
**Outlet Name:** New World Levin - CNZ001384  
**Vendor:** Territory Managers



Images Attached.

## Comment:

Stickered

Bites - OOS - spoke to buyer around order when in promo order more.

Fins - 4 units

Tails - 8 units, 3 already stickered

Oil - full boxes new in shelf - will monitor sales over the week

New relay completed - buyer will look at sales over the next 14 weeks

Promo advise back on promo.

Stickering – mention how many stickered previously and how many you stickered – this shows Abi if we have call cycle right and shows you have the MPL correct so no OOS

Competitor Activity:  
Advise when next on promo:  
Store Wins/Issues:

# Omega – Best practice Photos if Ranged – Min 2 shots

OMEGA PLUS<sup>+</sup>  
THE SALMON SUPERFOOD



Close up to see pricing and product details





# Omega Best Practice Call Card – Screen Shot of Compass for each Sku

OMEGA PLUS+  
THE SALMON SUPERFOOD



**Salmon Btes100g**

100282



SOH 15 EA

SIT 0 EA

SOO 0 EA

**Don't forget open  
up Mic. To see  
MPL.**

LOCATION



DELIVERY



PROMOTION



MISC.



Selling Price **13.29**

TUN

Alternate UOM

EAN **9421904348073**

Base UOM **each**

Vendor SKU **72502**

Min. Pre. Level **5**

**Does that MPL  
look correct to  
you?**

16/07/2025 09:40:50

# Omega – Clipstrip Drive

OMEGA PLUS<sup>+</sup>  
THE SALMON SUPERFOOD



Clip strips- big sale place  
for Omega Plus



# Omega – Promotion

[illegible]

Signage instore explaining shortfalls of  
Salmon

No need to take any actions. Please don't  
ask for this sign either.





- **Regal C/S Slice Salmon Range**

The following Cold Smoked SKU's have now sold through

Regal C/S Slice 50g (FSSI)

Regal C/S Maple 100g

Regal C/S Classic 200g

Regal C/S Slice Manuka 200g

While these SKU's are out stock, which will be for approximately the next 2 months. Please look to double face remaining SKU's to maintain share of shelf.

- **Seasmoke C/S Slice 500g**

All stock should now have sold through. If there is still stock being displayed in store, please check the BBF dates as most of the product previously sold to stores had a BBF of 1st Aug 2025



# Salmon Call Card Discussion



## Template (Art)

Photos – wide, close up of all range, POS and

1. SOS – must have the how much we have in total so we can see if we lost anything and in Oct where do we need to get back to.
2. BBD – do we have any issues, and dates, clearance needed?
3. NZKS Promo – must have discussions with buyer what is coming up to remember to buy up (especially if you are seeing OOS) and how did the promo go last week.
4. Competitor Promo / Activity – not just pricing, whats happening.
5. Store Wins/Losses – give detail.

Date: 29th July 2025 9:05am

From: [Jen Marsters](#)

To: RBA Urgent Action, Tania Hill

Outlet ID: CNZ001384

Outlet Name: New World Levin - CN

Vendor: Territory Managers



Images Attached.

### Comment:

SOS - 15/45 - down 2x100g, opened up on Classic 100g to 2!facing - rba win.

BBD - checked all no issues

NZKS Promo - Nothing this week, talked to buyer about upcoming prom 4/8 of Regal HS 100g @ \$8.99 promo to order up as last promo there were Regal OOS. Advised buy in at promo buyin starts next week. Can we open up on regal HS. Advised of next room as I won't be in. Will check how it goes.

Competitor Activity - Pam on promo and store opened up facings taking 200g, check if it goes back to normal and chance for us to open up.

Store issues - lost 200g facing will ask to open up on LO as that number 2 ranking sku. Updated audit to X 2x 200g and maple. Connor agreed to open up on HS as it has two rooms this month. Taking back lost 200g oegs

Dips- classic ticket not shelf only gherkin. We have lost escalate to TM. Connor agreed to re range classic duo as ticket mistake.



