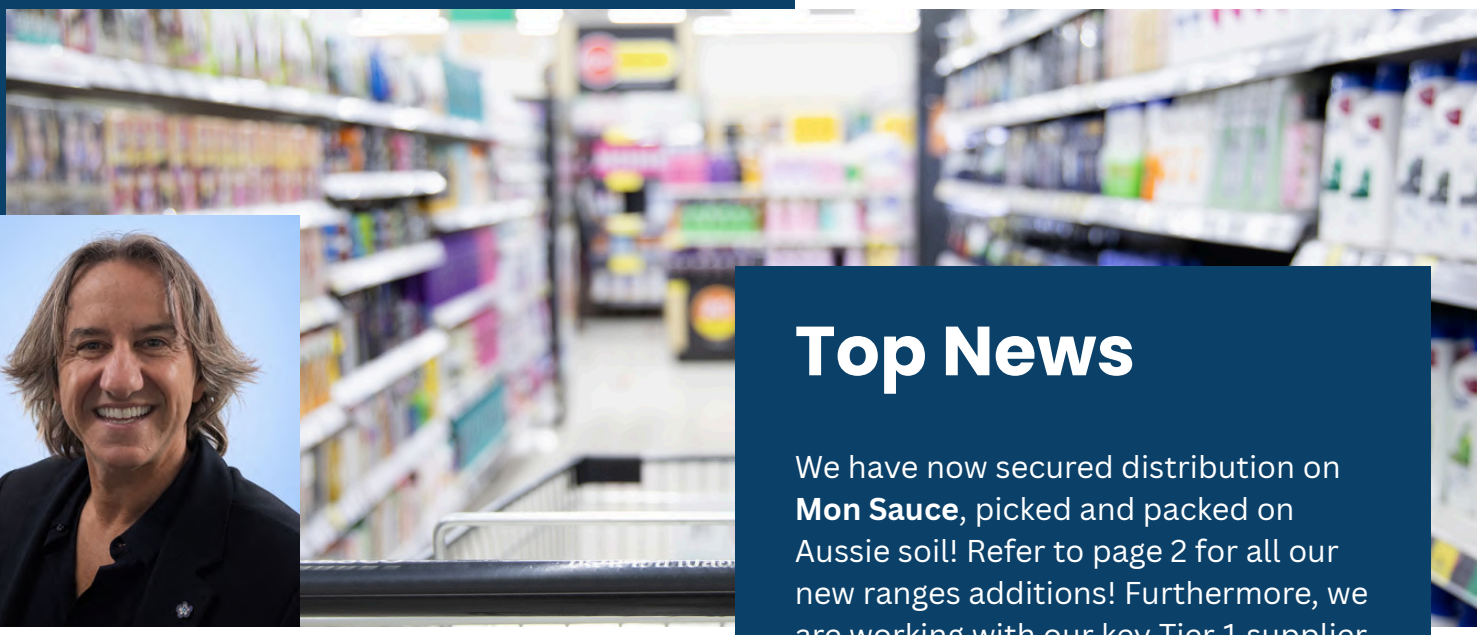
SUPERMARKETING NEWSLETTER

QUARTER 3, 2026

SUPERMARKETING
Distributors & Brand Agents For Great Products



Top News

We have now secured distribution on **Mon Sauce**, picked and packed on Aussie soil! Refer to page 2 for all our new ranges additions! Furthermore, we are working with our key Tier 1 supplier partners on a very exciting 2027 pipeline of NPD – stay tuned!

A Message from our Managing Director Harry Vetos

Quarter 3 has been another exciting and productive period for the Supermarketing team as we gear up for the final quarter of the year and the all-important Christmas sell in period. We have worked closely with our supplier partners to deliver an exciting and competitive Christmas promotional program, supported by new products, new categories and plenty of opportunities to drive incremental sales across our customer network.

While we continue to face the challenges of escalating costs, particularly across the supply chain, our commitment remains the same. Maintaining our high level of customer service, strong fill rates and consistency in store continues to be at the heart of what we do. Our teams across every department continue to deliver and I am extremely proud of the effort and commitment they show every day.

Looking ahead, we are also excited to begin presenting our 2027 new product and commercial plans. We see some fantastic opportunities ahead and look forward to working closely with both our supplier and customer partners to bring new ideas, exciting categories and winning products to market.

Over the coming months, our sales and merchandising teams will be out in force, working closely with our customers to lock away promotional deals, secure off locations and drive incremental opportunities, particularly across our key seasonal ranges.

On behalf of Mina, Justin and myself, thank you to our entire team and our supplier partners for your continued support. We wish everyone a successful Christmas sell in period and a strong finish to 2026. There is plenty to be excited about as we head towards 2027.

Best Regards,

Harry Vetos

Managing Director

For information and enquiries contact:
Phone : 03 9894 2212
Email : admin@supermarketing.com.au
www.supermarketing.com.au

New on Range at Supermarketing

New 500ml Size

Some key examples of our new ranges and line extensions as we gear up for the Summer and Christmas seasonal selling periods.

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CUSTOMER RETAILER ENGAGEMENT UPDATE

Customer Retailer/Supplier Engagement Update

Qtr 3 was a busy quarter from visiting our key supplier manufacturing plants to attending key group conferences and trade shows. At the Carlos and Parekh trade shows, it was a great opportunity for us to engage with their Store Management team and work through store level opportunities. Big well done to Jason, Maria, Ripple and Kavit!

The Ritchies 31st Supplier Conference in Queenstown New Zealand was a very well planned and an enjoyable conference! Their business presentations content was in-depth and relevant assisting us as a supplier to work through what the next 12 months look like and opportunities. Yet again, fabulous job to team Ritchies!

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Sales & Merchandising Team Update

Examples of our teams amazing work building in-store displays and driving incremental sales!

Examples of merchandising displays for the quarter

Birthday shoutouts

Phil – Area Manager Victoria 14th August
Harry – Managing Director 20th August
Andrew – Area & Operations Manager NSW 22nd August

All the best and thank you for all you do at Supermarketing!

Spotlight Feature

Our Quarter 3 feature is a Q&A with our Area Manager Victoria, Phil!

Phil – Area Manager Victoria

How long have you worked for Supermarketing? 10 months

Favourite Movie and why? The Castle - I love the Australian comedy and can relate to it so well.

What made you want to be a Area Manager? Enjoy sales and selling and interacting with many different stores and customers

What's the best thing about working at Supermarketing? The people and the culture!

Favourite place travelled and why? USA, scenery, people and the culture

Quarterly ABCD Recognition Award

This quarters "ABCD" awards went to Bruce and Andrew.
Bruce our State Manager for his outstanding achievement in VIC Call Cycle planning coverage, northern NSW compliance management, and over-seeing and delivering key executions across the state for the quarter
Andrew for his co-ordinating and O&A time spent in the NSW warehouse move upgrade

Well done to both Bruce and Andrew!

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