

Your chance to hear direct
from Justin King and the
Sainsbury's senior team

2010

Sainsbury's

Trade Briefing

16 March 2010, London
www.igd.com/sainsburys



Sainsbury's

Trade Briefing

Five years of consecutive like-for-like sales growth. Accelerated space growth plans. A brand leveraged on heritage and everyday shopper needs.

> However you look at it, Sainsbury's has adapted and flexed its approach in line with the challenging trading conditions, drawing on its 'value and values' positioning, to secure trading success. And with expansive plans for the future, focused on convenience estate development and accelerating online capabilities both in food and non-food, support from its supplier base will be critical to Sainsbury's future success.

That's where you come in.

IGD's Sainsbury's Trade Briefing will give both grocery and non-food suppliers the opportunity to learn how they can work even more closely with the retailer in the year ahead. An impressive line-up of speakers makes this an unmissable event for both new and existing suppliers in what will be **Sainsbury's first and biggest supplier communication event of 2010.**

www.igd.com/sainsburys

Five reasons to attend

➤ **Hear what the senior Sainsbury's team expect from their suppliers in 2010**

Justin King and five other Operating Board members will lead an impressive line-up of speakers, setting out their perspectives for the year ahead.

➤ **Understand how you can get behind Sainsbury's future growth plans**

Dido Harding, Tanya Lawler and Luke Jensen will highlight the strategies in place to grow Sainsbury's convenience, online and non-food operations respectively, and how these fit into Sainsbury's longer term plans.

➤ **Get up to speed with the trading team's strategic priorities for the year ahead**

Hear from Mike Coupe, Judith Batchelar, Helen Buck and Simon Twigger as they outline the key trading priorities for 2010.

➤ **Network with the Sainsbury's trading teams to bolster your relationships**

Meet with the relevant trading teams over lunch at 15 category meeting points.

➤ **Gain the latest perspectives on the trading environment from IGD**

Learn from IGD how the market is likely to evolve in the year ahead, and the challenges and opportunities it will create for Sainsbury's and its suppliers.

Prices have been held yet again!
Don't miss out, book your places
today at www.igd.com/sainsburys

BOOK
your place
TODAY

Programme

07.30 Registration & Refreshments

Registration will continue until 9.15 for delegates not attending the breakfast sessions.

Practical Breakfast Sessions

08.15 Real Time Supply Chain: What Does This Mean for You?

The implementation of Real Time Supply Chain will fundamentally change how Sainsbury's can work with its suppliers. Tim will provide an update on the project, what it has delivered to date and how suppliers can fully realise the benefit that Sainsbury's real time capability provides.

Tim Goalen
Director of Supply Chain Operations

Sainsbury's

08.40 Leveraging the Value of Nectar Data

Nectar card data provides unique insight into the spending patterns of the Sainsbury's shopper. Andrew will outline how suppliers can use this data more effectively to tailor their propositions, drive loyalty and target their promotional investment.

Andrew Mann
Director of Insight & Loyalty

Sainsbury's

SESSION 1: SAINSBURY'S IN CONTEXT

09.15 Welcome & Introduction

Steve will open the session and outline the themes of the day.

Steve Barnes
Business Director



09.20 Opening Address and Q&A

Since his appointment in 2004, Justin King has overseen the recovery and sustained growth of the business. With a clearly established platform of continued space growth, channel development and investment in product ranges, Justin will update on progress against each of these initiatives and the opportunities for suppliers going forward. Delegates will also have the opportunity to put their questions direct to Justin in a Q&A session.

Justin King
Chief Executive

Sainsbury's

10.00 The Economic Perspective

James will provide an update on the UK economy and IGD's perspectives on what the future holds, before highlighting the implications for Sainsbury's and its supply base.

James Walton
Chief Economist



10.20 The Changing Sainsbury's Shopper

Gwyn will unveil Sainsbury's latest insight on how purchasing habits are evolving in the current market, how Sainsbury's is responding and what the implications are for the supplier base.

Gwyn Burr
Customer Director

Sainsbury's

10.40 The Sainsbury's Shopper

Ed will discuss the characteristics of the Sainsbury's shopper and their changing priorities in today's trading environment before considering what the future might look like.

Ed Garner
Communications Director



11.00 Refreshment Break

SESSION 2: TRADING WITH SAINSBURY'S

11.40 The Commercial Agenda

Mike will set out the commercial agenda for Sainsbury's during 2010 and beyond. What are the priorities for the trading teams, the key requirements from suppliers and the opportunities for growth?

Mike Coupe
Trading Director

Sainsbury's

12.00 The Store Operations and Logistics Perspective

Roger will share the key initiatives for 2010 across both store operations and logistics as Sainsbury's seeks to further improve the efficiency of its operations and drive on-shelf availability. What are the key messages for suppliers and what does this mean for their interaction with the Sainsbury's commercial teams?

Roger Burnley
Retail & Logistics Director

Sainsbury's

12.20 Discussion Point: Winning with Sainsbury's on Food

During this Q&A session, the food Business Unit Directors, Helen and Simon, will discuss their future plans and where the opportunities exist for suppliers to drive further engagement with Sainsbury's. Key topics covered will include:

- What best practice supplier engagement looks like
- Plans for NPD in 2010
- Understanding the trading opportunities and challenges in the year ahead

Helen Buck
Business Unit Director, Grocery

Simon Twigger
Business Unit Director, Fresh & Frozen Foods

Sainsbury's

12.50 Working with Suppliers to Drive Step Change

Never before have the challenges facing the grocery industry seemed so complex, with issues ranging from environmental concerns to health and nutrition initiatives. In this session, Judith will examine how some of these important challenges are being overcome through a close and collaborative relationship with suppliers.

Judith Batchelar
Director of Brand

Sainsbury's

13.20 Networking Lunch

An opportunity to network with the Sainsbury's trading teams over lunch. Clear meeting points will be set up for the following categories:

Fresh & Frozen Foods	Grocery	Non Foods
<ul style="list-style-type: none">■ Dairy■ Bakery■ Meat, Fish & Poultry■ Produce■ Meal Solutions■ Frozen Foods■ Food Services	<ul style="list-style-type: none">■ Impulse■ Canned & Packaged■ Health, Beauty & Pharmacy■ Household & Petcare■ Beers, Wines & Spirits■ Petrol & Kiosk	<ul style="list-style-type: none">■ Home & Lifestyle■ Clothing

SESSION 3: NEW OPPORTUNITIES FOR GROWTH WITH SAINSBURY'S

14.30 Driving the Non-Food Agenda

Luke will share how Sainsbury's is driving market-beating growth in Non-Food and which categories it is focusing on. He will explain the retailer's sourcing strategy and what Sainsbury's expects from its Non-Food supplier base.

Luke Jensen
Managing Director, Non-Food

Sainsbury's

14.50 The Online Opportunity

With online now generating sales in excess of £500m a year for Sainsbury's, Tanya will outline how suppliers can capitalise on the growth opportunities through adopting a dedicated approach to this channel.

Tanya Lawler
Director of Direct Channels

Sainsbury's

15.10 Gearing up for Growth in Convenience

Growing the convenience estate is a key part of Sainsbury's plans going forward. Dido will detail both the opportunities and challenges for suppliers as the retailer develops unique ranging requirements across its different shopper mission focused convenience formats.

Dido Harding
Convenience Director

Sainsbury's

15.30 Closing Thoughts & Q&A

Mike will wrap up the day, pulling out the key messages for suppliers and highlighting the challenges, priorities and opportunities over the next 12 months.

Delegates will also be able to put their questions to Mike in a Q&A session.

Mike Coupe
Trading Director

Sainsbury's

15.50 Food & Wine Matching

Delegates are invited to sample some of Sainsbury's new food and wine ranges, and take up the challenge to match the appropriate wine and food accompaniment.

16.50 Conference Close

Delegates at our 2009 Sainsbury's Trade Briefing said:

"Learning the direction of the company strategy, and target growth for 2011, helps me to structure and develop a joint business plan with both my buyers"

"It's great to hear how Sainsbury's wishes its suppliers to approach new and innovative thinking and how best we can work with Sainsbury's to drive future growth and profit for both parties"

"Using different areas for different categories for the breaks and lunch was great - made it much easier to network with relevant people"

"Justin King is always brilliant and there is a real confident air about Sainsbury's now"

"I got a real insight into the direction JS is taking, their key priorities for the coming year and where the opportunities lie"

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Sainsbury's Trade Briefing 2010 - 16 March 2010

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15-30 days notice – 50% refund.

Less than 15 days notice – No refund/transfers

“As Sainsbury’s continues to make good progress and is well positioned for the future, the support of our supplier partners is more important than ever. This will be our first and biggest supplier communication of 2010, and is a great opportunity to position your business for growth with Sainsbury’s. I hope you can make this day and I look forward to seeing you there.”

Justin King

Chief Executive, Sainsbury’s

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