

April 2025

DISTRIBUTION PARTNER QUALITATIVE SURVEY 2025

PURPOSE

- THE PURPOSE OF THIS DOCUMENT IS TO ACT AS A GUIDE ON THE KEY TOPICS TO DISCUSS WITH YOU
- THE QUANTITATIVE SURVEY UNDERTAKEN IN MARCH WILL PROVIDE A NUMBER OF TOPICS TO BE EXPLORED DURING DISCUSSION AND THEREFORE THIS GUIDE SHOULD NOT BE SEEN AS A COMPREHENSIVE LIST OF SUBJECT AREAS TO COVER
- THE OBJECTIVE AND GOAL IS TO HAVE AN OPEN CONVERSATION TO COVER THE KEY THEMES AND NOT TO BE DRIVEN BY SPECIFIC QUESTIONS
- WE WOULD LIKE TO COVER A RANGE OF TOPICS
 - Future growth
 - Flavours & packaging
 - NPD
 - Digitisation & Data

METHODOLOGY

- THIS QUALITATIVE STUDY WILL BE UNDERTAKEN WITH SELECTED DISTRIBUTION PARTNERS THROUGH VIRTUAL MEETINGS OVER TEAMS DURING APRIL / MAY 2025
- THE PARTICIPATING DISTRIBUTION PARTNERS HAVE BEEN SELECTED BASED ON THEIR IMPORTANCE TO THE BUSINESS IN TERMS OF VOLUME, LENGTH OF RELATIONSHIP AND FUTURE GROWTH OPPORTUNITY
- THE CONTACTS AT THE DISTRIBUTION PARTNERS ARE SENIOR EXECUTIVES WHO HAVE A DEEP UNDERSTANDING OF FISHERMAN'S FRIEND, THEIR OWN BUSINESS AND THE WIDER CATEGORY AND FMCG SECTOR TO ENABLE AS MUCH INTELLIGENCE GATHERING AS POSSIBLE (WITHOUT BREAKING CONFIDENTIALITIES)
- THE APPROACH WILL BE CONVERSATIONAL ACROSS KEY TOPICS AND SHOULD LAST APPROXIMATELY 1.5 HOURS
- FEEDBACK FROM DISTRIBUTION PARTNERS GIVEN DURING THE QUANTITATIVE STUDY WILL BE EXPLORED IN MORE DEPTH DURING THESE SESSIONS
- THE MEETINGS WILL BE DOCUMENTED AND NOTES CIRCULATED AND A SUMMARY REPORT DEVELOPED FOR PRESENTATION

FUTURE GROWTH

- DISCUSS THE ASSUMPTIONS MADE FOR GROWTH FORECAST IN THE 2025 BUSINESS PLAN AS WELL AS A VIEW ON 2030.
- DISCOVER HOW CHANGES TO THE PORTFOLIO ON OFFER COULD SUPPORT ADDITIONAL GROWTH OPPORTUNITIES
 - New Products – Flavours, Formats, recyclable packaging materials, closeable packs
 - Other
- UNDERSTAND ANY UNTAPPED OR CHALLENGING DISTRIBUTION CHANNELS THAT COULD DRIVE GROWTH AND ALSO EXTERNAL THREATS THAT COULD IMPACT FUTURE GROWTH
 - Geopolitical, economic, competitors etc.

FLAVOURS

- EXPLORE FLAVOURS FROM THE CURRENT RANGE THAT COULD SUPPORT GROWTH / DEFEND DISTRIBUTION IN YOUR MARKET
- UNDERSTAND HOW FISHERMAN'S FRIEND FLAVOUR RANGE COMPARES WITH COMPETITORS AND PERFORMANCE IN SPECIFIC RETAIL CHANNELS
- FLAVOURS TRENDS EMERGING IN YOUR MARKET CURRENTLY AND OVER THE NEXT 2-5 YEARS
 - Fusions, luxury / indulgence, functional confectionery, health, energy etc.
- UNDERSTAND THE KEY FACTORS THAT INFLUENCE RETAILERS' DECISIONS ON WHICH FLAVOURS TO STOCK
- DISCUSS HOW NEW FLAVOUR OR NEW RANGE COULD HELP:
 - Break into the indulgence segment
 - Break into supplement / fitness
 - Support positioning as a more modern brand
- NATURAL FLAVOURING AND IT'S IMPACT ON THE CURRENT BUSINESS IN YOUR MARKET?

FLAVOUR ASSORTMENT



PACKAGING & FORMATS

- EXPLORE FORMATS YOU WOULD LIKE TO OFFER & THE INCREMENTAL VOLUME THIS COULD DELIVER IN YOUR MARKET
 - Larger pack – bag / tub
 - Smaller pack (e.g. 10 Loz / 12g)
 - Multipacks – cartons, flow wraps – customisations that could be tested in your market
 - Other
- ASCERTAIN THE MAIN POSITIVES AND NEGATIVES OF THE CURRENT PACKAGING
 - Size and convenience, close ability, gloss finish etc
- UNDERSTAND THE KEY FACTORS THAT INFLUENCE RETAILERS' DECISIONS ON WHICH PACKAGING / FORMATS TO STOCK
- REVIEW ANY PACKAGING MATERIALS OR FORMATS THAT ARE EMERGING IN YOUR MARKET WHICH ARE GAINING TRACTION
- THE IMPACT OF RECYCLABLE PACKAGING MATERIALS IN YOUR MARKET
 - Customer driven and willingness to pay more
 - Full RCM
 - Kerbside recycling only
 - Non recyclable is fine
- IMPACT OF CLOSEABILITY ON PAPER PACKS

FORMAT ASSORTMENT



25g paper

SINGLE PACK

25g zip



22g zip



2 x 25

FLOW WRAP

3 x 25



6 x 12 x 2 x 25



3 x 25

MULTI CARTON

36 x 8 x 25

12 x 6 x 2 x 25



38 count

D PACK



10 count

VALUE PACKS



1 LOZ

30g

NEW PRODUCT DEVELOPMENT

- UNDERSTAND MARKET & EMERGING TRENDS FOR FUTURE NPD IN YOUR MARKET:
 - Flavours
 - Packaging and formats
 - Sustainability
 - Retail trends (such as self checkout, shelving etc)
- DISCUSS PACKAGING & FORMAT OPPORTUNITIES WOULD YOU LIKE TO EXPLORE
 - Dispensable packaging (i.e. fliptop)
 - Discount retailer specials
 - Statement packs
 - New formats for core retailers
- EXPLORE THE FREQUENCY OF NEW PRODUCTS FOR YOUR MARKET
 - In/out limited editions
 - Longer term flavours
- IDEAS FOR PARTICIPATING IN PRODUCT / NPD TRIALS

DIGITISATION & DATA

- UNDERSTAND HOW DATA SHARING AGREEMENTS WITH YOUR OTHER PARTNERS CREATE MUTUAL BENEFIT TO BOTH BUSINESSES (without breaking confidentiality – therefore in general terms)
- ESTABLISH DATA SHARING OPTIONS THAT WOULD BENEFIT & SUPPORT BOTH OUR BUSINESSES
 - E.G. Raw material supply alerts, production progress & scheduling, despatch, projects, R&D, sustainability of products & scope 3 reporting for the factory / distribution partner / retailers, packaging, retailer POS data, geographical, wider category data, promotional performance
- EXPLORE WAYS OF WORKING TOGETHER TO ACHIEVE IMPROVEMENTS IN
 - Supply chain resiliency
 - Order & forecasting process
 - Inventory & production planning
 - Managing your stocks and customer supply