

The background features several teal-colored, gear-like shapes arranged in a circular pattern around the central text. Each shape is a segment of a gear, with a curved outer edge and a curved inner edge, creating a sense of motion and interconnectedness.

# **TECHNICAL & QUALITY SUPPLIER TOUCHPOINT**

Tuesday 24<sup>th</sup> February



OWNED BY YOU.  
RIGHT BY YOU.



# AGENDA

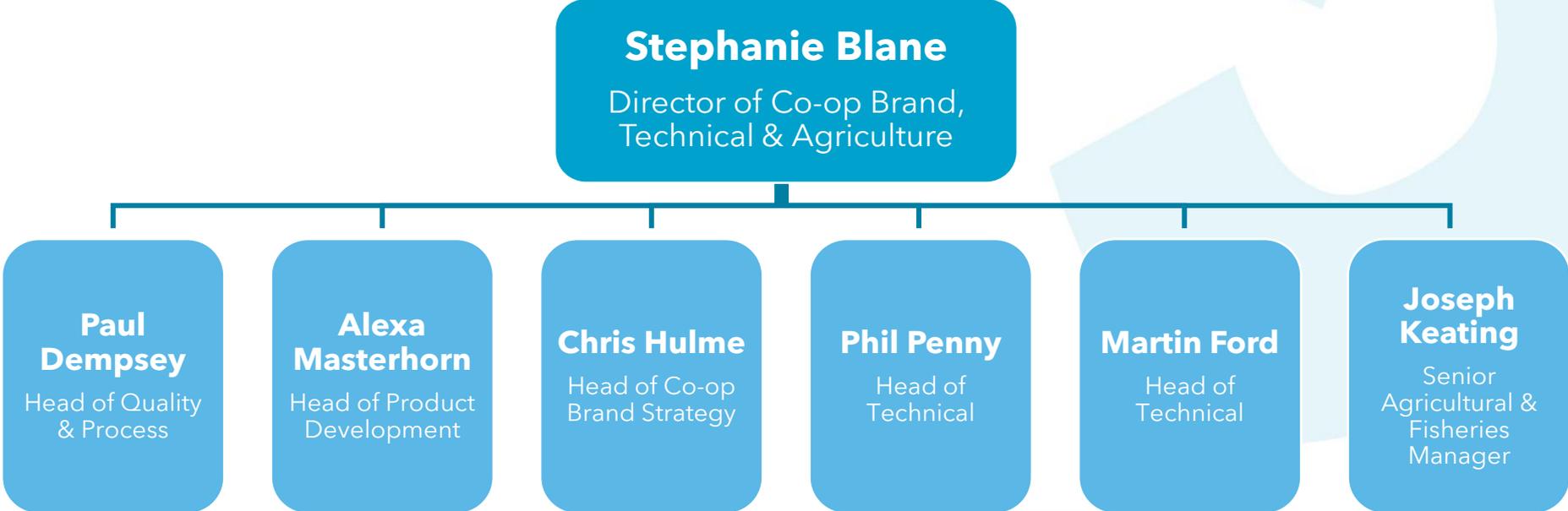
<b>Agenda Item</b>	<b>Presenter</b>
<b>2026 Strategic Priorities</b>	<b>Stephanie Blane</b>
<b>Technical Plan</b>	<b>Phil Penny &amp; Martin Ford</b>
<b>Quality &amp; Process</b>	<b>Paul Dempsey &amp; Claire Yates</b>
<b>Closing Remarks</b>	<b>Stephanie Blane</b>
<b>Q&amp;A</b>	<b>Technical &amp; Own Brand Leadership</b>

**STEPHANIE BLANE**

**OWN BRAND, TECHNICAL  
& AGRICULTURE  
DIRECTOR**



# CO-OP BRAND TEAM



# CO-OP BRAND TEAM

## CHILLED & FRESH

**Martin Ford**

Head of Technical  
Chilled & Fresh

**John Feege**

Senior TM  
Produce

**Richard Taylor**

Senior TM  
Prepared

**Jenny Bowen**

Senior TM  
Protein & Dairy



## AMBIENT, RISK & COMPLIANCE

**Phil Penny**

Head of Technical  
Ambient, Risk & Compliance

**Vacancy**

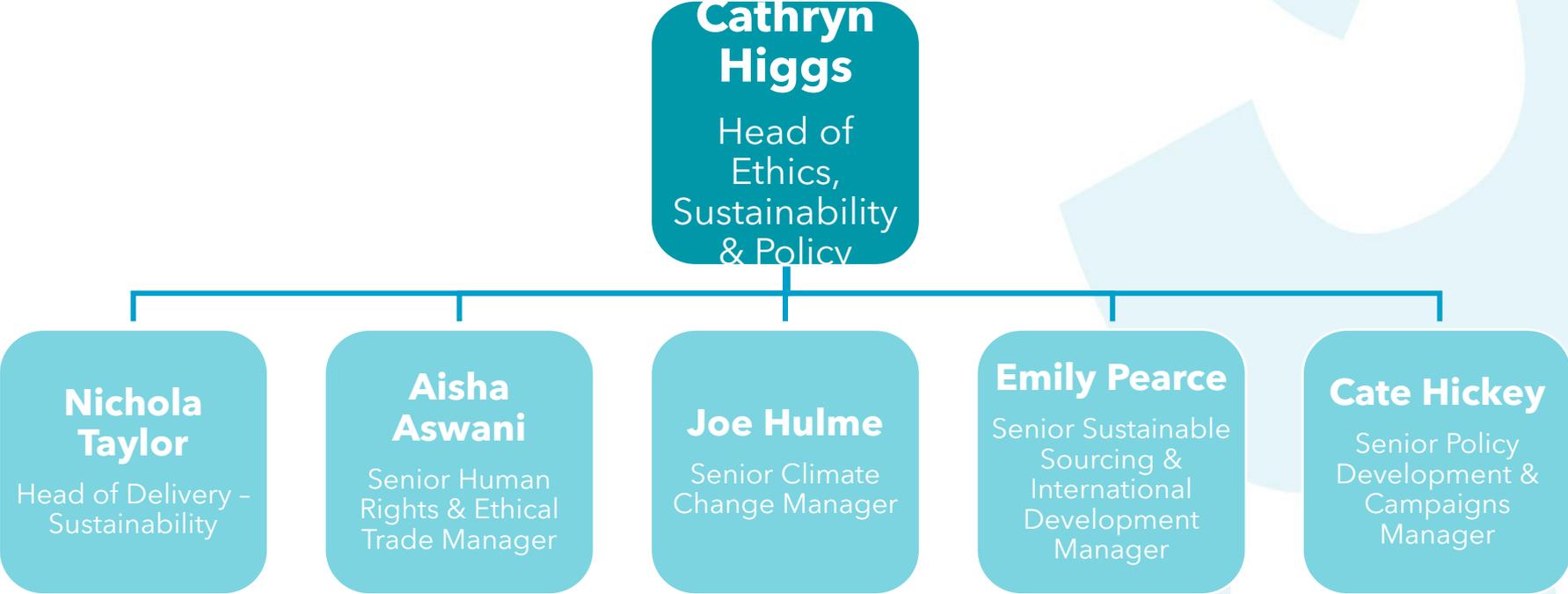
Senior TM  
Ambient, Non-Food & BWS

**Sally Kirkham**

Senior TM  
Regulation,  
Risk & Compliance



# ETHICS, SUSTAINABILITY & POLICY TEAM



# WE WILL WIN BY BEING CUSTOMER-CENTRIC



**DELIVERED BY ALL OF OUR COLLEAGUES  
ACROSS ALL OF OUR BUSINESS UNITS**

**ESTABLISHING BEST IN CLASS  
SUPPLIER RELATIONSHIPS**



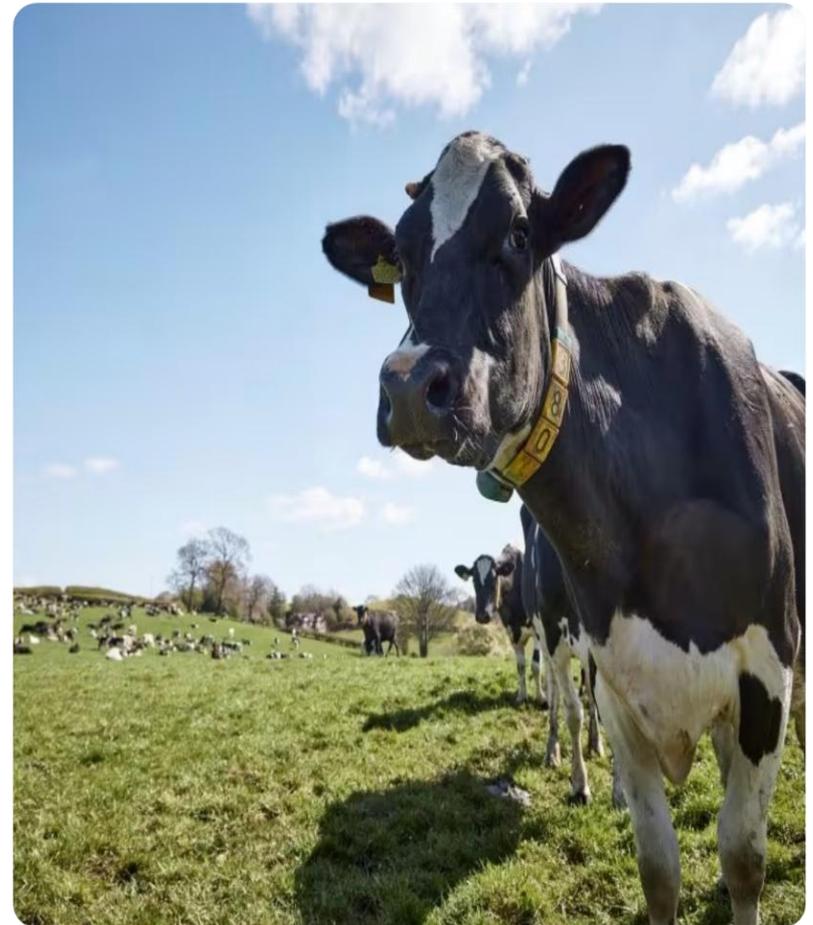
# 2026 PRIORITIES

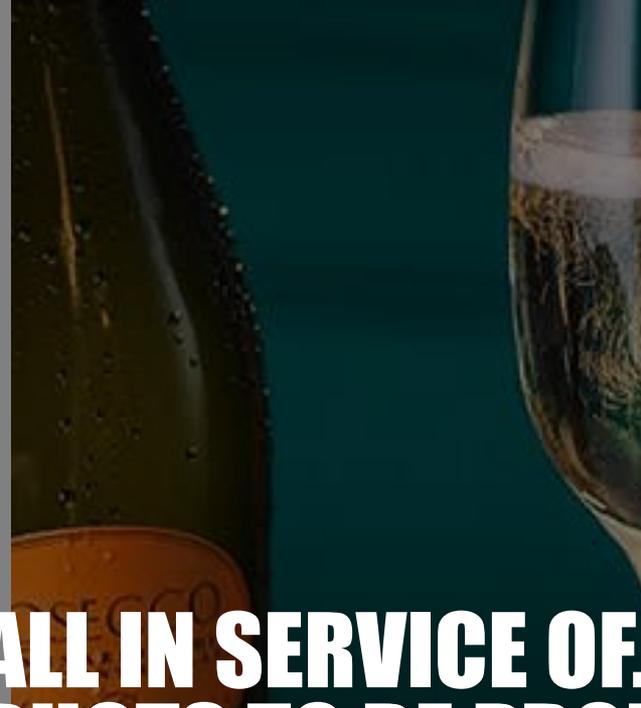
- **Upholding our trusted position** through consistent quality, contingency, and capacity planning in farms and factories.
- Delivering through the **Co-op Difference** through Own Brand, setting the right differentiation and standards farm to folk.
- **Being brilliant at the basics** while remaining safe and legal. **We will not compromise on safety.**



# LOOKING TO THE FUTURE

- Working **closer with suppliers** to understand our end-to-end processes even more and focus on even better relationships
- Clear proposition to support our **value and values.**
- Maintaining and supporting our commitments across **animal welfare, British sourcing and the environment.**
- Develop a **joined-up 3-5 year plan** to step change quality and brand position where needed.
- Innovation in processes or product that could support **reducing risk** in our supply chain.
- Exploring/sharing AI initiatives to manage or **improve product quality.**





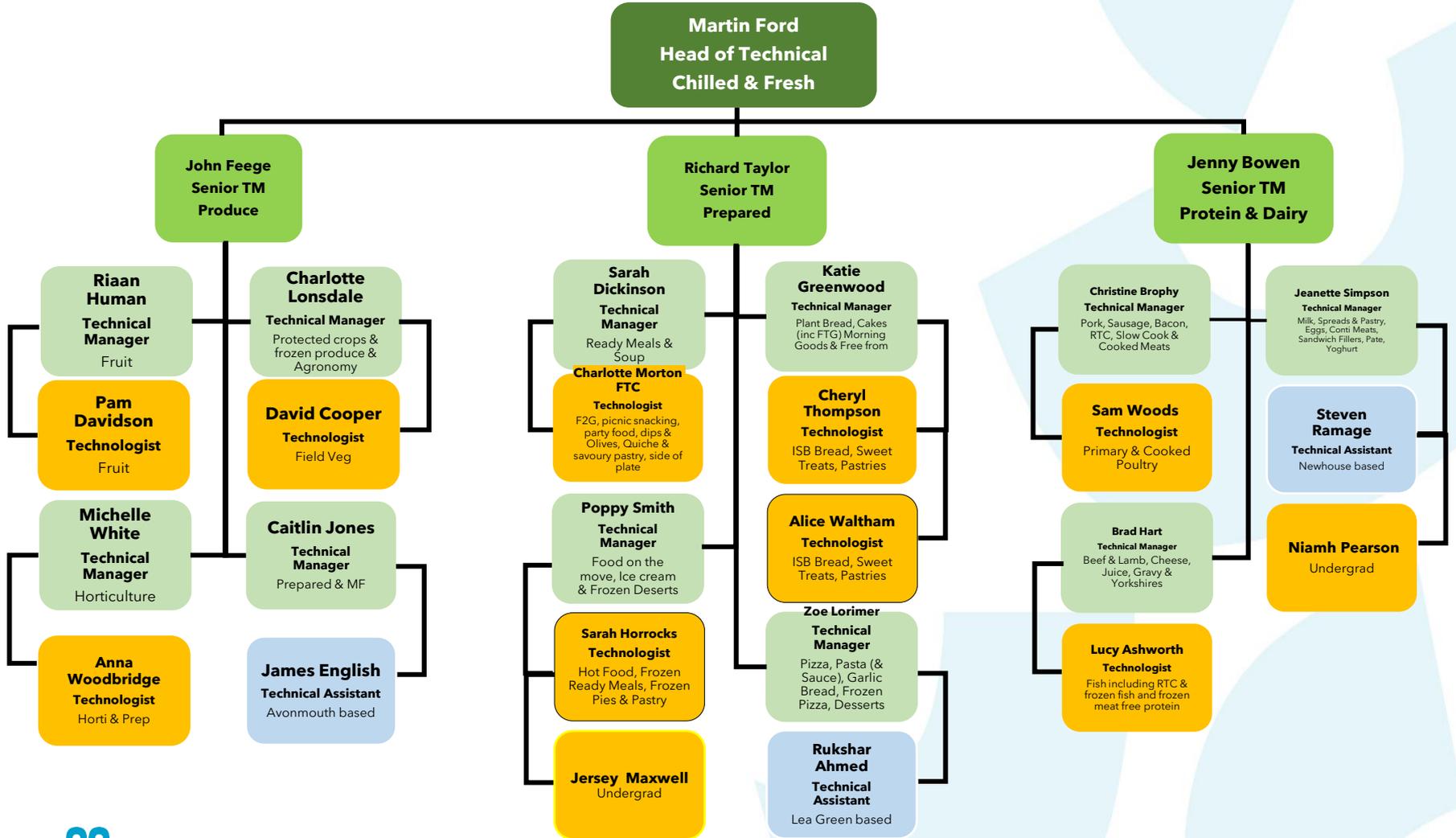
**ALL IN SERVICE OF...**  
**PRODUCTS TO BE PROUD OF**



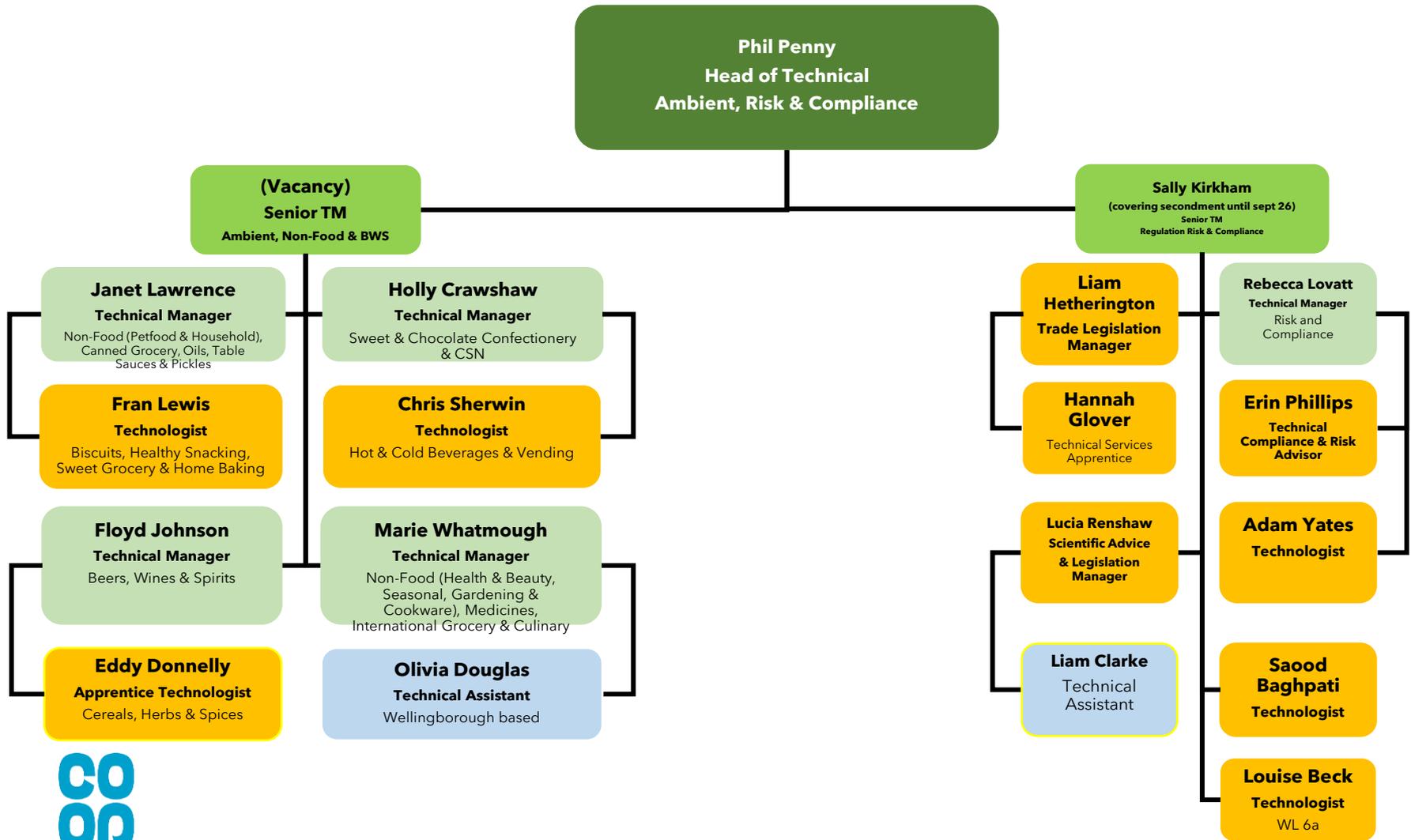
**PHIL PENNY &  
MARTIN FORD  
HEAD OF TECHNICAL**



# CHILLED & FRESH



# AMBIENT, RISK & COMPLIANCE



# TECHNICAL PLAN

## BUILDING BLOCKS TO TECHNICAL SUCCESS



# TEAM FOCUS

**DEFINED, DEVELOPED, DIVERSE**



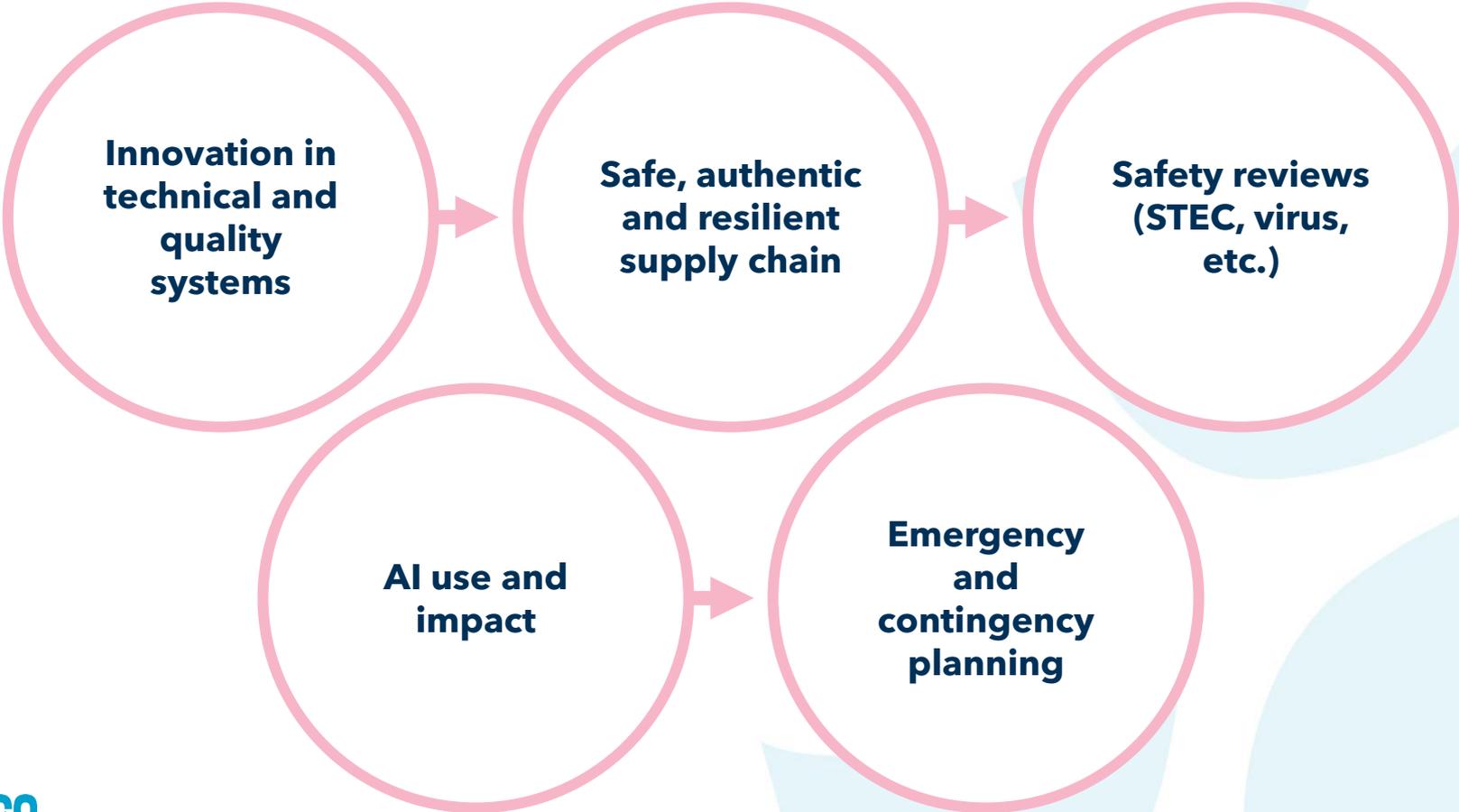
# ENGAGEMENT

**EXPLORE, EDUCATE, ENGAGE**



# FUTURE SAFE

## FRESH, FUTURE, FUNDAMENTALS



**PAUL DEMPSEY**  
**HEAD OF QUALITY &  
PROCESS**



# CO-OP BRAND IS DIFFERENT

## CO-OP BRAND POSITIONING

**'TASTE YOU CAN TRUST'**

*Underpinned by great value*

### QUALITY ASSURED

Expertly sourced and created products, we collaborate with our supplier partners to **deliver the best, every day.**

We care passionately about every drop, bite, and piece of Co-op brand that people enjoy. Our teams rigorously test, improve, and develop our products so that we can be sure **you get the quality wanted and needed.**



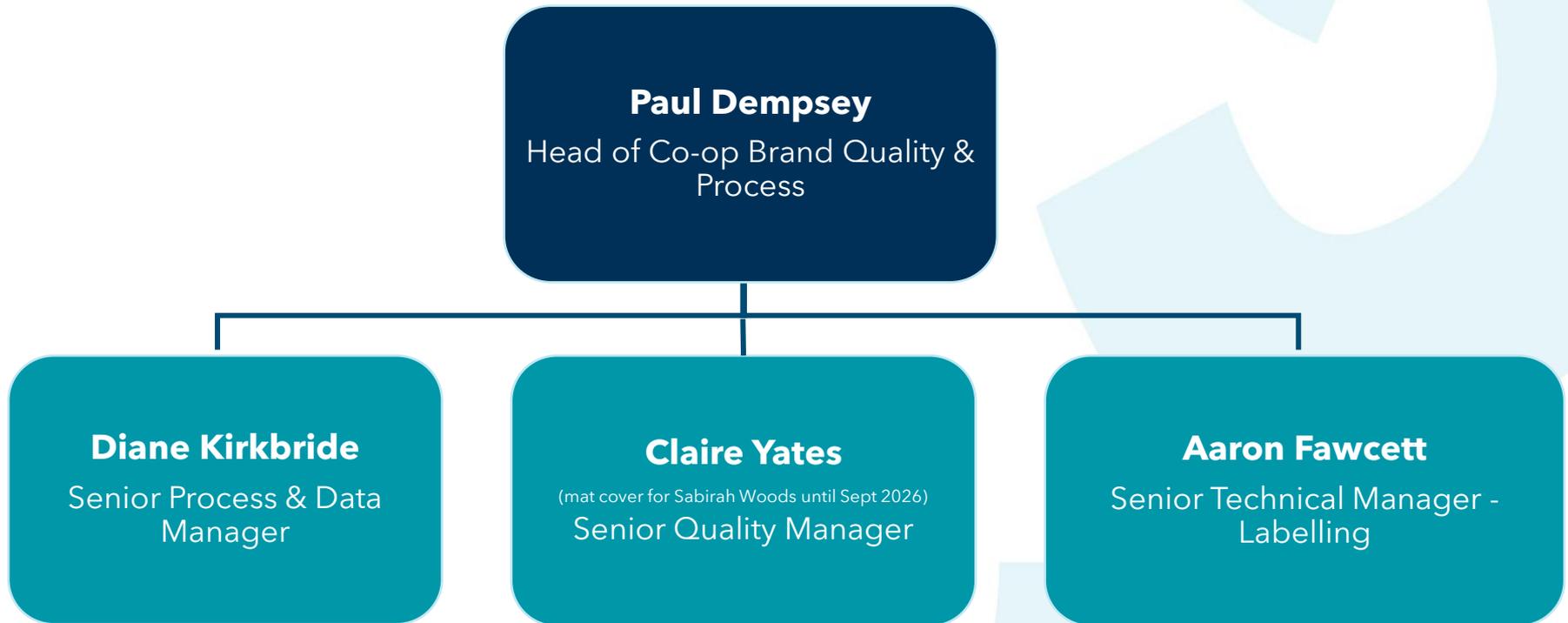
### ETHICAL & SUSTAINABLE SOURCING

Working in the UK, and around the world, we are dedicated to bringing products that are grown, reared and produced responsibly to market.

Whether that's Fairtrade Wine from Argentina, British Beef from Lancashire, or Free-Range Eggs from Somerset - **you know you can trust us to go the extra mile.**



# CO-OP BRAND QUALITY & PROCESS TEAM



# CO-OP BRAND QUALITY PRINCIPLES



## WE DELIVER THE RIGHT QUALITY FOR ALL SHOPPERS

We aim to lead the market where quality is the priority for our customers; where quality is key, we set the standard. Where price matters most, we make sure you always get great value without compromise.



## PARTNERING WITH OUR SUPPLIERS TO MAINTAIN QUALITY

We invest time working closely with our supplier partners, to make sure every product meets the right standards of quality. By building strong relationships and sharing expertise, we ensure that what reaches customers baskets delivers exactly what we expect.



## WE PLAY TO OUR STRENGTHS

We place the appropriate resource and focus our Quality work on the Missions and categories which matter most aligned to our strategy and Category Roles, as well as key seasonal times of year.



## WE WILL INVEST APPROPRIATELY IN OUR QUALITY

Working collaboratively across teams, we will review in advance the need for investment in Leading Quality areas and work to manage the impacts on other propositional levers.



## WE MAINTAIN OUR QUALITY WITH ONGOING PRODUCT REVIEW

We will use insight-led benchmarks and customer quality data that will be available to category teams at the right time in the Stage and Gate process. We use a range of tools to ensure Quality is maintained, including customer testing, in-store & depot review and QAS panels.



# QUALITY WAYS OF WORKING

## Waste and Complaints Data

- Analysing customer feedback, as well as understanding where losses are occurring, to identify emerging trends and issues

## Store audits

- Reviewing product in stores daily to gain a deeper understanding of customer experience and provide real-time feedback to teams.

## Internal Panel Results

- Tracking consistency and performances across our product ranges through QAS reviews at Angel Square

## External benchmarking Insights

- Aligning our quality focus with customer expectations and preferences through external, impartial benchmarking vs the market.

## Feedback from depots

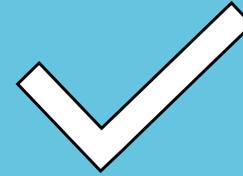
- Capturing first hand insights from people handling our products every day to identify and address issues as quickly as possible.

# QUALITY FOCUS



## 2025 REFLECTION

- ✓ Increase Quality Visits with our Suppliers
  - ✓ Collaboration with Suppliers
  - ✓ Building the Team for Success
  - ✓ Feedback- Ways of Working
  - ✓ Collaborative Quality Process Reviews
- ✓ Attendance at First Productions



## WHAT'S NEXT?

- ✓ Post Launch Reviews
  - ✓ Joint QAS reviews
- ✓ Team spending even more time with our Suppliers
  - ✓ Continuing Feedback
  - ✓ Continuing our Visibility
- ✓ Sharing Data and making it impactful



**FINAL  
REFLECTIONS  
STEPHANIE BLANE**



# KEY TAKE AWAYS



**We have a stable team of experts.**



Upholding our trusted position and  
**Delivering the Co-op Difference.**



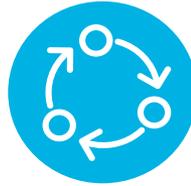
**Must be brilliant at the basics.**



**We want to work even closer with  
our suppliers.**



**We will be clear** about our proposition to  
support our  
**value and values**



Maintaining our commitments  
across **animal welfare, British sourcing  
and the environment.**



Work with you to shape the future and  
develop a **joined-up 3-5-year** plan to  
drive quality and strengthen our brand.



Tell us about any innovation - **including  
AI initiatives** - that could help reduce risk  
in our supply chain or **improve product  
quality**

# CELEBRATING STRONGER PARTNERSHIPS

- Thursday 24<sup>th</sup> September
- Co-op Live
- Recognising **outstanding** contributions across our supplier community
- Proud to support **GroceryAid**
- **A chance to celebrate the fantastic partnerships we've built together**
- Secure your tickets below:



# A night of recognition & fundraising



THE  
**PIONEER**  
AWARDS

**GROCERY** **AID**®

The background features several large, teal-colored circular segments arranged in a ring-like pattern, resembling a stylized gear or a circular path. These segments are positioned around the central text.

# Q&A



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RIGHT BY YOU.