IGD 2026

BREAKOUT SESSION 1 PAGERS

OWNED BY YOU.
RIGHT BY YOU.

GROWTH THROUGH PARTNERSHIP: CHILLED, FRESH, & FROZEN

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. **CUSTOMER FIRST GROWTH**
   FOCUS ON WINNING SHOPPERS THROUGH INSIGHT-ED SOLUTIONS
2. **DRIVE INCREMENTAL CATEGORY GROWTH**
   CREATE NEW VALUE THROUGH RECRUITMENT, FREQUENCY & BASKET GROWTH
3. **UNLOCK THE FULL CO-OP OPPORTUNITY**
   BUILD PLANS ACROSS RETAIL, Q-COM, WHOLESALE & FRANCHISE

What This Means for You

Where we see the biggest opportunities:

- ✅ **Joint growth plans focused on delivering incremental category value**
- ✅ **Insight-led innovation that solves genuine customer needs**
- ✅ **Develop new shopper missions and consumption occasions**
- ✅ **Leveraging the full Co-op footprint beyond traditional convenience retail**
- ✅ **Creating mutual value through collaboration, data and shared investment**

What Success Looks Like

- **More shoppers, more occasions, stronger loyalty**
  New customer recruitment, increased category penetration & frequency
- **Broader reach & new revenue streams**
  Driving new occasions, products & routes to market
- **Sustainable and profitable category growth**
  Genuine category growth

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BUSINESS USE

GROWTH THROUGH PARTNERSHIP: AMBIENT

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. **GROW CATEGORIES NOT JUST BRANDS**
   CREATE NEW OCCASIONS, MISSIONS AND CUSTOMERS
2. **UNLOCK THE FULL CO-OP OPPORTUNITY**
   THINK BEYOND TCG AND LEVERAGE WHOLESALE, FRTS, FRANCHISE & Q-COMM
3. **SIMPLIFY AND STRENGTHEN PARTNERSHIPS**
   START WITH THE CUSTOMER, SIMPLIFY TRADING AND BUILD JOINT GROWTH PLANS

What Success Looks Like

Category Growth Ahead Of The Market
Grow through new missions, occasions and shoppers

Growth Across Co-op Group
A strategy that drives Growth across all Channels

Sustainable Mutual Growth
Delivered Through Trust Collaboration and Execution Excellence

What This Means for You

Where we see the biggest opportunities:

- ✅ **Bring Ideas That Grow The Category, Not Just Share**
- ✅ **Build Plans Across All Channels Not Just Retail**
- ✅ **Use Shopper Insight To Solve Customer Needs**
- ✅ **Reduce Complexity And Remove Conditionality**
- ✅ **Match Our Ambition & Partner For Long Term Growth**

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BUSINESS USE

GROWTH THROUGH PARTNERSHIP: Q-COMM

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. **STORE OF THE FUTURE**
   DESIGN STORES WITH Q-COM GROWTH MINDSET
2. **WIN MORE CUSTOMER MISSIONS**
   FOCUS ON MEAL FOR TONIGHT,,TOP UP AND PLANNED SEASONAL OCCASIONS
3. **STRENGTHEN SUPPLIER PARTNERSHIPS**
   STRONGER PARTNERSHIPS TO UNLOCK SHARED GROWTH

What Success Looks Like

CUSTOMER
BETTER CUSTOMER EXPERIENCE, STRONGER MISSIONS AND MORE OPPORTUNITY TO INNOVATE

GROWTH ACROSS ALL PLATFORMS
RIGHT PRICING, RANGE & PROMOTIONS

STRONGER PARTNERSHIPS
WORKING TOGETHER TO DELIVER SUSTAINABLE, PROFITABLE GROWTH

What This Means for You

Where we see the biggest opportunities:

- **An omnichannel approach**
- **Include Q-Commerce within your 2027 JBP planning**
- **Work with us to unlock category, basket and customer growth**
- **Invest behind key missions, occasions & seasonal events**
- **Bring innovation and NPD to Q-Commerce earlier**

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BUSINESS USE

GROWTH THROUGH PARTNERSHIP: WHOLESALE

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. **WIN ON CHOICE**
   CUSTOMER-CENTRIC RANGING POWERED BY INSIGHT
2. **LEAD ON INNOVATION**
   CHAMPION CATEGORIES AND ENSURE A COMPETITIVE EDGE
3. **EXECUTE RELENTLESSLY**
   DELIVER MARKET-LEADING ACTIVATION AND EXECUTION

What Success Looks Like

Customer Relevance
Segmented focus to enable growth

Proposition Excellence
Range relevance, market-leading activity

Commercial Delivery
Right pricing & promotions aligned to the Wholesale difference

What This Means for You

Where we see the biggest opportunities:

- ✅ **Champion category growth through customer-led solutions and insights**
- ✅ **Partner on innovation, NPD and trading exclusives to drive differentiation**
- ✅ **Support competitive pricing and stronger promotional execution**
- ✅ **Use sales-out data, market insight & customer segmentation to unlock growth**
- ✅ **Build joined-up business plans focused on long-term wholesale growth**

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BUSINESS USE

GROWTH THROUGH PARTNERSHIP: CO-OP MEDIA NETWORK

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. **AMPLIFY OUR DIFFERENCE**
   AND PROVE IT MATTERS
2. **INNOVATE NEW CAPABILITIES**
   INVESTING PURPOSEFULLY TO UNLOCK OUR DIFFERENCES
3. **BE EASY, FAST AND RELIABLE**
   TO OFFER AND CONVENIENCE IN SERVICE AND PROPOSITION

What Success Looks Like

- **Advertisers see convenience media as additive for growth**
  Convenience missions play a critical role in full funnel planning
- **One connected toolkit for every convenience moment.**
  A value orientated and convenience first suite of touchpoints
- **Partners trust CMN to deliver consistently**
  Planning with CMN is simple, scalable and substantiated.

What This Means for You

Where we see the biggest opportunities:

- ✅ **We'll provide you tools and resources to confidently champion the value of convenience media within your wider businesses.**
- ✅ **We'll provide you data and insight to help you build compelling business cases and demonstrate the incremental value of your campaigns.**
- ✅ **We'll be more challenging to briefs to make sure you optimise the unique value of the convenience estate and missions.**
- ✅ **We'll ask you to think differently and creatively to the role of convenience.**
- ✅ **We need you to be actively transparent as to what's working and what's not.**

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BUSINESS USE

GROWTH THROUGH PARTNERSHIP: CO-OP PARTNERS

KEY TAKEAWAYS FOR SUPPLIERS

Our Priorities

1. MAXIMISE BUYING POWER TOGETHER
2. GROW PARTICIPATION AND VOLUMES
3. SIMPLIFY AND STRENGTHEN EXECUTION

What Success Looks Like

- GROWING VOLUME, MORE VALUE
- ONE COMMERCIAL PLAN
- A PARTNERSHIP THAT DRIVES GROWTH

What This Means for You

Where we see the biggest opportunities:

- **Opportunity is bigger that just TCG**
- **TCG gives us the commercial engine and scale**
- **ISM bring different customers, formats and opportunities**
- **You bring expertise, innovation and insight**
- **Speak with your buyers to unlock the FRTS opportunity**

Name	Email
Your Co-op Group category teams	As per the category slides – Fresh and Ambient
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Head of Commercial FRTS	Being recruited

BUSINESS USE