SimplyFresh and Sainsbury's have partnered to offer independent retailers across the UK a formidable, exciting convenience retail proposition.

Interested?

As a SimplyFresh retailer you'll get :

- Access to Sainsbury's award-winning own-brand ranges, including Taste The Difference, *by* Sainsbury's and Free From
- Range formats to flex from forecourts (1,000sqft) to supermarkets (10,000sqft)
- Retailer retains flexible control of range selection, space on shelf and retail prices
- Sainsbury's end-to-end stock replenishment system, with intelligent automatic ordering
- Full integration into Sainsbury's nationwide market-leading logistical network, with up to 6 days a week, multi-temp deliveries
- Market-leading IT infrastructure with cloud-based "back office" and "dashboard" for integrated, remote multi-site operations
- Engaging POS and in-store marketing, with intelligent shelf edging
- Expert store design and development plan, with support and guidance throughout your onboarding
- Full training on how to operate your new store with continued dedicated operational support

All this leads to better margins, more sales and lower operating costs across your stores. Still interested ? Is this right for you ?

simplyfresh

Bringing you the best of Sainsbury's

"For progressive Independent retailers, operating convenience stores - on the high street or petrol forecourts - SimplyFresh is Sainsbury's route to market for wholesale supply. Sainsbury's is excited by this opportunity to offer a wide range of our high quality products to even more customers through this partnership. We encourage all interested Independent retailers to contact the SimplyFresh team directly to discuss potential growth opportunities."

Richard Hodges – Head of Sales and Wholesale Buying, Sainsbury's Supermarkets

Is this right for you?

The minimum requirements are as follows:

- **A retail sales area of over 1,000sqft**
- **Suitable back of house area.**
- **Existing stores must have net sales of over £20,000 a week, excluding VAT & Services**
- **Minimum 80% commitment on weekly purchasing**
- **Fully buy-in and adopt Sainsbury's intelligent automatic replenishment ordering – no more manual ordering**

If you meet, or exceed, these requirements, apply now.

by Sainsbury's

Deliciously Free From by Sainsbury's

Sainsbury's SO organic

Sainsbury's Love Your Veg!

Taste the Difference

Apply Now

Contact: michael.oloughlin@simplyfresh.info
Call : 0121 429 2161
or register your interest here.