



Media Release - 28 June 2017

EDG DEEPENS PARTNERSHIPS WITH SUPPLIERS

Today's customer expectations have never been higher, which requires supplier and retailer partnerships to be even stronger to understand what the customer expects from their shopping experience and how they interact with the Supplier's brands.

Mr Martin Smith, Managing Director of Endeavour Drinks Group, said today "The future of retail will be about aligning our suppliers with our customer requirements to truly understand their behaviours".

"To deliver this I am delighted to announce Michael Jackson, has now been confirmed in the role of Director - Merchandising, Marketing and Customer Insights for the Endeavour Drinks Group. Michael will bring these three disciplines together to bridge our customers expectations to our suppliers, product development and marketing strategies.

"Michael's deep experience in retail merchandising has allowed us to set up our customer insights team to better focus on how we best serve our customers. This alignment will help us deliver a better customer experience be it physically in our stores or how they engage digitally with our retail brands whilst partnering with our suppliers, their sales team and marketing & Insights teams", Mr Smith said today.

Mr Michael Jackson said "An integrated Customer insights team allows our merchandise and marketing teams to better connect with our supplier partners to deliver a customer-led range across all channels, along with how we connect via direct marketing campaigns and personalised offers to ensure we over deliver on our changing customers expectations whilst driving category growth for the industry and suppliers".

Ends.

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