

scratch and sniff!



Xpress

WELCOME

Welcome to the February edition of *Xpress*.

We have a jam packed issue this month. Try creating the Truss Tomato Bruschetta. Keep your mind active during your morning tea with Sudoku. And feel the love with the Valentine's Day pinboard. For all you graduates looking for your next career step, check out the article on the 2011 Woolworths Graduate program. Enjoy the lemon scratch and sniff!

CAUGHT OUT!

Duty Manager Darren Paddle from Newtown, VIC was recently shopping with his wife in the Newcomb, VIC store when he noticed a female loading DVDs into a green environmental bag.

Darren immediately alerted Customer Service Manager Lisa Stoss. When the female realised she was being watched by store staff she walked to the liquor department where she dumped the bag before leaving the store.

The DVDs that were recovered totalled \$1,719. The matter was reported to police who were able to identify the offender.

Great work Darren! As a result of Darren's keen eye and conscientious approach, the thief was deterred.

100% SERVICE



LtoR: Michael Scott, Dominique Rayner, Julie Norval Customer Service Manager, John Bailey Long Life 2IC and Patrizia D'Amico Store Services Manager.

Congratulations to Dominique Rayner and Angela Scott who worked together to achieve 100% in a recent mystery shop at Baulkham Hills, NSW. We had a chance to catch up with the store to discuss what it takes to achieve 100%.

Store Services Manager Patrizia D'Amico said to have good customer service is for everyone to work as a team. "We need to serve our customers from the shop floor right up to when the customer purchases the goods at the register. If you push to practice good customer service every day it just becomes second nature," she said.

Has your store reached 100% in the mystery shopper? Let us know your tips for great customer service!

Send your tips to xpress@woolworths.com.au or hardcopies via internal mail to Xpress, National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07

(Include your name, store number and a photo with your entry.)

SHELF PRICES REDUCED

On January 28 we began to tell our customers about some big changes we have made. You might have seen the point of sale around your store, or our ads on TV.

You might have thought "Shelf Prices Reduced" was just another promotion and next week we will be back to Red Spot specials – well *Xpress* is here to tell you that it's not as simple as that.

Lowering our shelf prices isn't a promotion; it's a long term strategy that will improve our customer offer forever. We are reducing the standard shelf prices of thousands of lines across every store. We want our customers to know that they will pay less at the checkout when they shop at Woolworths.

We will still have the weekly specials that our customers love, but even these specials can reinforce the view that standard shelf prices are too high. Many of our customers have told us that they believe they pay too much for their groceries at Woolworths. So we are improving our offer. In order to continue our success we will offer customers reduced shelf prices and weekly specials.

You're probably wondering, how exactly can we afford to reduce our prices? Well, we are reducing our costs, and reinvesting the savings in reduced prices for our customers. In fact we have already started. Over the past ten months we have found enough cost savings to reduce the standard shelf prices on over three thousand items.

We are cutting our costs by looking at the way we operate and seeing where we can make improvements – and those suggestions often come from our stores. Take Heidi van Dongen from Albany Brooks Garden in Region 1 for example. Heidi's



suggestion changed the way we tie up to brochure lines on a Monday morning. It makes life easier for our Store Services Officers and saves the company \$1.1 million a year. That is \$1.1 million we are able to reinvest into reduced shelf prices.

It's a big task we have ahead of us, but we will get there. Once our customers know that they are paying less, they won't want to shop with anyone but 'The Fresh Food People'.

If you have a question about the Shelf Prices Reduced strategy that you would like Greg Foran, the Director of Supermarkets, to answer, please send your question to xpress@woolworths.com.au or via internal mail to Xpress, National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07. Include your name and store number with your question. Greg's answers will be published in the next edition of *Xpress*.

FRESH IDEAS IN ACTION

In January we launched Fresh Ideas in Action. Fresh Ideas in Action is an easy way to keep you up to date with new initiatives that have been implemented in stores. In fact, they are the initiatives that you have asked for.

Keep an eye on your Fresh Ideas in Action poster in the lunch room, as it will change every fortnight. The poster is divided into three sections:

1. **You Said** – outlines what our staff asked for
2. **We Did** – outlines what was done to address your requests
3. **Our Actions** – outlines the results

If you have an idea that you think can improve our business, please submit your suggestion via the 'I've Got An Idea' submission form on StoreNet.



Fresh Ideas in Action

You Said

Check Seals:

The Service Supervisor was spending too much time writing check seals rather than serving customers.

We Did

Check Seals:

We reviewed the current process and investigated different options to improve the process.

Our Actions

Check Seals:

- A new Check Seal sticker was designed.
- A new Check Seal process was implemented.

Check Seals: The new process no longer requires a check seal for items that will be consumed that day. (A receipt for that day must accompany the item at all times). Items that are brought into the store that we sell have a new check seal. The new check seal sticker does not require details to be completed. The new check seal sticker is half the size and half the cost of the old check seal sticker.

Who Does It Benefit?

The new process benefits both the Service Supervisor and our customers as it maximises the time the Service Supervisor has to serve customers.

OUR TEAM... and their love stories

"Life has taught us that love does not consist in gazing at each other but in looking outward together in the same direction." -Saint-Exupery

TANIA & CRAIG MCKAY, RIVERSIDE, TAS

"The love of my life is my husband Craig. He is such a loving person and a fantastic father to our two sons. Nothing is ever too much trouble for him and he always makes me feel so special." Tania and Craig celebrate their 18th wedding anniversary on February 15, 2010. Congratulations.



TONY CLARKE & MYLIE, CLONCURRY, QLD

In February 2009, Tony took his partner, Mylie, to Mount Isa. He surprised her with a pamper package and then proposed to her at a look out in front of close family and friends.

"She said yes, which was lucky as the local paper was there too," joked Tony.



CALLING ALL GRADUATES

Intakes for the 2011 Woolworths Graduate Program are open from February 15, 2010 to March 14, 2010.

The Woolworths Graduate Program provides a unique opportunity for people working in our business to combine their tertiary qualifications and operational experience into taking the next step in their career.

In 2011, placements will be available in the following streams:

- Information Technology
- Buying
- Finance
- Logistics
- Risk and Safety
- Retail Operations
- Human Resources

To be eligible you must:

- Currently be studying or recently completed an undergraduate or postgraduate study
- Have a minimum of 12 months Woolworths Limited experience
- Have the flexibility to work full time from the program start date, February 2011
- Be a Permanent Resident or Australian/NZ citizen
- Be willing to live and work in the Sydney area

To learn more about the program or to apply visit www.wowcareers.com.au and search via internal career opportunities.

DID YOU CELEBRATE THE FESTIVE SEASON?

The festive season brings so many celebrations.

Did you do something special? We want to know about it, send us photos and let us know how you celebrated the festive season.



Send your high resolution photos to xpress@woolworths.com.au or hardcopies via internal mail to Xpress, National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07 (all hard copy photos will be returned upon request). Include your name and store number with your entry.

ACCESS AWARD

Congratulations to the liquor staff at Pakington Strand in Region 3 for winning an award at the 7th annual Alcoa Access Awards in December.

The Alcoa Access Awards recognise local organisations for providing physical, information and social access.

Geelong West (Pakington Strand) Store Manager Jared Bond receiving the award on behalf of the store.



'WIN A TRUCK' WINNER

Congratulations to David Strong from Norwest who won the Woolworths model truck. The winning caption was:

"These night fill shifts are getting longer and longer." Consolation DVD prizes were awarded to Peter Facchino from Marryatville, SA; Kathleen Turner from Harvey Bay (Pialba), QLD; Vivien Bailey from Williamstown, VIC; Kuanhen Lin from SA Regional Office and Samuel Hatibovich from Paralowie, SA.



These night fill shifts are getting longer

WIN A CHOCOLATE EASTER PACK

To go into the draw to win one of our Chocolate Easter Packs answer the below question:

What day do you find your chocolate from the Easter Bunny?

- A. Good Friday
- B. Easter Sunday
- C. Easter Monday

There is only a limited number of Easter Packs to give away, so make sure you send in your answer before the closing date!

To be in the draw, send us your entry with your full name and store number by email at xpress@woolworths.com.au or internal mail at Xpress, National Supermarkets, Norwest, N4.C7.U.07. Title your email or letter "Win a Chocolate Easter Pack Competition". Entries close Wednesday, March 10, 2010. Good luck!

HAVE YOU EVER... MARCHED ON ANZAC DAY?

The Anzac Day march is an occasion to recognise those who served our country.

Maybe you marched to represent your military service, for a family member, or maybe you volunteer on the day to support our diggers. Send us your photos of Anzac Day and let us know how you participated.



Send your high resolution photos to xpress@woolworths.com.au or hardcopies via internal mail to Xpress, National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07 (all hard copy photos will be returned upon request). Include your name and store number with your entry. All submissions will be published in the April edition of Xpress.

HAVE YOU GOT A GREAT IDEA?

The 'I've Got An Idea' program is now back up and running so lets get those flash bulbs flickering.

To let us know about your great idea, simply fill in a submission form on StoreNet.

The Spotlight program will be commencing again. Keep a look out for further information in CoreComms.



SUDOKU SOLUTION

4	5	0	2	1	6	9	6
9	0	2	0	6	7	1	6
1	0	6	9	2	9	0	9
0	2	7	0	1	5	0	9
0	6	0	5	2	1	0	7
5	1	9	0	5	2	0	9
2	0	1	7	0	0	0	6
0	0	0	1	6	9	0	2
6	2	0	0	9	0	0	1

CUSTOMER COMPLIMENT

Customers had a lot to say this month!

A customer would like to congratulate Ray Thompson from Lake Haven, NSW. "Ray is a gentleman, kind and helpful who treats his customers with respect and courtesy," said the customer.

Nino Leotta from Stafford, QLD was complimented by a customer who said that Nino was the most considerate and professional shop assistant that he has met in Woolworths his entire life!

A customer was delighted with the service received from Stephanie Lisch from Deception Bay, QLD. "She has a lovely manner with customers and makes shopping in the store very enjoyable," said the customer.

Christian Beckett from Currimundi, QLD was complimented by a customer who said that he was very responsive to customer needs and had lovely manners. Keep up the great service!

TRUSS TOMATO BRUSCHETTA

Thanks to our friends at Fresh Magazine, next time you have a morning tea at your store think about spoiling them by making Truss Tomato Bruschetta.

Prep: 15 minutes
Cooking: 5 minutes

Ingredients:

- 1 x 275g pkt baby roma truss tomatoes
- 8 basil leaves, shredded
- ¼ cup extra virgin olive oil
- 200g fresh bocconcini
- 1 loaf crusty Italian-style bread (Ciabatta)
- 2 cloves garlic, halved



Step 1: Halve tomatoes across the centre and gently squeeze to remove seeds and excess juice. Dice the flesh and place in a bowl. Add basil and season well with sea salt and freshly ground black pepper. Drizzle over 1 tbs of the oil, toss and set aside for 15 minutes to allow the flavours to develop.

Step 2: Meanwhile, drain the bocconcini and slice thickly. Slice the bread on a slight angle and toast or chargrill on both sides until golden. Remove from grill and rub one side of each slice with the cut side of the garlic, then brush with oil.

Step 3: Arrange a couple of slices of bocconcini onto the bread and top with tomato.

SUDOKU PUZZLE

		3	8	6			7	
					1	4	3	8
9	5		3					2
4				3		6	1	
7			2		6			4
	8	5		1				3
8					5		9	1
5	1	7	9					
	6			2	4	8		

For the solution please refer to the bottom middle column

DID YOU KNOW...

Eating carbohydrates does not directly lead to weight gain.

Cutting carbs from your diet may have short-term weight loss benefits due to water loss from a decrease in carbohydrate stores. However eating carbs in moderation does not directly lead to weight gain. The body uses carbs for energy, and going too long without them can cause lethargy.

YOUR SAY

If you would like to have your say or join our mailing list to receive Xpress by email, contact: **Mail** Xpress, Woolworths National Supermarkets, Norwest, North Wing Level 4, N4.C7.U.07
Email xpress@woolworths.com.au
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