



Media release

BP ACCELERATES CONVENIENCE RETAILING PROPOSITION WITH NEW FAST & FRESH FOOD PILOT

Hot roast chickens and premium platter selection on offer in new-look stores

17th November 2020 – From today, bp will debut *fast & fresh*, a premium ‘modular’ store format that offers fresh, high-quality meals and products to time-poor consumers.

The next step in bp’s convenience retailing strategy, the *fast & fresh* offering will give Kiwis a new way to shop for food at a selection of its stores.

In 2016, New Zealand became the first market globally to launch BPMe, an innovative app that enables customers to pre-order and pre-pay for fuel and hot drinks. More recent innovations include the introduction of *Good Mood Food* in 2018 in which bp became the first retailer outside of Krispy Kreme to sell the popular doughnuts and the introduction of a partnership with Uber Eats in 2019.

fast & fresh will be piloted at two bp Connect stores in Auckland, including at Clifton, Takapuna from today and Newmarket (15 December), and one bp Connect store in Christchurch at Rolleston (22 December).

The pilot will bring together wholesome meal options sourced from a mix of local New Zealand suppliers* alongside other brand favourites that have been curated for easy assembly at home. Insights and customer feedback from the pilot stores will inform the next phase of development.

The ‘store within a store’ concept will house bp’s partners’ products and creates a modern food market feel with a selection of quality snacks, nibbles and meal elements from many of the country’s most loved and recognised food producers. Products include Free-range Waitoa Chicken from the Waikato, Whitestone Cheese from Oamaru and Cottage Lane Artisan Bread crafted in the Wairarapa.

bp’s other offers won’t change with the addition of *fast & fresh* at these pilot sites. The core range of drinks, snacks and Wild Bean Cafe items as well as Good Mood Food will all still be available.

Leigh Taylor, Communications and External Affairs Manager at bp, says: “We are incredibly excited to bring our *fast & fresh* offer to market. As real convenience gets redefined by customers, so our offer will evolve. We are working with our partners in all areas of convenience retailing to make sure our service stations are places to recharge and refuel now and into the future. This is the latest example of how we have evolved the service station experience for busy Kiwis on the go.”

fast & fresh will incorporate products such as: fresh pasta meals, pies, salads ready to be heated or plated; hot roast chickens; frozen sides such as chips, wedges and vegetables; as well as delicatessen items.

“We know our customers are after convenience. *fast & fresh* is an accessible and quality food solution – whether it’s a forgotten work lunch, an easy dinner after a long day in the office or a last-minute invite to a friend’s place,” says Taylor.



For more information, please visit: www.bp.co.nz

ENDS

Notes to editors

*Food suppliers on offer, include:

- Free-range Waitoa Chicken from the Waikato
- Whitestone Cheese from Oamaru
- Cottage Lane Artisan Bread crafted in the Wairarapa

*Meal Deals are priced from:

- Hot Chicken Meal Deal, including free-range Waitoa chicken, salad and fresh bread – \$30
- Ultimate Entertaining Meal Deal, including three ‘cheese board’ items – \$15
- A selection of dessert items including Ben & Jerry’s, Kapiti and Sara Lee – from \$8.99 each

See in store for selected items.

For media enquiries, please contact:

Leigh Taylor, bp Communications and External Affairs Manager

leigh.taylor@se1.bp.com

021 715 986

Estelle Dippie, Porter Novelli for bp

estelled@porternovelli.co.nz

027 755 5852

About bp New Zealand:

bp have operated in New Zealand since 1946 and we continue to invest heavily in our assets, our infrastructure, our people and the community. We believe in strong, enduring partnerships and have the opportunity to leverage the benefits of global experience whilst remaining a local New Zealand organisation. We currently operate more than 100 bp Connect stores and Wild Bean Cafes in New Zealand. We also have a national network of bp branded independent retailers, distributor partners, truck stops and a terminals and logistics operation. Our wider operations include a leading Castrol lubricants business and an aviation (Air bp) business. Many of our retail sites are owned and operated by Kiwi businesspeople and roughly 3,000 New Zealanders are employed across our wider operations. The key to our success in New Zealand is, and always will be, our people, our customers and the communities in which we operate.