



Growing PL business in the convenience category of leading retailer Albert Heijn Customer since 2004

Objectives

10 years ago leading Dutch retailer Albert Heijn expressed the desire to further expand its leading position in chilled convenience and wanted to be introduced to chilled ready meal suppliers who could supply Albert Heijn.

Response

Green Seed NL shortlisted potential (international) suppliers which eventually resulted in a working agreement between UK supplier Kerry Foods Ltd and Albert Heijn. With the help of Green Seed, Kerry Foods developed a new premium oriental meal range for AH consisting of premium and mainstream AH own label ready meals.

Results

These ready meals now account for a large share of the total ready meals sales within Albert Heijn. Still today Green Seed NL is continuously involved as a key mediator in the trade relation between AH and Kerry foods.

