



C O N T E N T S



18. SPAR launches new store in Wilton Plaza Centre.



29. Spreads.



48. Technology: Is your technology creating a blur? – WorldSmart.

News

- 8.** Wesfarmers' strong half-year results.
- 10.** Woolworths Ltd appoints Brad Banducci as CEO.
- 12.** Inaugural SpendingPulse report shows rise in retail sales.

International News

- 14.** Water way to go with food, Mintel.

Retail News

- 16.** Fishers supermarkets a great catch for Ritchies.
- 17.** Woolworths Chancellor Park upgrade commences.
- 18.** SPAR launches new store in Wilton Plaza Centre.

Marketing

- 20.** Getting maximum ROI from shoppers, Shopperpedia.

Market Research

- 22.** The price is right. Or possibly not, David Burton and Colmar Brunton.

Industry Insight

- 24.** Reasons to be positive and hopeful, ARA.

Marketing News

- 25.** Time for Tip Top's masterbrand refresh; Maximus proves size does matter; Make dinner matter with MasterFoods.

What's New

- 26.** Make it a mocktail with Tim Tam; Kadac teams up with Pure Good Bars; Fuze Tea's flavour infusion; Single-pack bean pastas from Eco Organics.

Category Reviews

- 29.** Spreads.
- 32.** Milk.
- 34.** Snacks & Biscuits.
- 38.** Asian Food.
- 40.** Contract Manufacturing.

Retail Business

- 44.** Marketing: Building business – ShopAbility and CLSA.
- 46.** Marketing: Is it time for retail packaging to get personal? – Paper Force.
- 47.** Marketing: Mobile rules, but how do businesses optimise it? – LivePerson.
- 48.** Technology: Is your technology creating a blur? – WorldSmart.
- 49.** Supply Chain Management: Lack of delivery flexibility turns off online shoppers – Honeywell.
- 50.** Business review: Point of Purchase.
- 52.** Business review: Store Equipment.
- 54.** What's New.