



23/11/2023

Peak Season Delivery Update – TAKE ACTION & AVOID MISSING OUT

Dear Valued Customer,

Peak selling period is almost upon us. Tasman and other key liquor suppliers note that purchasing and stock holdings in stores is lighter than expected. We have a real concern that as the weather fines up and consumers start shopping, that the total logistics network will come under significant pressure. All key logistics partners are warning of an expected boom in all retail (i.e., not only liquor) and they warn us that there are a limited number of trucks and drivers in NZ.

In light of the concerns above, **WE STONGLY URGE STORES TO PURCHASE STOCK AS SOON AS POSSIBLE TO AVOID MISSING SALES DUE TO CONSTRAINTS OF THE NZ LOGISTICS NETWORK. YOU CANNOT SELL IT IF YOU DON'T HAVE IT IN STORE!**

Holding off ordering to the 'last minute' will contribute to overwhelming DC's and Transport Operators and you may miss out on having stock instore when you need it. Note the rise in Covid cases will also affect staffing in the above, which could put further limitations on volumes that can be processed and delivered.

South Island outlets should also be aware of ongoing issues with the Cook Strait Ferries limiting capacity and increasing lead times.

To ensure you have sufficient stock to satisfy your customers' demands we suggest you: -

- Place your orders as early as possible via the website www.tasmanliquor.co.nz
- Review your regular stock levels to help buffer any potential delays as we head closer towards Christmas
- Look to consolidate orders as often as possible
- Allow extra time to receive your orders
- Work with Transport Operators to facilitate deliveries
- DO NOT TURN AWAY ANY ORDERS

Yours sincerely,

Phil Hughes
Sales Manager NZ