Mānuka Honey Retail Listing Checklist

Worksheet 1 of 2 | Mark each item VERIFIED, PROPOSED or NOT SUPPLIED

Account / market: _____ Category reviewer: _____

Product / channel: _____ Review date: _____

01 Shelf role

Which shopper need and category gap does the proposed brand address?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

02 Assortment fit

Which stocked items would the proposed range complement or displace?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

03 Country of origin

What evidence supports the origin of the specific sellable product?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

04 MGO and identity

Are declared MGO and Mānuka identity claims supported for the lot?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

05 Variant and label

Which pack, grade and final market-appropriate label are proposed?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

06 Item identification

Which verified GTINs and master data will the retailer require?

Status: [ ] Verified [ ] Proposed [ ] Not supplied

Evidence / owner: _____

Exploring SELVEH-branded distribution? selveh.com/trade/ · Enquiry only; availability not confirmed.

Buyer planning tool only. Not a certification, stock list, binding quotation or universal retail rule.

The relevant retailer, product, market and batch must be independently verified before listing.

Mānuka Honey Retail Listing Checklist

Worksheet 2 of 2 | Mark each item VERIFIED, PROPOSED or NOT SUPPLIED

07 Carton and handling

What are the measured case quantity, size, mass and storage rules?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

08 Landed cost

What unit cost applies at the agreed receiving point and tax basis?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

09 Shelf economics

What net retail price, contribution and deductions are modelled?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

10 Destination compliance

Who verifies import eligibility, labelling and authorised claims?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

11 Accountability

Who owns traceability, complaints, returns and recall coordination?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

12 Trial and reorder

How will availability, sell-through and replenishment be assessed?

Status: [ ] Verified [ ] Proposed [ ] Not supplied
Evidence / owner: _____

Exploring SELVEH-branded distribution? selveh.com/trade/ · Enquiry only; availability not confirmed.

Buyer planning tool only. Not a certification, stock list, binding quotation or universal retail rule.
The relevant retailer, product, market and batch must be independently verified before listing.