

OUR PURPOSE

Helping Kiwis live better every day

Every day, we're living our purpose by transforming our business to exceed our customers' expectations and have a positive impact on our communities.





OUR VISION

to build New Zealand's most sustainable, convenient and customer-first company.

Providing a customer-first offering powered by data, a frictionless on-demand shopping experience, delivering an ethical and sustainable performance for our shareholders.

OUR VALUES



Do good

Mahi i ngā mahi pai

We are one team, standing up for our people, our planet and our communities



Think customer

Whakaarohia te kaiutu

We put the customer first in everything we do



Own it

Kia haepapa

We walk the talk and make things happen