



**BLUEBIRD FOODS PRODUCT
& POINT OF SALE CATALOGUE**

SAME GREAT BLUEBIRD TASTE

75% Less Saturated Fat[^]





CONTENTS

- BLUEBIRD
- OUR BRANDS
- BLUEBIRD OFFERINGS
- POINT OF SALE





Bluebird Foods are one of the largest snack food manufacturers in New Zealand with Kiwi favourites like Bluebird Potato Chips, Twisties, Doritos Corn Chips, Grain Waves, Rashuns, Burger Rings and Cheezels.

For more than 60 years Bluebird has provided Kiwi families with a range of great tasting quality snacks, made from potatoes and corn grown in New Zealand.

Bluebird opened its doors in 1953, just a few years after young entrepreneur Les Saussey's started selling popcorn and then potato chips at the Western Springs Speedway in Auckland.

Les started out small but the popularity of his Bluebird chips quickly grew and he soon expanded his range of flavours to include Ready Salted, Salt & Vinegar and Chicken.

Bluebird chips are a slice of Kiwi life, enjoyed in social occasions like BBQ's, watching sports, entertaining guests and for sharing at parties.

Making the best tasting chips remains at the heart of everything Bluebird does and that is why Bluebird is New Zealand's favourite chip!



OUR BRANDS





BLUEBIRD OFFERINGS

SALTY AND WRAPPED SNACKS

SELF CONSUMPTION / SMALL BAGS



BIG GRAB / MEDIUM BAGS



PACKAGED NUTS





SHARING / LARGE BAGS



BARS



DIPPING SNACKS





Delisio®

- Inspired by the World's Finest Flavours -

*Now cooked in
Sunflower Oil!*



Bright new packaging that communicates the move to healthier oils!



SALTY SNACKS SELF CONSUMPTION / SMALL BAGS

STANDARD POTATO CHIPS



Bluebird Original Cut
Ready Salted 40g
320003201
Carton Quantity 24



Bluebird Original Cut
Chicken 40g
320003188
Carton Quantity 24



Bluebird Original Cut
Salt & Vinegar 40g
320003204
Carton Quantity 24



Bluebird Original Cut
Green Onion 40g
320003192
Carton Quantity 24



Bluebird Thinly Cut Sour
Cream & Chives 35g
320016242
Carton Quantity 24



Bluebird Thinly Cut
Ready Salted 35g
320016241
Carton Quantity 24



PREMIUM POTATO CHIPS



Copper Kettle
Sea Salt 40g
320003231
Carton Quantity 24



Copper Kettle
Wood Fired BBQ 40g
320003234
Carton Quantity 24



Copper Kettle
Sea Salt & Vinegar 40g
320003229
Carton Quantity 24





Doritos
Cheese Supreme 40g
320003238
Carton Quantity 24



9 400566 006392



Doritos
Sweet Chilli 40g
320011200
Carton Quantity 24



9 400566 007719



Grainwaves
Sour Cream & Chives 40g
320003321
Carton Quantity 50



9 400566 537551

CORN CHIPS & GRAIN CHIPS



Bluebird Twisties 30g
320003223
Carton Quantity 60



9 400566 210300



Bluebird Burger Rings 30g
320003158
Carton Quantity 50



9 400566 320306



Bluebird Cheezels 40g
320003160
Carton Quantity 40



9 400566 310406



Bluebird Rashuns 40g
320003213
Carton Quantity 40



9 400566 220408



Poppajacks Regular 25g
320003272
Carton Quantity 50



9 414902 402519

EXTRUDED SNACKS



Nobby's Cashews 50g
320003995
Carton Quantity 24



9 310015 311512



Nobby's Peanuts 50g
320004049
Carton Quantity 24



9 310015 310010



Nobby's Pork Crackle 25g
320003386
Carton Quantity 20



9 310015 228827

PACKAGED NUTS



SALTY SNACKS BIG GRAB / MEDIUM BAGS

STANDARD POTATO CHIPS



Bluebird Original Cut
Ready Salted 80g
320003654
Carton Quantity 24



9 400566 006460



Bluebird Original Cut
Salt & Vinegar 80g
320003855
Carton Quantity 24



9 400566 006477



CORN CHIPS & GRAIN CHIPS



Doritos
Cheese Supreme 80g
320003239
Carton Quantity 24



9 400566 006415



Doritos
Sweet Chili 80g
320005254
Carton Quantity 24



9 400566 007184



Grainwaves
Sour Cream & Chives 80g
320003329
Carton Quantity 24



9 400566 006484

EXTRUDED SNACKS



Bluebird Twisties 70g
320003652
Carton Quantity 24



9 400566 006491



Bluebird Burger Rings 70g
320003157
Carton Quantity 24



9 400566 006507

SALTY SNACKS

SHARING / LARGE BAGS



Bluebird Original Cut
Ready Salted 150g
320003200
Carton Quantity 12



Bluebird Original Cut
Chicken 150g
320003185
Carton Quantity 12



Bluebird Original Cut
Salt & Vinegar 150g
320003203
Carton Quantity 12



Bluebird Original Cut
Green Onion 150g
320003190
Carton Quantity 12



Bluebird Original Cut
Sour Cream & Chives 150g
320003202
Carton Quantity 12



Bluebird Original
Kiwi Onion Dip 150g
320015138
Carton Quantity 12



Bluebird Thinly Cut
Sour Cream & Chives 140g
320016208
Carton Quantity 12



Bluebird Thinly Cut
Ready Salted 140g
320016207
Carton Quantity 12



Bluebird Thinly Cut
Salt & Vinegar 140g
320016206
Carton Quantity 12



Bluebird Thinly Cut
Chicken 140g
320016205
Carton Quantity 12



STANDARD POTATO CHIPS





SALTY SNACKS

SHARING / LARGE BAGS

STANDARD POTATO CHIPS



Bluebird Thick Cut
Sour Cream & Chives 150g
320003216
Carton Quantity 12



9 400566 005197



Bluebird Thick Cut
Ready Salted 150g
320003214
Carton Quantity 12



9 400566 005173



Bluebird Thick Cut
Crispy Bacon 150g
320004553
Carton Quantity 12



9 400566 006828





Copper Kettle
Sea Salt 150g
320003230
Carton Quantity 12



9 400566 004473



Copper Kettle
Wood Fired B.B.Q. 150g
320003233
Carton Quantity 12



9 400566 004541



Copper Kettle
Sea Salt & Vinegar 150g
320003228
Carton Quantity 12



9 400566 004480



Copper Kettle
Vintage Cheddar & Red Onion 150g
320003232
Carton Quantity 12



9 400566 006224



Copper Kettle
Dijon Mustard & Honey 150g
320016903
Carton Quantity 12



9 400566 008204



Delisio
Sweet Chilli Relish 140g
320016245
Carton Quantity 12



9 400566 008075



Delisio
Fine Sea Salt 140g
320016244
Carton Quantity 12



9 400566 008068



Delisio
Caramelised Onion & Balsamic Vinegar 140g
320016243
Carton Quantity 12



9 400566 008051



Delisio
Greek Tzatziki 140g
320016246
Carton Quantity 12



9 400566 008082



Red Rock Deli
Honey Soy Chicken 165g
320016802
Carton Quantity 12



9 310015 240621



Red Rock Deli
Lime & Black Pepper 165g
320016732
Carton Quantity 12



9 310015 240652



Red Rock Deli
Sea Salt 165g
320016801
Carton Quantity 12



9 310015 240614



Red Rock Deli
Sweet Chilli & Sour Cream 165g
320016804
Carton Quantity 12



9 310015 240645



SALTY SNACKS SHARING / LARGE BAGS

CORN CHIPS - STANDARD BAGS



Doritos
Cheese Supreme 170g
320016549
Carton Quantity 12



9 310015 241925



Doritos
Thai Sweet Chilli 170g
320016623
Carton Quantity 12



9 310015 242199



Doritos
Nacho Cheese 170g
320016548
Carton Quantity 12



9 310015 241918



Doritos
Salsa 170g
320016624
Carton Quantity 12



9 310015 242205



Doritos
Flame Grilled BBQ 170g
320016622
Carton Quantity 12



9 310015 242182



Doritos
Original 170g
320016620
Carton Quantity 12



9 310015 241949

CORN CHIPS - PARTY BAGS



Doritos
Cheese Supreme 300g
320003237
Carton Quantity 12



9 400566 006354



Doritos
Thai Sweet Chilli 300g
320004863
Carton Quantity 12



9 400566 007016



Doritos
Nacho Cheese 300g
320003242
Carton Quantity 12



9 400566 006361



Doritos
Salsa 300g
320003248
Carton Quantity 12



9 400566 006385



Grainwaves
Sour Cream & Chives 150g
320002939
Carton Quantity 12



9 400566 537520



Grainwaves
Honey Mustard 150g
320003325
Carton Quantity 12



9 400566 537797



Grainwaves
Salsa 150g
320003320
Carton Quantity 12



9 400566 537537



Grainwaves
Golden Cheddar 150g
320002938
Carton Quantity 12



9 400566 517515



Bluebird Twisties 120g
320012792
Carton Quantity 18



9 400566 007801



Bluebird Burger Rings 120g
320012796
Carton Quantity 18



9 400566 007818



Bluebird Cheezels 120g
320012795
Carton Quantity 18



9 400566 007832



Bluebird Rashuns 120g
320012793
Carton Quantity 18



9 400566 007825



Poppajacks Regular 100g
320003651
Carton Quantity 18



9 400566 006637



Krispa Corn Chicken 100g
320003269
Carton Quantity 12



9 414902 310029

GRAIN CHIPS

EXTRUDED SNACKS



WRAPPED SNACKS



Flemings Chewy Muesli
Choc Chip 180g
320003253
Carton Quantity 12



9 415277 000829



Flemings Chewy Muesli
Apricot Choc Chip 180g
320003252
Carton Quantity 12



9 415277 000836



Flemings Chewy Muesli
Very Berry 180g
320003261
Carton Quantity 12



9 415277 000850



Flemings Snacker Bar
Double Choc 135g
320003267
Carton Quantity 12



9 415742 000149



Flemings Deliciously Nutty
Choc Peanut Fruit 240g
320015667
Carton Quantity 12



9 415277 001642



Flemings Deliciously Nutty
Yoghurt, Almond, Apricot 210g
320015726
Carton Quantity 12



9 415277 001659



Flemings Deliciously Nutty
Hazelnut 210g
320015727
Carton Quantity 12



9 415277 001666



Flemings Deliciously Kiwi
Hokey Pokey 174g
320011256
Carton Quantity 12



9 415277 001628



Flemings Deliciously Kiwi
Rocky Mallow 174g
320011258
Carton Quantity 12



9 415277 001635



Naked Macadamia & Apricot 200g
320003283
Carton Quantity 12



9 403054 007161



Naked Cashew & Coconut 200g
320003282
Carton Quantity 12



9 403054 007178



BARS

WRAPPED SNACKS



**Le Snak
Cheese 132g**
320003276
Carton Quantity 12



**Le Snak
Supreme Cheese 132g**
320003762
Carton Quantity 12



**Le Snak
Cheese & Bacon 132g**
320003274
Carton Quantity 12



**Le Snak
French Onion 132g**
320003280
Carton Quantity 12



**Le Snak 12 Pack
Cheese 264g**
320003277
Carton Quantity 12



**Le Snak 12 Pack
Supreme Cheese 264g**
320009960
Carton Quantity 12





POINT OF SALE PERMANENT

BLUEBIRD SMALL RACK



Material Code	520065251
Height	2,000mm
Width	460mm
Depth	410mm
Stock Weight (Units)	72

BLUEBIRD MEDIUM RACK
2X SMALL RACK



Material Code	520065251
Height	2,000mm
Width	920mm
Depth	410mm
Stock Weight (Units)	144



POINT OF SALE PERMANENT

BLUEBIRD FRIDGE TOPPER GROCERY



Material Code	520065250
Height	103mm
Width	912mm
Depth	258mm
Stock Weight (Units)	40

BLUEBIRD FRIDGE TOPPER GENERAL IMPULSE



Material Code	520065252
Height	140
Width	690
Depth	210
Stock Weight (Units)	30



BLUEBIRD UNDER COUNTER RACK



Material Code	520064713
Height	1162mm
Width	336mm
Depth	346mm
Stock Weight (Units)	36

SUBWAY RACK



Material Code	X
Height	X
Width	X
Depth	X
Stock Weight (Units)	X



POINT OF SALE TEMPORARY

BLUEBIRD DUMP BIN



Material Code	520065270
Height	1,110mm
Width	500mm
Depth	420mm
Stock Weight (Units)	24

BLUEBIRD MINI PPU



Material Code	520065284
Height	1,280mm
Width	265mm
Depth	250mm
Stock Weight (Units)	32



**BLUEBIRD GENERIC
STANDARD BOOKCASE**



Material Code	520065282
Height	1,398mm
Width	563mm
Depth	246mm
Stock Weight (Units)	48

**DORITOS GENERIC
STANDARD BOOKCASE**



Material Code	520065283
Height	1,398mm
Width	563mm
Depth	246mm
Stock Weight (Units)	48



POINT OF SALE TICKET PRICES

PROMO TICKETS

BLUEBIRD ORIGINALS RANGE 140G/150G

\$8.88 EACH

OR 8 FOR \$8.88

Bluebird Originals Range 140G/150G

SMALL BAG RANGE 30G/35G/40G
TWISTIES, BURGER RINGS, ORIGINALS, DORITOS

\$8.88 EACH

OR 8 FOR \$8.88

Small Bag Range 30G/35G/40G (Twisties, burger rings, originals, doritos)

SHELF TICKETS

\$8.88
XX RANGE

Bluebird Shelf Ticket

\$8.88
XX RANGE

Copper Kettle Chips Shelf Ticket

\$8.88
XX RANGE

Grain Waves Shelf Ticket

Doritos

FOR THE BOLD





**BLUEBIRD'S
THE WORD**

124 Wiri Station Road, Manakau City, Auckland, New Zealand

Customer Services: 0800 652 583