

Category Manager - Liquor

Reports To: Sales Manager

Shape the Future of Liquor with Us

At Bidfood, we're on a mission to be **New Zealand's leading foodservice distributor**, delivering exceptional service, innovative solutions, and outstanding value to our customers.

Our success is built on strong partnerships, talented people, and a passion for helping our customers thrive. When our customers succeed, so do our people, suppliers, and communities.

Our Values Drive Everything We Do

- Ownership - We take responsibility and make things happen.
- Quality - We strive for excellence in every interaction.
- Care - We genuinely care about our customers, colleagues, and community.
- People - We achieve more together.
- Passion - We bring energy, commitment, and drive to our work every day.

The Opportunity

Are you passionate about the liquor industry and excited by the challenge of growing a category with real potential?

We're looking for an ambitious and commercially astute **Category Manager - Liquor** to lead the growth, strategy, and performance of one of our most exciting product categories.

This is more than a category management role. It's an opportunity to influence business performance, strengthen supplier partnerships, support our sales teams, and work closely with hospitality customers across the region. You'll be at the forefront of identifying market trends, driving sales growth, and creating winning category strategies that deliver results.

If you thrive on building relationships, spotting opportunities, and turning insights into action, we'd love to hear from you.

What You'll Be Doing

Drive Category Growth

- Develop and execute strategies that increase category sales, profitability, and market share.
- Identify emerging opportunities and trends within the liquor market.
- Monitor performance and deliver actionable insights to drive continual growth.

Be the Category Expert

- Champion the liquor category across the business.
- Provide training, advice, and market insight to Account Managers and customers.
- Influence range reviews, pricing strategies, and supplier selections.

Build Strong Partnerships

- Develop trusted relationships with bars, restaurants, cafés, retailers, and hospitality operators.

- Work alongside suppliers to maximise brand opportunities and category performance.
- Conduct regular customer visits to uncover opportunities and strengthen engagement.

Lead Exciting Activations

- Plan and support promotional campaigns, customer events, trade shows, and industry activations.
- Create initiatives that drive awareness, engagement, and sales growth.

Deliver Commercial Excellence

- Analyse sales, margin, pricing, and inventory performance.
- Identify opportunities to improve profitability and customer outcomes.
- Maintain accurate customer and sales information while ensuring seamless execution.

What Success Looks Like

You'll be someone who:

- Loves turning data and market insights into commercial results.
- Builds strong and lasting customer relationships.
- Has the confidence to influence stakeholders at all levels.
- Takes ownership and is always looking for ways to improve performance.
- Brings energy, initiative, and a growth mindset to everything they do.

What You'll Bring

- Proven experience in Category Management, Sales, Business Development, or Account Management.
- Experience within the liquor, FMCG, beverage, or hospitality sectors is highly desirable.
- Strong commercial acumen and analytical capability.
- Excellent communication, negotiation, and relationship-building skills.
- A proactive and self-motivated approach with exceptional organisational skills.
- Passion for the liquor industry and understanding of market trends.

Why You'll Love Working With Us

Make a Real Impact - Take ownership of a high-profile category and help shape its future direction.

Grow Your Career - Access ongoing professional development, supplier engagement opportunities, and industry exposure.

Join a Winning Team - Work alongside passionate, high-performing people who genuinely support each other's success.

Be Part of Something Bigger - Contribute to a business that values innovation, collaboration, customer success, and continuous improvement.

Ready to Raise the Bar?

If you're looking for a role where you can combine commercial thinking, customer relationships, and a passion for the liquor industry, this is your opportunity.

Apply today and help us grow, innovate, and lead the future of the liquor category. 🍷🍹🍸