



New Zealand: Z launches fresh food in-store concept

First Habitual Fix at Z would make healthy eating an easier option for Kiwis on the go.



Energy company Z announced the launching of its first in-store Habitual Fix to make finding fresh food easier for those on the go. The Kiwi energy company's first Habitual Fix opened at Z Royal Oak service station, offering a full menu of healthy, fresh food made in front of customers.

Z's General Manager of Retail, Andy Baird, says there's a big gap in New Zealand for fresh, healthier food that is available quickly, especially outside main shopping areas and malls. "Fresh, healthy choices for people who are in transit are still really hard to find in New Zealand. We want to start changing that by offering fresh food at our convenient locations."

"Customers have been clear they want fresher and better food at service stations. We hunted for a way to provide it and it made sense to pair up with a proven New Zealand owned brand that offers fresh quality food," says Andy.

Z will trial Habitual Fix at Royal Oak and, if it proves to be something customers want, the company

will look to roll it out to more than 190 Z service stations around New Zealand.

Like all existing Habitual Fix locations fruits and vegetables will be delivered fresh into store and meats will be sourced locally where possible.