

Good Afternoon,

We're very pleased to announce a Countdown initiative to help vulnerable members of our communities. Priority booking for Countdown supermarket delivery has been set up to benefit people who have health issues that make it dangerous for them to go to the supermarket for essential supplies.

Details below on how to register for priority booking.

**Please ONLY use this service if you absolutely need to** - leave the reserved delivery slots open for other New Zealanders who can't leave their homes during this challenging time. Together we are strong!

Countdown supermarkets have been very busy these past few weeks and there has been a high demand for online shopping service. We are about to announce how we will be working to prioritise vulnerable customers who want to use our online shopping service. We know that your members will be some of these customers and we want to help you help them.

Please ask your members to register for Countdown online Shopping at [shop.countdown.co.nz](https://shop.countdown.co.nz).

After that they will need to complete this form:

<https://shop.countdown.co.nz/shop/content/priority-assistance>

Please ask your members to enter the code **RAREDIS** in the field where it asks for a Super Gold Card number so we know they are a member of your organisation and we can work to filter them through the process as quickly as possible. If they have a Super Gold Card they can enter that number too, after the code.

Once we've processed their application they will receive an email to confirm that they have been accepted into the Priority Assistance group.

What this will mean is that when they shop online they will see dedicated delivery time slots on our website that others can't see subject to availability. These delivery times will be reserved for use by our Priority Assistance customers. There aren't many time slots at the moment due to heavy demand but we are working to grow capacity and there should be more availability over the next week or so.

Priority Assistance customers will still be subject to the same limits as other online shoppers and everything else about the service will remain the same, as it is for other shoppers. All deliveries will be Contactless which means our drivers will just place the groceries on the doorstep, knock on the door and go. They will also send you a text message to let you know your groceries have arrived.

If your members have further questions please ask them to visit our website and review the [COVID-19 Frequently Asked Questions](#) or have them ask Olive, our Virtual Assistant, that will pop up to chat on our website. They can find Olive at <https://www.countdown.co.nz/>

If they need help with the Priority Assistance application process please call our dedicated number 0800 477 655 or email us at [priority@countdown.co.nz](mailto:priority@countdown.co.nz). If they need help with anything else they can call our Customer Care team on 0800 40 40 40 but please note that they are very busy and the wait times can be quite long so please only call if it is absolutely essential.