

# Action items

Action	Owner	Date noted	Due date
Finalise the recipe for the dark chocolate and berry bar.	Hemi Walker	28 April 2026	End of July 2026
Complete shelf-life testing for the dark chocolate and berry bar to validate product stability and make any necessary adjustments to recipe or packaging.	Hemi Walker	28 April 2026	End of August 2026
Lock in berry sourcing decision (direct sourcing from Wairarapa growers or commercial supplier) and secure consistent supply.	Sarah Chen	28 April 2026	End of August 2026
Complete ingredient storage upgrade with temperature and humidity controlled area for freeze-dried berries.	Dave Sullivan	28 April 2026	End of September 2026
Conduct full test production run for the dark chocolate and berry bar to validate line performance at scale and ensure quality consistency.	Dave Sullivan	28 April 2026	August 2026
Manage retail communication and launch planning for the dark chocolate and berry bar, including point-of-sale support and promotional campaigns across four major supermarket chains.	Elena Kovač	28 April 2026	November 2026 launch

Develop brand positioning and marketing strategy for the dark chocolate and berry bar, including narrative around natural sourcing, quality, and berry grower partnerships.	Priya Raman	28 April 2026	November 2026 launch
Contact Yummy confectionery and Delicious buyers to coordinate stocking of the new dark chocolate and berry bar and synchronise launch across all retail channels.	Tom Bradley	28 April 2026	This week
Set up separate budget line item to track revenue, COGS, and promotion costs for the dark chocolate and berry bar to measure performance independently.	Priya Raman (coordinating with James Patterson)	28 April 2026	Before launch
Chair monthly steering group to track progress on the dark chocolate and berry bar launch across all workstreams.	Marcus Te Whata	28 April 2026	Monthly until launch