

# Widgets - Topline Overview

This report focuses only the Widgets category.

The Thing category ranks 56 in natural accounting for \$12.9MM; up 12%.

Brand A is the top selling brand accounting for 29.8% of total category sales. Brand B is the number two selling brand accounting for 21.2% of total category sales.

Category Detail	
Thing Category	
Category Rank	56
Current Dollars	\$12,928,998
Prior Dollars	\$11,544,439
\$ % CHANGE	12.0%
Top 10 Brand \$ Share to Total Category	76.9%
Category \$ Share to Total Market	0.58%
Current Units	1,445,127
Prior Units	1,304,986
Unit CHANGE	10.7%
Top 10 Brand Unit Share to Total Category	79.9%
Category Unit Share to Total Market	0.27%

Top 10 Brands											
	Current Dollars	\$ % Chg	Absolute Dollar Change	Current Units	Unit % Change	Absolute Unit Change	Avg % ACV	ACV Pt Chg	\$ Share	\$ Share Change	
THING CATEGORY				1,445,127	10.7%	140,140	na	na	100.0%	na	
1 Brand A	\$3,848,953	14.2%	\$478,367	469,058	14.1%	57,962	97.8%	0.0	29.8%	0.6%	
2 Brand B	\$2,746,966	12.6%	\$307,117	327,883	8.7%	26,339	60.0%	0.0	21.2%	0.1%	
3 Brand F	\$601,388	5.4%	\$30,667	48,510	1.5%	750	35.1%	2.7	4.7%	(0.3)%	
4 Brand G	\$559,691	16.1%	\$77,421	81,970	8.2%	6,184	93.0%	0.9	4.3%	0.2%	
5 Brand E	\$495,619	14.8%	\$63,961	60,605	17.2%	8,913	38.1%	0.1	3.8%	0.1%	
6 Brand C	\$449,784	25.9%	\$92,659	28,684	15.5%	3,852	86.5%	7.4	3.5%	0.4%	
7 Brand A Organics	\$417,843	0.7%	\$2,993	43,425	3.0%	1,259	78.8%	0.9	3.2%	(0.4)%	
8 Brand D	\$349,549	18.4%	\$54,392	36,924	16.4%	5,194	75.0%	(2.2)	2.7%	0.1%	
9 Brand J	\$283,772	9.9%	\$25,595	36,885	9.5%	3,211	40.1%	1.9	2.2%	0.0%	
10 Brand H	\$191,432	10.9%	\$18,787	17,501	11.2%	1,769	12.6%	(0.6)	1.5%	0.0%	
All Others	\$2,984,001	8.5%	\$232,598	292,683	9.2%	24,706	na	na	23.1%	(0.8)%	

Widgets are the largest sub-category within the category accounting for \$6.5MM; up 10.9%

Subcategory Detail						
	Current Dollars	\$ % Chg	Absolute Dollar Change	Current Units	Unit % Change	Absolute Unit Change
THING CATEGORY	\$12,928,998	12.0%	\$1,384,559	1,445,127	10.7%	140,140
WIDGETS	\$6,551,341	10.9%	\$646,086	740,287	8.8%	60,010
GADGETS	\$4,124,417	15.0%	\$538,538	456,865	13.9%	55,633
BELLS	\$1,583,046	9.2%	\$133,959	191,926	8.0%	14,216
WISTLES	\$670,194	10.9%	\$65,976	56,049	22.5%	10,281

SubCategory Detail	
Widgets	
Subcategory Ranking	109
Current Dollars	\$6,551,341
Year Ago Dollars	\$5,905,255
\$ % CHANGE	10.9%
Top 10 Brand \$ Share to Total Subcategory	96.9%
Subcategory \$ Share to Total Market	0.3%
Current Units	740,287
Year Ago Units	680,277
Unit % CHANGE	8.8%
Top 10 Brand Unit Share to Total Subcategory	97.3%
Subcategory Unit Share to Total Market	0.1%

Brand A is the top selling brand accounting for 43.5% of total subcategory sales. Brand B is the number two selling brand accounting for 27.1% of total subcategory sales.

Top 10 Brands											
	Current Dollars	\$ % Chg	Absolute Dollar Change	Current Units	Unit % Chg	Absolute Unit Change	Avg % ACV	ACV Pt Chg	\$ Share	\$ Share Change	
THING CATEGORY	\$6,551,341	10.9%	\$646,086	\$740,287	8.8%	60,010	na	na	100.0%	na	
1 Brand A	\$2,849,273	10.2%	\$263,634	338,527	9.9%	30,525	95.4%	0.4	43.5%	(0.3)	
2 Brand B	\$1,772,453	11.3%	\$180,311	203,013	5.3%	10,275	49.8%	1.4	27.1%	0.1	
3 Brand F	\$577,699	4.8%	\$26,200	47,366	0.7%	334	34.9%	2.7	8.8%	(0.5)	
4 Brand E	\$399,044	14.9%	\$51,808	54,318	17.7%	8,176	34.9%	0.8	6.1%	0.2	
5 Brand A Organics	\$234,441	(7.1%)	(\$18,052)	26,861	(3.0%)	(833)	50.4%	(0.5)	3.6%	(0.7)	
6 Brand C	\$160,742	(12.3%)	(\$22,499)	10,411	(12.4%)	(1,468)	22.2%	(3.2)	2.5%	(0.6)	
7 Brand I	\$141,384	8.4%	\$11,012	19,537	8.7%	1,559	12.0%	0.2	2.2%	0.0	
8 Brand H	\$136,751	561.3%	\$116,071	10,846	743.5%	9,560	5.3%	2.2	2.1%	1.7	
9 Brand L	\$40,920	15.0%	\$5,339	3,550	6.2%	206	20.0%	2.6	0.6%	0.0	
10 Brand K	\$37,506	18.2%	\$5,786	3,796	16.2%	529	17.9%	(2.5)	0.6%	0.0	
All Others	\$201,128	15.2%	\$26,476	22,063	5.5%	1,146	na	na	3.1%	0.1	

The top selling flavors are:

Scent	Dol Shr	Cum
LAVENDER	22.8%	0-70%
PEPPERMINT	10.4%	
EUCALYPTUS	8.4%	
TEA TREE	8.2%	
ROSEMARY	2.9%	
PATCHOULI	2.8%	
BLEND - OTHER	2.8%	
LEMON	2.5%	
CLOVE	2.3%	
ROSE	2.3%	
FRANKINCENSE	2.1%	80%
BLEND - CALMING	2.0%	
SANDALWOOD	2.0%	
GERANIUM	1.9%	
ORANGE	1.7%	
GRAPEFRUIT	1.6%	
LEMONGRASS	1.6%	
YLANG YLANG	1.6%	
JASMINE	1.5%	90%
BERGAMOT	1.5%	
BLEND - MEDICINAL	1.3%	
CHAMOMILE	1.2%	
VANILLA	1.0%	
MINT (ALL BUT PEPPERMINT)	0.9%	
CLARY SAGE	0.9%	
OTHER	0.9%	

The top 10 flavors account for \$2.1MM. All but rose are increasing. The top four flavors account for \$1.6MM, almost half of the subcategory total sales.

Scent	\$ % Chg	Cum
LAVENDER	8.8%	0-70%
PEPPERMINT	13.0%	
EUCALYPTUS	8.7%	
TEA TREE	0.0%	
ROSEMARY	9.1%	
PATCHOULI	2.3%	
BLEND - OTHER	7.3%	
LEMON	11.5%	
CLOVE	5.5%	
ROSE	-4.4%	
FRANKINCENSE	6.6%	80%
BLEND - CALMING	10.2%	
SANDALWOOD	1.1%	
GERANIUM	5.9%	
ORANGE	5.7%	
GRAPEFRUIT	11.3%	
LEMONGRASS	13.4%	
YLANG YLANG	-3.2%	
JASMINE	9.3%	90%
BERGAMOT	-3.6%	
BLEND - MEDICINAL	62.6%	
CHAMOMILE	-6.9%	
VANILLA	-2.6%	
MINT (ALL BUT PEPPERMINT)	6.4%	
CLARY SAGE	-0.1%	
OTHER	41.6%	

The top four Brand A Flavors are the same as TTL US. They account for 49.5% of total sales.

Total US - Natural Channel			
BRAND A	Dollars	Dol shr	\$ % Chg
LAVENDER	\$352,705	24.8%	12.7%
PEPPERMINT	\$145,824	10.3%	16.9%
EUCALYPTUS	\$112,109	7.9%	10.9%
TEA TREE	\$94,976	6.7%	4.4%
ROSEMARY	\$41,772	2.9%	13.9%
PATCHOULI	\$39,131	2.8%	1.7%
FRANKINCENSE	\$36,775	2.6%	1.0%
GERANIUM	\$36,688	2.6%	10.8%
LEMON	\$36,635	2.6%	24.9%
BLEND - CALMING	\$34,617	2.4%	(5.4%)
ROSE	\$32,009	2.3%	(8.9%)
LEMONGRASS	\$31,977	2.3%	11.4%
SANDALWOOD	\$31,494	2.2%	(9.6%)
YLANG YLANG	\$28,831	2.0%	4.7%
CLOVE	\$26,250	1.8%	2.1%
GRAPEFRUIT	\$25,743	1.8%	12.1%
ORANGE	\$24,830	1.7%	6.8%
BERGAMOT	\$24,439	1.7%	1.2%
BLEND - OTHER	\$22,131	1.6%	5.5%
CHAMOMILE	\$18,967	1.3%	10.2%
JASMINE	\$17,685	1.2%	(7.6%)
CLARY SAGE	\$15,748	1.1%	3.9%
VANILLA	\$15,541	1.1%	(8.6%)
CITRONELLA	\$15,438	1.1%	1.1%
PINE (SPRUCE - FIR)	\$14,436	1.0%	1.1%

There are 54 total flavors tracked. Most of those Flavors take valuable space away from the top selling flavors in the sub category. Only 26 of the available flavors are represented above. The top selling flavors in TTL US should be in distribution in all accounts. Section size should be the criteria in deciding how many flavors should be in distribution: the smallest store sections would not have as many flavors as larger store sections.

Ounces	Dollars	\$ % Chg
0.5	\$1,277,122	4.8%
1.0	\$718,697	9.1%
2.0	\$259,004	2.5%
0.2	\$239,883	23.6%
4.0	\$216,165	17.3%
0.3	\$149,923	(1.1%)
0.3	\$134,686	(26.9%)
0.1	\$41,576	(3.5%)
0.3	\$38,032	na
0.5	\$26,157	(10.0%)
15.0	\$19,229	2.3%
0.0	\$18,470	1.0%
16.0	\$13,747	29.9%
10.0	\$7,146	24.9%
0.3	\$4,782	2073.8%
1.8	\$4,027	1.3%
6.0	\$2,858	237.8%
0.6	\$2,428	(1.0%)
0.3	\$2,258	119.3%
12.0	\$1,816	9.1%
0.1	\$1,218	101.7%

.5 and 1 ounce total regular sales account for \$2MM in sales.

While I do not fully understand the need for so many different size offerings, it is apparent that many of those additional sizes are diluting sales and could potentially be taking sales away from the top selling offerings. For example, there are 16 size choices in Regular alone. This only serves to confuse consumers and dilute brand equity. Furthermore, this makes effectively promoting the category almost impossible, especially since consumers don't think in terms of promoted price per ounce.

There might be an opportunity for Brand A to take a leadership role here. This may in turn improve your credibility as a strong advocate for the category in the retailer community and your consumers.

24 wks	Current Dollars	Dol Shr	\$ % Chg
Total Brand A .50	\$4,829,174	78.7%	8.2%
Total Brand A 2.0	\$799,389	13.0%	24.6%
Total Brand A .33	\$497,067	8.1%	-7.3%
Total Brand A 1.0	\$7,229	0.1%	-47.3%
Total Brand A 1.66	\$681	0.0%	-76.1%

Size - Regular	Current Dollars	\$ % Chg
0.5	\$267,325	11.0%
1.0	\$152,095	-11.3%
2.0	\$110,831	45.8%
4.0	\$62,436	25.8%
0.3	\$42,292	5.4%
0.2	\$40,334	27.9%
15.0	\$19,229	2.3%
0.3	\$19,165	-50.0%
0.3	\$10,839	
16.0	\$1,322	149.9%
0.3	\$500	24.6%
3.0	\$363	323.5%
6.8	\$189	
0.3	\$145	4.0%
0.1	\$66	
0.2	\$36	



24 wks			
Total Size	Current Dollars	Dollar Share	\$ % Chg
0.5	\$5,172,022	39.7%	7.6%
1	\$2,944,630	22.6%	17.2%
2	\$1,044,541	8.0%	16.3%
0.17	\$928,536	7.1%	40.1%
4	\$888,938	6.8%	16.9%
0.33	\$770,306	5.9%	(1.8%)
0.34	\$650,633	5.0%	(7.6%)
0.07	\$169,694	1.3%	34.9%
0.51	\$119,878	0.9%	10.7%
0.03	\$82,770	0.6%	0.7%
15	\$76,963	0.6%	23.3%
16	\$68,441	0.5%	25.5%
10	\$22,827	0.2%	(38.6%)
1.8	\$17,486	0.1%	20.2%
0.25	\$13,440	0.1%	na
0.64	\$11,386	0.1%	(11.2%)
0.27	\$8,815	0.1%	1142.6%
0.3	\$7,418	0.1%	63.2%
12	\$6,564	0.1%	22.1%
0.45	\$5,860	0.0%	715.7%
1.03	\$5,435	0.0%	28.7%
6	\$5,285	0.0%	26.5%
0.08	\$4,348	0.0%	8519.4%
1.7	\$2,463	0.0%	(32.6%)
5	\$2,007	0.0%	(16.6%)
0.1	\$1,742	0.0%	26.0%
3	\$1,405	0.0%	(17.8%)
0.13	\$892	0.0%	(68.5%)
0.14	\$870	0.0%	(33.7%)
128	\$689	0.0%	na
1.66	\$681	0.0%	(76.1%)
0	\$599	0.0%	(72.5%)
6.8	\$374	0.0%	(20.1%)
0.16	\$373	0.0%	(74.8%)
0.2	\$352	0.0%	(12.8%)
0.12	\$59	0.0%	(95.5%)

	Current Dollars	Dollar Share	\$ % Chg
TOTAL .50	\$5,172,022	39.7%	7.6%
TOTAL 1.00	\$2,944,630	22.6%	17.2%
TOTAL 2.00	\$1,044,541	8.0%	16.3%
TOTAL 4	\$888,938	6.8%	16.9%
TOTAL .33	\$770,306	5.9%	(1.8%)
TOTAL 1.66	\$681	0.0%	(76.1%)

.5 ounce is growing the fastest. 1 ounce has strong sustained growth in the category but the growth does not come from Brand A. This is not a strong opportunity area for Brand A.

Large count packs grow most categories. There are a lot of promotional and pricing opportunities with large count packs. Most consumers perceive these offerings as having the greatest value.

2 ounce Brand A is growing faster than the category but, there are few other players in this size segment. There might be an opportunity to take a leadership role in this size segment thus creating a competitive advantage and capturing new loyal customers.

The bottom line is that this is a very confusing category that is hard to shop. Retail space is limited, a strong campaign built around increased turns, a steam lined category, better promotional opportunities, a common – easy to understand price point, and better shelf management will grow sales - a true win-win scenario.

## Flavor performance comparison:

	Total US			Region 1			Region 2			Region 3			Region 4			Region 5		
Current 12 Weeks	Rank	Dol Shr	\$ % Chg	Dol Shr	Dol shr Rgn	\$ % Chg	Dol Shr	Dol shr Rgn	\$ % Chg	Dol Shr	Dol shr Rgn	\$ % Chg	Dol Shr	Dol shr Rgn	\$ % Chg	Dol Shr	Dol shr Rgn	\$ % Chg
<b>Oval Chips</b>			<b>6.6%</b>		<b>3.3%</b>	<b>4.2%</b>		<b>16.4%</b>	<b>8.5%</b>		<b>13.8%</b>	<b>7.9%</b>		<b>21.9%</b>	<b>3.5%</b>		<b>5.3%</b>	<b>(2.0%)</b>
Regular	1	22.8%	8.8%	24.3%	3.5%	2.5%	23.4%	16.8%	12.7%	22.2%	13.4%	11.1%	21.2%	20.3%	(0.2%)	22.9%	5.3%	(2.2%)
Ripple	2	10.4%	13.0%	9.9%	3.1%	30.8%	11.3%	17.8%	24.0%	9.5%	12.7%	14.9%	10.3%	21.8%	2.1%	7.4%	3.7%	17.0%
Sour Cream	3	8.4%	8.7%	7.0%	2.7%	17.0%	9.2%	17.8%	16.8%	6.0%	9.9%	3.4%	9.4%	24.3%	6.8%	7.5%	4.7%	(5.1%)
BBQ	4	8.2%	0.0%	9.0%	3.6%	1.1%	9.5%	19.0%	10.0%	8.9%	15.1%	1.3%	9.2%	24.4%	(7.0%)	6.6%	4.3%	(3.6%)
Salt & Vinegar	5	2.9%	9.1%	3.4%	3.8%	24.4%	3.2%	18.1%	16.6%	2.1%	9.9%	(5.0%)	2.9%	21.6%	11.0%	2.3%	4.2%	(7.9%)
Cheddar	6	2.8%	2.3%	4.4%	5.1%	22.6%	3.1%	17.8%	6.3%	2.9%	14.4%	(4.5%)	2.8%	21.6%	9.7%	2.5%	4.7%	(5.7%)
Pepper	7	2.8%	7.3%	1.5%	1.8%	(23.6%)	2.4%	14.2%	15.7%	5.0%	24.8%	19.9%	2.3%	17.7%	(0.5%)	3.8%	7.1%	12.8%
Lime	8	2.5%	11.5%	2.1%	2.7%	(7.4%)	2.7%	17.5%	25.1%	2.4%	13.0%	0.3%	3.1%	26.9%	10.1%	2.3%	4.9%	13.4%
Honey	9	2.3%	5.5%	2.5%	3.6%	32.4%	2.3%	16.6%	2.6%	2.4%	14.6%	23.1%	2.5%	24.2%	0.9%	2.3%	5.3%	1.2%
Pretzel	10	2.3%	(4.4%)	3.5%	5.1%	(8.7%)	1.4%	10.1%	1.5%	2.0%	12.3%	(1.4%)	1.9%	18.6%	(8.5%)	3.0%	7.0%	(8.1%)
Onion	11	2.1%	6.6%	1.7%	2.7%	26.2%	2.1%	15.9%	(8.4%)	1.7%	11.0%	(11.4%)	2.4%	24.3%	20.7%	2.3%	5.7%	(8.4%)
Sweet Potato	12	2.0%	10.2%	1.5%	2.3%	7.9%	1.8%	14.7%	(1.5%)	2.8%	18.7%	(5.6%)	1.9%	20.0%	12.5%	1.8%	4.7%	(13.8%)
White Cheddar	13	2.0%	1.1%	1.6%	2.7%	(5.1%)	1.3%	10.7%	(25.3%)	1.8%	12.8%	(13.6%)	2.1%	22.8%	10.4%	3.5%	9.3%	2.1%
Kettle	14	1.9%	5.9%	2.3%	3.9%	(14.3%)	2.0%	17.2%	5.2%	2.0%	14.5%	27.0%	1.7%	19.6%	5.1%	1.5%	4.0%	(7.4%)
Pepper	15	1.7%	5.7%	1.7%	3.2%	10.7%	1.7%	16.2%	11.3%	1.5%	12.1%	(14.6%)	2.2%	27.5%	17.6%	1.7%	5.1%	(7.2%)
Popcorn	16	1.6%	11.3%	1.5%	3.1%	(12.4%)	1.6%	16.0%	15.5%	1.6%	13.4%	(6.9%)	1.9%	25.0%	15.2%	1.8%	5.8%	9.8%
Multigrain	17	1.6%	13.4%	1.7%	3.5%	11.7%	2.2%	22.4%	28.6%	1.6%	13.5%	5.4%	1.2%	16.6%	10.4%	1.7%	5.5%	1.8%
Garlic	18	1.6%	(3.2%)	1.9%	4.0%	(21.1%)	1.6%	16.8%	1.9%	1.4%	11.8%	(24.8%)	1.5%	20.8%	18.5%	1.9%	6.2%	(20.5%)
Parmesan	19	1.5%	9.3%	1.7%	3.7%	33.6%	0.9%	9.6%	(3.3%)	1.2%	11.3%	(9.8%)	1.4%	20.0%	1.4%	2.5%	8.9%	7.3%
Almond	20	1.5%	(3.6%)	2.2%	5.0%	46.4%	1.5%	16.4%	(9.0%)	1.5%	14.4%	(5.7%)	1.4%	21.3%	11.2%	1.5%	5.6%	(12.4%)
Low Salt	21	1.3%	62.6%	0.3%	0.7%	(17.4%)	0.4%	5.6%	(25.1%)	4.7%	51.0%	168.2%	1.1%	18.8%	23.8%	0.9%	3.8%	54.4%
Apple	22	1.2%	(6.9%)	0.7%	2.1%	(15.4%)	1.2%	16.3%	(1.2%)	1.1%	12.7%	9.0%	1.1%	20.8%	(4.3%)	1.6%	6.9%	(12.1%)
Jalepeno	23	1.0%	(2.6%)	0.9%	3.2%	6.0%	0.7%	11.5%	(5.9%)	0.7%	9.6%	(3.1%)	0.9%	21.7%	(15.1%)	1.8%	10.1%	0.6%
Blue Cheese (ALL BUT Ripple)	24	0.9%	6.4%	0.9%	3.2%	(11.6%)	1.1%	18.2%	(0.8%)	0.9%	13.5%	12.3%	1.1%	24.9%	9.2%	0.9%	5.2%	16.5%
Cinnamon	25	0.9%	(0.1%)	1.1%	3.8%	7.0%	0.9%	15.5%	3.4%	0.9%	13.7%	2.2%	0.9%	21.2%	1.1%	0.8%	4.6%	(28.0%)
OTHER	26	0.9%	41.6%	0.2%	0.6%	(31.5%)	0.4%	7.4%	11.0%	1.3%	19.5%	90.7%	0.5%	12.0%	(25.5%)	1.3%	7.5%	(1.0%)

Region 1 has the largest share of Widgits .

Dollar Share of Region							
Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8
21.9%	18.8%	16.8%	16.4%	13.8%	5.3%	3.7%	3.3%

Retailer view: top-selling flavors:

	Retailer A			Retailer B			Retailer C			Retailer D			Retailer E			Retailer F		
	Current Dollars	Dol Shr	\$ % Chg	Current Dollars	Dol Shr	\$ % Chg	Current Dollars	Dol Shr	\$ % Chg	Current Dollars	Dol Shr	\$ % Chg	Current Dollars	Dol Shr	\$ % Chg	Current Dollars	Dol Shr	\$ % Chg
Current 12 Weeks	\$112,707		15.9%	\$58,946		7.8%	\$96,669		44.7%	\$170,262		4.0%	\$384,635		(0.7%)	\$204,374		7.6%
WIDGETS	\$28,991	25.7%	20.0%	\$11,970	20.3%	6.8%	\$22,227	23.0%	42.4%	\$34,695	20.4%	(2.9%)	\$89,343	23.2%	0.8%	\$49,069	24.0%	15.2%
LAVENDER	\$12,062	10.7%	16.5%	\$6,789	11.5%	6.6%	\$9,893	10.2%	50.6%	\$17,465	10.3%	2.8%	\$35,062	9.1%	4.4%	\$21,546	10.5%	20.1%
PEPPERMINT	\$13,197	11.7%	16.1%	\$5,120	8.7%	6.5%	\$10,199	10.6%	51.7%	\$15,928	9.4%	2.8%	\$26,400	6.9%	(0.5%)	\$17,946	8.8%	7.9%
EUCALYPTUS	\$10,376	9.2%	1.1%	\$5,437	9.2%	(13.2%)	\$9,021	9.3%	37.0%	\$15,197	8.9%	(7.9%)	\$35,004	9.1%	(3.2%)	\$13,825	6.8%	(1.0%)
TEA TREE	\$3,706	3.3%	12.1%	\$2,315	3.9%	6.6%	\$2,893	3.0%	53.3%	\$4,767	2.8%	20.6%	\$9,933	2.6%	(5.6%)	\$6,307	3.1%	19.8%
ROSEMARY	\$2,293	2.0%	(1.8%)	\$2,564	4.3%	(1.3%)	\$3,345	3.5%	45.7%	\$3,712	2.2%	12.2%	\$11,149	2.9%	(5.3%)	\$5,054	2.5%	4.6%
PATCHOULI	\$849	0.8%	(16.9%)	\$530	0.9%	2.6%	\$235	0.2%	9.0%	\$5,212	3.1%	8.5%	\$14,077	3.7%	6.5%	\$5,635	2.8%	(1.9%)
BLEND - OTHER	\$2,724	2.4%	24.0%	\$1,616	2.7%	29.7%	\$2,802	2.9%	56.9%	\$5,605	3.3%	7.0%	\$9,275	2.4%	6.6%	\$4,308	2.1%	11.2%
LEMON	\$2,651	2.4%	(0.4%)	\$1,558	2.6%	23.9%	\$2,342	2.4%	28.5%	\$4,481	2.6%	4.8%	\$8,862	2.3%	2.1%	\$3,858	1.9%	2.1%
CLOVE	\$2,650	2.4%	63.0%	\$845	1.4%	(5.1%)	\$2,008	2.1%	25.9%	\$3,206	1.9%	(3.9%)	\$9,086	2.4%	(15.6%)	\$6,244	3.1%	1.8%
ROSE	\$2,078	1.8%	32.3%	\$1,068	1.8%	28.2%	\$2,081	2.2%	53.8%	\$4,039	2.4%	27.7%	\$6,766	1.8%	(13.9%)	\$5,202	2.5%	37.8%
FRANKINCENSE	\$2,966	2.6%	36.3%	\$899	1.5%	(3.0%)	\$841	0.9%	(7.6%)	\$3,971	2.3%	39.5%	\$7,535	2.0%	(6.9%)	\$4,897	2.4%	17.0%
BLEND - CALMING	\$2,079	1.8%	26.0%	\$1,074	1.8%	82.8%	\$1,720	1.8%	45.8%	\$3,658	2.1%	12.1%	\$8,289	2.2%	(14.9%)	\$4,256	2.1%	0.4%
SANDALWOOD	\$1,549	1.4%	(11.6%)	\$1,129	1.9%	61.7%	\$1,834	1.9%	42.5%	\$2,927	1.7%	6.3%	\$7,833	2.0%	0.8%	\$2,779	1.4%	(6.9%)
GERANIUM	\$2,628	2.3%	48.3%	\$1,282	2.2%	14.9%	\$2,416	2.5%	54.8%	\$3,623	2.1%	18.0%	\$6,214	1.6%	(6.8%)	\$2,919	1.4%	(3.0%)
ORANGE	\$1,713	1.5%	14.9%	\$909	1.5%	18.8%	\$2,386	2.5%	54.0%	\$2,870	1.7%	14.6%	\$6,355	1.7%	2.6%	\$3,122	1.5%	25.8%
GRAPEFRUIT	\$1,458	1.3%	1.0%	\$504	0.9%	(15.8%)	\$1,152	1.2%	36.7%	\$2,105	1.2%	25.2%	\$6,106	1.6%	2.0%	\$3,524	1.7%	19.1%
LEMONGRASS	\$1,518	1.3%	(1.9%)	\$867	1.5%	3.4%	\$1,774	1.8%	95.5%	\$2,388	1.4%	13.1%	\$6,278	1.6%	(18.6%)	\$3,258	1.6%	(15.1%)
YLANG YLANG	\$1,736	1.5%	43.9%	\$529	0.9%	72.9%	\$1,428	1.5%	35.0%	\$2,310	1.4%	11.9%	\$6,227	1.6%	(4.2%)	\$3,327	1.6%	(11.0%)
JASMINE	\$1,469	1.3%	4.5%	\$656	1.1%	(16.3%)	\$1,706	1.8%	56.9%	\$2,302	1.4%	11.8%	\$6,237	1.6%	(5.2%)	\$2,507	1.2%	(15.9%)
BERGAMOT	\$186	0.2%	65.9%	\$324	0.5%	(33.1%)	\$123	0.1%	53.7%	\$2,515	1.5%	29.9%	\$8,283	2.2%	123.7%	\$2,662	1.3%	20.7%
BLEND - MEDICINAL	\$1,384	1.2%	28.6%	\$491	0.8%	(15.5%)	\$1,100	1.1%	31.1%	\$2,084	1.2%	(2.8%)	\$4,514	1.2%	(5.0%)	\$2,443	1.2%	(22.7%)
CHAMOMILE	\$1,770	1.6%	68.9%	\$445	0.8%	58.8%	\$380	0.4%	(39.1%)	\$2,171	1.3%	0.9%	\$3,500	0.9%	(2.8%)	\$1,841	0.9%	(24.9%)
VANILLA	\$798	0.7%	14.6%	\$665	1.1%	10.0%	\$998	1.0%	82.8%	\$1,932	1.1%	12.2%	\$3,542	0.9%	5.8%	\$1,777	0.9%	(18.5%)
MINT (ALL BUT PEPPERMINT)	\$946	0.8%	20.0%	\$384	0.7%	(17.8%)	\$1,410	1.5%	88.4%	\$1,181	0.7%	(18.8%)	\$3,574	0.9%	(18.0%)	\$1,945	1.0%	(3.7%)
CLARY SAGE	\$167	0.1%	(31.6%)	\$452	0.8%	(17.0%)	\$618	0.6%	43.8%	\$705	0.4%	(30.3%)	\$3,852	1.0%	28.7%	\$3,942	1.9%	129.7%
OTHER																		

Top 10 Items										
		UPC	Current Dollars	\$ % Chg	Absolute Dollar Change	Current Units	Unit % Chg	Absolute Unit Change	Avg % ACV	ACV Pt Chg
THING CATEGORY			\$6,551,341	10.9%	\$646,086	\$740,287	8.8%	60,010	na	na
1	Brand A .5 OZ	00-00000-00000	473,246	11.5%	\$48,948	55,846	15.9%	7,670	91.0%	(0.2)
2	Brand B 1 Oz	00-00000-00000	232,504	42.0%	\$68,713	28,158	26.2%	5,838	45.6%	2.2
3	Brand A 2 Oz	00-00000-00000	190,138	38.5%	\$52,834	7,210	45.6%	2,257	46.4%	7.2
4	Brand A .5 OZ	00-00000-00000	182,778	15.8%	\$24,972	26,216	16.7%	3,757	85.2%	0.1
5	Brand A .5 OZ	00-00000-00000	160,775	7.1%	\$10,711	34,158	(1.5%)	(504)	88.6%	(0.5)
6	Brand B 4 Oz	00-00000-00000	130,648	25.9%	\$26,911	5,257	10.9%	516	35.5%	1.6
7	Brand B 4 Oz	00-00000-00000	130,605	17.6%	\$19,572	12,847	0.8%	106	39.6%	(0.3)
8	Brand A .5 OZ	00-00000-00000	121,835	5.4%	\$6,205	17,003	5.6%	897	79.6%	0.6
9	Brand B 1 Oz	00-00000-00000	108,204	37.3%	\$29,392	18,049	25.5%	3,670	43.3%	2.0
10	Brand B 1oz	00-00000-00000	107,691	30.4%	\$25,109	13,994	22.8%	2,599	43.1%	2.1

Brand A:

			Current 4 Weeks		Current 12 Weeks		Current 24 Weeks		Current 52 Weeks	
Category	SubCategory	Brand	Current Dollars	\$ % Chg	Current Dollars	\$ % Chg	Current Dollars	\$ % Chg	Current Dollars	\$ % Chg
Total US										
THINGS	WIDGETS	BRAND A	\$1,059,289	8.6%	\$3,219,811	8.1%	\$6,551,341	10.9%	\$14,029,898	11.6%
		BRAND A	\$484,980	8.6%	\$1,407,784	5.1%	\$2,849,273	10.2%	\$6,088,279	10.0%
		BRAND A ORGANICS	\$22,470	(44.7%)	\$103,204	(19.3%)	\$234,441	(7.1%)	\$536,432	(6.1%)
		BRAND A NATURAL	\$239	(64.7%)	\$650	(70.5%)	\$1,205	(67.9%)	\$3,395	(51.4%)



Brand A is a strong brand with tremendous potential.

My first recommendation would be to consider the above recommendation regarding the 2oz size segment.

Distribution is very inconsistent in the natural retailer community. Consistency will help drive sales by insuring that the top selling SKU's are available at every retailer store. The biggest frustration for any consumer is to not find their favorite item when they shop. The best way to address this is to first insure that every store has the top selling items. Incremental items should be available when shelf space permits. Below you can see how inconsistent your distribution is in the natural channel – for the top 50 items.

Current 12 Weeks	Total US		Retailer A				Retailer B				Retailer C				Retailer D				Retailer E			
	Rank	Dol Shr	Shr US	Rank	count	Dol Shr	Shr US	Rank	count	Dol Shr	Shr US	Rank	count	Dol Shr	Shr US	Rank	count	Dol Shr	Shr US	Rank	count	Dol Shr
			8.0%		42	100.0%	14.7%		128	100.0%	4.7%		33	100.0%	1.2%		40	100.0%	2.3%		36	100.0%
Brand A		95.1%	8.7%		42	100.0%	14.7%		128	100.0%	4.7%		33	100.0%	1.2%		40	100.0%	2.3%		36	100.0%
Brand A Misc		0.0%	0.0%		2	4.8%	0.0%				7.9%		3	9.1%	2.8%		10	25.0%	0.0%			
Brand A ORGANICS		4.8%	0.4%		33	78.6%	11.1%		52	41.3%	5.8%		17	51.5%	0.1%		4	10.0%	0.1%		27	75.0%
Brand A Regular 5 OZ 00-00000-91123	1	15.6%	8.0%	1	38	90.5%	18.0%	1	114	90.5%	4.9%	1	33	100.0%	1.2%	1	40	100.0%	2.4%	1	36	100.0%
Brand A Ripple 5 OZ 00-00000-91132	2	6.5%	0.0%	2	34	81.0%	14.1%	2	112	88.9%	4.1%	2	33	100.0%	0.0%	2	40	100.0%	2.5%	2	36	100.0%
Brand A Regular 2 OZ 00-00000-91184	3	6.1%	0.1%	3	25	59.5%	10.0%	3	79	62.7%	3.8%	3	26	78.8%	0.8%	8	5	12.5%	1.5%	6	17	47.2%
Brand A BBQ 5 OZ 00-00000-91139	4	4.5%	0.0%	8	30	71.4%	10.1%	4	105	83.3%	3.8%	5	32	97.0%	1.0%	4	39	97.5%	2.0%	4	36	100.0%
Brand A Corn 5 OZ 00-00000-91116	5	4.2%	0.0%	4	35	83.3%	10.0%	5	107	84.9%	4.6%	4	33	100.0%	0.0%	6	40	100.0%	2.1%	5	36	100.0%
Brand A Sour Cream 2 OZ 00-00000-91183	6	2.6%	0.0%	6	23	54.8%	14.8%	6	70	55.6%	3.8%	12	23	69.7%	0.0%	32	3	7.5%	1.8%	21	13	36.1%
Brand A Ripple 2 OZ 00-00000-91189	7	2.6%	7.0%	5	24	57.1%	10.4%	10	67	53.2%	2.3%	23	17	51.5%	1.0%	11	4	10.0%	1.0%	28	11	30.6%
Brand A Cheddar 5 OZ 00-00000-91130	8	2.5%	4.7%	10	26	61.9%	14.0%	7	87	69.0%	4.0%	10	29	87.9%	2.0%	3	37	92.5%	3.8%	7	30	83.3%
Brand A Salt & Vinegar 5 OZ 00-00000-91133	9	2.4%	0.0%	9	34	81.0%	14.6%	8	102	81.0%	4.1%	13	32	97.0%	1.1%	18	39	97.5%	2.5%	13	33	91.7%
Brand A Kettle 5 OZ 00-00000-91120	10	2.3%	4.7%	14	24	57.1%	14.4%	11	81	64.3%	3.8%	20	27	81.8%	1.4%	7	33	82.5%	3.8%	8	28	77.8%
Brand A Lime 5 OZ 00-00000-91124	11	2.3%	4.7%	13	34	81.0%	10.4%	9	106	84.1%	4.7%	11	32	97.0%	1.2%	14	40	100.0%	2.6%	10	35	97.2%
Brand A Multigrain 5 OZ 00-00000-91125	12	2.1%	0.0%	12	34	81.0%	10.7%	13	89	70.6%	4.8%	14	30	90.9%	1.8%	17	38	95.0%	3.8%	12	35	97.2%
Brand A Onion 5 OZ 00-00000-91119	13	2.0%	7.0%	7	19	45.2%	8.0%	20	47	37.3%	4.0%	16	24	72.7%	1.1%	21	25	62.5%	0.0%	3	27	75.0%
Brand A Ylang III 5 OZ 00-00000-91143	14	1.8%	0.0%	16	27	64.3%	14.0%	15	80	63.5%	0.0%	17	30	90.9%	1.8%	12	33	82.5%	3.5%	9	29	80.6%
Brand A Honey Bud 5 OZ 00-00000-91114	15	1.8%	0.0%	11	31	73.8%	10.8%	14	98	77.8%	3.5%	24	27	81.8%	1.0%	22	36	90.0%	2.8%	19	31	86.1%
Brand A BBQ Oil 2 OZ 00-00000-91192	16	1.7%	4.0%	20	11	26.2%	17.8%	12	54	42.9%	0.4%	29	12	36.4%	0.0%	30	3	7.5%	0.0%	42	6	16.7%
Brand A Popcorn 5 OZ 00-00000-91159	17	1.6%	0.0%	19	24	57.1%	10.1%	16	89	70.6%	0.4%	18	31	93.9%	1.4%	20	37	92.5%	0.0%	14	32	88.9%
Brand A Pretzel Abs In Ripple 5 OZ 00-00000-91227	18	1.6%	0.0%	15	24	57.1%	10.7%	19	59	46.8%	7.2%	8	30	90.9%	1.0%	9	35	87.5%	0.0%	17	21	58.3%
Brand A Pepper Swt 5 OZ 00-00000-91129	19	1.5%	4.7%	25	35	83.3%	10.1%	17	95	75.4%	0.1%	6	32	97.0%	2.0%	13	39	97.5%	2.8%	22	35	97.2%
Brand A Almond Bf 5 OZ 00-00000-91105	20	1.3%	0.0%	22	21	50.0%	10.4%	18	59	46.8%	0.0%	15	29	87.9%	0.7%	42	33	82.5%	0.0%	11	30	83.3%
Brand A Ripple 5 OZ 00-00000-91228	21	1.2%	0.0%	26	21	50.0%	10.0%	22	52	41.3%	0.0%	9	31	93.9%	2.4%	15	28	70.0%	0.0%	27	17	47.2%
Brand A Ripple 5 OZ 00-00000-91225	22	1.2%	0.7%	21	19	45.2%	10.4%	24	55	43.7%	7.0%	21	30	90.9%	3.2%	5	33	82.5%	0.0%	48	7	19.4%
Brand A Org Maze 33 OZ 00-00000-90101	23	1.1%	0.1%	17	25	59.5%	11.0%	29	42	33.3%	0.0%	42	10	30.3%	0.4%	56	1	2.5%	0.0%	20	19	52.8%
Brand A Jalapeno In Ripple 5 OZ 00-00000-91231	24	1.0%	0.1%	30	16	38.1%	10.4%	31	39	31.0%	11.4%	7	29	87.9%	2.0%	10	21	52.5%	1.8%	39	8	22.2%
Brand A Cinnamon 5 OZ 00-00000-91113	25	1.0%	7.0%	24	24	57.1%	10.1%	23	69	54.8%	4.0%	26	28	84.8%	1.7%	26	26	65.0%	0.0%	24	20	55.6%
Brand A Tobacco 33 OZ 00-00000-91112	26	1.0%	4.4%	36	24	57.1%	17.8%	21	81	64.3%	0.0%	35	26	78.8%	1.0%	29	7	17.5%	2.0%	31	32	88.9%
Brand A Regular 13 OZ	27	0.9%	0.0%	29	8	19.0%	10.0%	25	30	23.8%	0.1%	25	13	39.4%	2.0%	19	2	5.0%	0.0%	15	11	30.6%
Brand A Lavender Hvat 5 OZ 00-00000-88620	28	0.8%	10.0%	18	12	28.6%	10.8%	30	20	15.9%	10.0%	19	22	66.7%	2.0%	24	5	12.5%	0.0%	54	3	8.3%
Brand A Sage 5 OZ 00-00000-91135	29	0.8%	0.0%	35	26	61.9%	10.4%	28	67	53.2%	4.0%	31	27	81.8%	0.8%	48	29	72.5%	3.0%	26	28	77.8%
Brand A Lime Sour Cream 5 OZ 00-00000-91285	30	0.8%	0.0%	53	16	38.1%	17.8%	27	61	48.4%	0.0%	49	16	48.5%	1.0%	28	4	10.0%	2.7%	32	18	50.0%
Brand A Regular Og 25 OZ 00-00000-90801	31	0.7%	10.0%	23	19	45.2%	10.0%	26	31	24.6%	0.0%	78	1	3.0%	0.0%				1.8%	43	10	27.8%
Brand A Apple 5 OZ 00-00000-91109	32	0.7%	4.7%	44	9	21.4%	10.4%	35	24	19.0%	4.1%	39	10	30.3%	1.0%	38	22	55.0%	0.1%	18	17	47.2%
Brand A Corn 5 OZ	33	0.7%	0.0%	41	24	57.1%	14.0%	33	68	54.0%	4.0%	37	27	81.8%	1.0%	40	33	82.5%	0.0%	30	29	80.6%
Brand E Maze 3.4 OZ	34	0.6%	0.0%	27	19	45.2%	10.8%	45	29	23.0%	0.1%	36	18	54.5%	2.4%	27	20	50.0%	7.5%	16	28	72.2%
Brand A Cedarwood 5 OZ 00-00000-91108	35	0.6%	0.0%	38	25	59.5%	17.8%	32	77	61.1%	3.8%	48	21	63.6%	1.1%	49	6	15.0%	1.8%	46	25	69.4%
Brand A Org Ripple Maze 33 OZ 00-00000-90103	36	0.6%	0.0%	31	23	54.8%	12.1%	46	35	27.8%	0.0%	58	8	24.2%	0.0%				3.8%	36	18	50.0%
Brand A Ripple 5 OZ 00-00000-91229	37	0.5%	0.0%	48	12	28.6%	10.0%	53	24	19.0%	0.0%	40	18	54.5%	2.1%	36	27	67.5%	1.7%	49	8	22.2%
Brand A Juniper Berry 5 OZ 00-00000-91122	38	0.5%	0.0%	32	16	38.1%	10.0%	43	33	26.2%	0.0%	52	11	33.3%	2.4%	33	4	10.0%	0.4%	25	19	52.8%
Brand A Org Sour Cream 33 OZ 00-00000-90102	39	0.5%	10.1%	28	27	64.3%	10.7%	50	38	30.2%	0.0%	60	6	18.2%	0.1%	74	1	2.5%	0.0%	34	20	55.6%
Brand A Chili Pili Sasnt Solutions 05 OZ 00-00000-88118	40	0.5%	4.0%	57	9	21.4%	10.1%	44	33	26.2%	0.0%	27	24	72.7%	2.0%	31	6	15.0%	1.7%	50	8	22.2%
Brand A Pretzel Otto In Ripple 5 OZ 00-00000-91226	41	0.5%	0.0%	33	14	33.3%	10.8%	42	28	22.2%	11.0%	22	28	84.8%	3.0%	23	22	55.0%	0.0%			
Brand A Pretzelwood 5 OZ 00-00000-91134	42	0.5%	0.7%	50	17	40.5%	10.1%	34	55	43.7%	0.7%	50	16	48.5%	0.0%	57	3	7.5%	4.0%	29	20	55.6%
Brand A Thyme Red 5 OZ 00-00000-91140	43	0.5%	7.0%	39	15	35.7%	10.1%	36	39	31.0%	7.2%	34	21	63.6%	1.1%	51	4	10.0%	3.8%	37	16	44.4%
Brand A Mellow Mix 05 OZ 00-00000-88113	44	0.5%	0.0%	63	10	23.8%	14.7%	39	39	31.0%	7.0%	30	24	72.7%	2.1%	37	30	75.0%	1.8%	47	8	22.2%
Brand A Org BBQ Maze 33 OZ 00-00000-90104	45	0.5%	0.0%	37	23	54.8%	10.8%	55	32	25.4%	1.0%	67	8	24.2%	0.1%	73	1	2.5%	0.0%	41	16	44.4%
Brand A Tangerine 5 OZ 00-00000-91138	46	0.5%	0.0%	56	24	57.1%	17.4%	37	60	47.6%	0.0%	45	20	60.6%	0.0%	58	4	10.0%	3.8%	40	27	75.0%
Brand A Red 05 OZ 00-00000-88112	47	0.5%	0.0%	54	10	23.8%	10.4%	52	33	26.2%	0.1%	33	22	66.7%	2.7%	34	29	72.5%	1.8%	56	6	16.7%
Brand A Lime 5 OZ 00-00000-91126	48	0.5%	0.0%	60	13	31.0%	10.0%	41	51	40.5%	1.0%	72	5	15.2%	1.0%	53	5	12.5%	0.0%	69	5	13.9%
Brand A SmealBlue Cheese 5 OZ 00-00000-91137	49	0.4%	0.7%	49	21	50.0%	17.8%	38	60	47.6%	0.0%	56	17	51.5%	0.0%	59	3	7.5%	0.0%	38	26	72.2%
Brand A Maltodextrin E 05 OZ 00-00000-91125	50	0.4%	0.0%	51	22	52.4%	10.0%	40	60	47.6%	0.0%	61	18	54.5%	0.0%	62	19	47.5%	2.0%	52	24	57.8%

The top selling items should be available in every store. The top row identifies the total number of stores where Brand A is sold. In a perfect world, you should see that same number on all of the top selling items listed above. Some stores have no Brand A sales, this is another opportunity. This chart tells me that you are trading sales between the top selling items and poor performers. To fix that I have a plan:

There are 103 .5 ounce Brand A items selling in the TTL US. The racks hold 13 items. Racks should be set up so that they are consistent across the country. Tray distribution should be geared toward certain strategic objectives like pricing, promotion, turf protection, etc. For example:

Category Strategies	Strategy Characteristics	Strategy Focus
Traffic Building	High Share, Frequently Purchased, High % of Sales	Draw consumer traffic to the store and/or into the aisle.
Transaction Building	Higher Ring-up, Impulse Purchase	Increase the size of the average category transaction
Profit Generating	Higher Gross Margin, Higher Turns	Ability of the category to to generate profits.
Cash Generating	Higher Turns, Frequently Purchased	Ability of the category to generate cash flow.
Excitement Creating	Impulse, Lifestyle-Oriented, Seasonal	To communicate a sense of urgency or opportunity to the consumer.
Turf Defending	Used by Retailers to Draw Traditional Customer	To aggressively position the category to appeal to the consumer in comparison with the competition.
Image Creating	Frequently Purchased, Highly Promoted, Impulse, Unique, Seasonal	To communicate an image to the consumer in one of the following areas: price, service, quality, or assortment.

### SCORECARD OBJECTIVE

### IMPLIED STRATEGY

Grow Market Share

Turf Protecting  
Traffic Building

Increase Sales

Turf Protecting  
Traffic Building

Improve Gross Margin

Transaction Building  
Profit Generating

Increase Return on Investment

Cash Generating  
Supply Side improvements

Gain Customer Satisfaction

Excitement Creation  
Image Enhancement

The number of racks in distribution is dictated by the amount of shelf space available. If the smallest store can accommodate only two racks than only the top selling items should be in those racks. The second level might be four racks, six racks, eight racks, etc. The first two racks then would be the turf defenders. The second two racks might be geared toward one of the other strategies.

These are VERY basic examples of a possible strategy

### Example 1:

Tray	Current 24 Weeks	Flavor	Total US <input type="text"/>	
			Current Dollars	\$ % Chg
1	BRAND A Lavender .5 Oz 00-00000-00000	LAVENDER	\$933,713	10.4%
1	BRAND A Peppermint .5 Oz 00-00000-00000	PEPPERMINT	\$388,375	18.1%
1	BRAND A Eucalyptus Glob .5 Oz 00-00000-00000	EUCALYPTUS	\$319,887	12.1%
1	BRAND A Tea Tree .5 Oz 00-00000-00000	TEA TREE	\$248,262	6.1%
1	BRAND A Patchouli .5 Oz 00-00000-00000	PATCHOULI	\$156,018	7.9%
1	BRAND A Rosemary .5 Oz 00-00000-00000	ROSEMARY	\$147,586	14.1%
1	BRAND A Lemon .5 Oz 00-00000-00000	LEMON	\$124,589	15.5%
1	BRAND A Frankincense .5 Oz 00-00000-00000	FRANKINCENSE	\$121,564	8.5%
1	BRAND A Geranium .5 Oz 00-00000-00000	GERANIUM	\$116,612	11.4%
1	BRAND A Clove Bud .5 Oz 00-00000-00000	CLOVE	\$112,508	12.8%
1	BRAND A Ylang lli .5 Oz 00-00000-00000	YLANG YLANG	\$110,435	7.7%
1	BRAND A Lemongrass .5 Oz 00-00000-00000	LEMONGRASS	\$105,944	15.5%
1	BRAND A Rose Abs In Jojoba .5 Oz 00-00000-00000	ROSE	\$101,206	4.8%
2	BRAND A Grapefruit .5 Oz 00-00000-00000	GRAPEFRUIT	\$95,404	(5.7%)
2	BRAND A Orange Swt .5 Oz 00-00000-00000	ORANGE	\$89,304	12.2%
2	BRAND A Bergamot BF .5 Oz 00-00000-00000	BERGAMOT	\$84,851	10.1%
2	BRAND A Jasmine Abs In Jojoba .5 Oz 00-00000-00000	JASMINE	\$72,706	1.0%
2	BRAND A Sndlwd In Jojoba .5 Oz 00-00000-00000	SANDALWOOD	\$70,930	6.9%
2	BRAND A Vanilla In Jojoba .5 Oz 00-00000-00000	VANILLA	\$68,479	0.1%
2	BRAND A Sandalwood .5 Oz 00-00000-00000	SANDALWOOD	\$67,648	(15.6%)
2	BRAND A Clary Sage .5 Oz 00-00000-00000	CLARY SAGE	\$66,255	6.0%
2	BRAND A Cinnamon Leaf .5 Oz 00-00000-00000	CINNAMON	\$54,656	13.9%
2	BRAND A Sage .5 Oz 00-00000-00000	SAGE	\$53,630	8.9%
2	BRAND A Myrrh .5 Oz 00-00000-00000	MYRRH	\$50,898	14.0%
2	BRAND A Lavendr Hrvst .5 Oz 00-00000-00000	LAVENDER	\$46,524	18.6%
2	BRAND A Chilli 0.5 Oz 00-00000-00000	BLEND - MILD	\$39,916	0.6%

This slots items in the first two racks based solely on sales in TTL US. It does not look at sales increases or declines.

### Example 2:

Tray	Current 24 Weeks	Flavor	Total US <input type="text"/>	
			Current Dollars	\$ % Chg
1	BRAND A Lavender .5 Oz 00-00000-00000	LAVENDER	\$933,713	10.4%
1	BRAND A Lavendr Hrvst .5 Oz 00-00000-00000	LAVENDER	\$46,524	18.6%
1	BRAND A Lavender .5 Oz 00-00000-00000	LAVENDER	\$12,584	51.3%
1	BRAND A Peppermint .5 Oz 00-00000-00000	PEPPERMINT	\$388,375	18.1%
1	BRAND A Peppermint .5 Oz 00-00000-00000	PEPPERMINT	\$5,399	110.9%
1	BRAND A Pk .5 Oz (2 Pk) 00-00000-00000	PEPPERMINT	\$5,189	36.7%
1	BRAND A .5 Oz 00-00000-00000	EUCALYPTUS	\$319,887	12.1%
1	BRAND A Bonus Pk .5 Oz (2 Pk) 00-00000-00000	EUCALYPTUS	\$7,774	1.0%
1	BRAND A Tea Tree .5 Oz 00-00000-00000	TEA TREE	\$248,262	6.1%
1	BRAND A Rosemary .5 Oz 00-00000-00000	ROSEMARY	\$147,586	14.1%
1	BRAND A Patchouli .5 Oz 00-00000-00000	PATCHOULI	\$156,018	7.9%
1	BRAND A Lemon Eucalyptus .5 Oz. 00-00000-00000	BLEND - MILD	\$29,270	13.2%
1	BRAND A 0.5 Oz 00-00000-00000	BLEND - MILD	\$22,950	30.1%
2	BRAND A 0.5 Oz 00-00000-00000	BLEND - MILD	\$15,532	2.5%
2	BRAND A Heartsong .5 Oz 00-00000-00000	BLEND - MILD	\$7,520	5.6%
2	BRAND A Meditat .5 Oz 00-00000-00000	BLEND - MILD	\$1,363	45.8%
2	BRAND A Lemon .5 Oz 00-00000-00000	LEMON	\$124,589	15.5%
2	BRAND A Clove Bud .5 Oz 00-00000-00000	CLOVE	\$112,508	12.8%
2	BRAND A Rose Abs In Jojoba .5 Oz 00-00000-00000	ROSE	\$101,206	4.8%
2	BRAND A Rose Otto In Jojoba .5 Oz 00-00000-00000	ROSE	\$36,318	4.4%
2	BRAND A Frankincense .5 Oz 00-00000-00000	FRANKINCENSE	\$121,564	8.5%
2	BRAND A Frankincense .5 Oz 00-00000-00000	FRANKINCENSE	\$27,890	(5.6%)
2	BRAND A Chilli 0.5 Oz 00-00000-00000	BLEND - SPICY	\$39,916	0.6%
2	BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$36,654	1.6%
2	BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$24,851	(1.0%)
2	BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$23,002	7.0%

This slots items in the first two racks based on both top sales and top selling Flavors. The slower moving items and the items with large declines have been moved down in the list.

You might also base tray distribution on Flavors – one of each flavor.



## Brand A .5 oz sales ranking

Current 24 Weeks	Total US		ACCOUNT A		ACCOUNT B		ACCOUNT C		ACCOUNT D		ACCOUNT E		ACCOUNT F		ACCOUNT G		
	Flavor	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg	Current Dollars	% Chg
BRAND A Lavender .5 Oz 00-00000-00000	LAVENDER	\$933,713	10.4%	\$34,380	10.5%	\$7,640	(16.3%)	\$22,333	42.2%	\$28,684	30.3%	\$142,769	8.7%	\$6,963	(16.0%)	\$54,746	12.4%
BRAND A Peppermint .5 Oz 00-00000-00000	PEPPERMINT	\$388,375	18.1%	\$12,984	26.0%	\$3,779	(15.3%)	\$7,789	27.3%	\$9,867	39.6%	\$56,289	15.5%	\$1,981	10.0%	\$25,825	25.4%
BRAND A Eucalyptus .5 Oz 00-00000-00000	EUCALYPTUS	\$319,887	12.1%	\$12,586	(1.7%)	\$3,018	(17.3%)	\$8,296	16.8%	\$9,374	44.2%	\$47,777	11.7%	\$2,708	14.1%	\$18,073	12.9%
BRAND A Tea Tree .5 Oz 00-00000-00000	TEA TREE	\$248,262	6.1%	\$8,044	(0.6%)	\$2,692	(23.7%)	\$6,318	40.1%	\$5,560	8.6%	\$46,028	5.2%	\$1,185	(5.8%)	\$10,795	2.0%
BRAND A Patchouli .5 Oz 00-00000-00000	PATCHOULI	\$156,018	7.9%	\$5,880	9.2%	\$3,074	12.5%	\$3,856	44.5%	\$2,741	(8.4%)	\$24,080	10.6%	\$771	(19.7%)	\$8,776	16.2%
BRAND A Rosemary .5 Oz 00-00000-00000	ROSEMARY	\$147,586	14.1%	\$4,999	(2.6%)	\$1,446	14.2%	\$3,450	32.9%	\$4,061	34.8%	\$23,454	16.7%	\$744	(20.2%)	\$8,271	23.0%
BRAND A Lemon .5 Oz 00-00000-00000	LEMON	\$124,589	15.5%	\$5,300	16.8%	\$893	9.2%	\$3,535	46.3%	\$4,441	46.5%	\$19,734	18.5%	\$496	(9.5%)	\$6,230	(1.0%)
BRAND A Frankincense .5 Oz 00-00000-00000	FRANKINCENSE	\$121,564	8.5%	\$4,790	22.0%	\$1,294	15.6%	\$3,590	58.1%	\$7,544	18.2%	\$12,895	(3.4%)	\$772	9.3%	\$8,761	8.0%
BRAND A Geranium .5 Oz 00-00000-00000	GERANIUM	\$116,612	11.4%	\$4,591	12.3%	\$1,267	37.1%	\$2,602	34.2%	\$2,901	(14.5%)	\$18,393	20.6%	\$772	(10.1%)	\$5,679	(5.6%)
BRAND A Clove Bud .5 Oz 00-00000-00000	CLOVE	\$112,506	12.8%	\$4,198	2.2%	\$1,040	(14.4%)	\$2,327	14.4%	\$3,795	27.8%	\$18,476	21.2%	\$301	(38.0%)	\$7,021	10.7%
BRAND A Ylang Ylang .5 Oz 00-00000-00000	YLANG YLANG	\$110,435	7.7%	\$5,210	8.4%	\$1,521	(1.1%)	\$3,559	47.7%	\$3,422	(7.6%)	\$18,197	8.9%	\$386	(12.7%)	\$5,645	1.0%
BRAND A Lemongrass .5 Oz 00-00000-00000	LEMONGRASS	\$105,944	15.5%	\$5,024	15.7%	\$1,287	(6.8%)	\$3,293	36.2%	\$3,833	20.3%	\$15,113	20.4%	\$119	(63.2%)	\$5,804	14.7%
BRAND A Rose .5 Oz 00-00000-00000	ROSE	\$101,206	4.8%	\$5,686	30.6%	\$1,478	(0.7%)	\$2,927	27.4%	\$3,104	23.6%	\$14,032	(3.4%)	\$500	(12.5%)	\$6,527	6.4%
BRAND A Grapefruit .5 Oz 00-00000-00000	GRAPEFRUIT	\$95,404	(5.7%)	\$4,627	18.3%	\$1,050	(11.5%)	\$2,166	25.9%	\$2,473	(14.6%)	\$14,737	(6.3%)	\$634	(28.6%)	\$5,272	(14.7%)
BRAND A Orange Swt .5 Oz 00-00000-00000	ORANGE	\$89,304	12.2%	\$5,531	52.0%	\$1,264	41.2%	\$2,986	41.7%	\$3,113	27.1%	\$13,314	3.2%	\$222	(9.9%)	\$4,160	3.4%
BRAND A Bergamot .5 Oz 00-00000-00000	BERGAMOT	\$84,851	10.1%	\$4,889	5.5%	\$716	(12.5%)	\$2,641	33.5%	\$3,243	(2.0%)	\$13,205	11.5%	\$493	(42.4%)	\$4,802	6.6%
BRAND A Jasmine .5 Oz 00-00000-00000	JASMINE	\$72,706	1.0%	\$4,904	31.6%	\$1,128	18.3%	\$1,895	7.7%	\$1,786	84.7%	\$10,399	(2.0%)	\$322	7.1%	\$4,700	(3.9%)
BRAND A Sandalwood .5 Oz 00-00000-00000	SANDALWOOD	\$70,930	6.9%	\$3,600	31.0%	\$1,635	22.8%	\$3,270	56.6%	\$698	17.7%	\$10,358	(4.3%)	\$247	(27.0%)	\$4,131	2.8%
BRAND A Vanilla .5 Oz 00-00000-00000	VANILLA	\$68,479	0.1%	\$5,954	59.5%	\$1,310	(14.0%)	\$2,859	48.3%	\$1,225	(11.6%)	\$7,742	(9.3%)	\$378	(40.0%)	\$4,037	(14.8%)
BRAND A Sandalwood .5 Oz 00-00000-00000	SANDALWOOD	\$67,648	(15.6%)	\$1,977	(27.4%)	\$1,111	36.4%	(100.0%)		\$3,573	(24.6%)	\$11,545	19.0%	\$220	4.8%	\$5,255	(18.2%)
BRAND A Clary Sage .5 Oz 00-00000-00000	CLARY SAGE	\$66,255	6.0%	\$2,759	2.6%	\$838	(10.4%)	\$1,552	63.3%	\$2,007	(1.1%)	\$10,998	13.4%	\$287	36.4%	\$3,802	2.0%
BRAND A Cinnamon .5 Oz 00-00000-00000	CINNAMON	\$54,656	13.9%	\$2,529	24.6%	\$637	(8.6%)	\$1,369	58.6%	\$1,746	(0.9%)	\$7,842	15.7%	\$141	(16.7%)	\$3,203	(0.8%)
BRAND A Sage .5 Oz 00-00000-00000	SAGE	\$53,630	8.9%	\$2,462	38.4%	\$447	(5.3%)	\$1,343	42.1%	\$1,509	13.1%	\$7,708	7.2%	\$257	0.0%	\$3,313	(1.1%)
BRAND A Myrrh .5 Oz 00-00000-00000	MYRRH	\$50,898	14.0%	\$2,478	29.4%	\$803	63.2%	\$1,372	66.1%	\$2,719	(3.5%)	\$6,262	15.9%	\$226	22.1%	\$3,448	6.7%
BRAND A Lavender Harvest .5 Oz 00-00000-00000	LAVENDER	\$46,524	18.6%	\$4,937	110.1%	\$1,933	36.6%			\$820	58.8%	\$6,607	3.5%	\$15		\$4,898	28.6%
BRAND A Chili 0.5 Oz 00-00000-00000	BLEND - SPICY	\$39,916	0.6%	\$3,345	46.1%	\$727	(22.2%)			\$661	(16.7%)	\$5,142	12.2%	\$236	(16.2%)	\$1,593	(14.0%)
BRAND A Chamomile .5 Oz 00-5181-91109	CHAMOMILE	\$39,864	(6.7%)	\$1,641	(25.2%)	\$187	94.8%	\$1,860	33.2%	\$2,605	(1.5%)	\$4,521	(3.9%)	\$239	(34.1%)	\$2,680	6.4%
BRAND A 0.5 Oz 00-00000-00000	BLEND - SENSUAL	\$36,729	17.4%	\$2,960	88.7%	\$1,246	93.1%	\$2,280	47.5%	\$530	(7.3%)	\$5,016	26.9%	\$142	(16.8%)	\$1,333	75.3%
BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$36,654	1.6%	\$2,660	54.7%	\$738	67.6%	\$2,081	84.4%	\$479	(16.6%)	\$5,278	(16.5%)	\$157	(23.1%)	\$1,233	(24.5%)
BRAND A Rose .5 Oz 00-00000-00000	ROSE	\$36,318	4.4%	\$2,978	45.2%	\$1,123	19.1%	\$1,388	14.2%	\$53	(72.0%)	\$5,278	3.2%	\$137	(40.0%)	\$2,346	29.4%
BRAND A Thyme .5 Oz 00-00000-00000	THYME	\$34,870	(0.2%)	\$1,817	10.0%	\$337	(10.9%)			\$1,534	15.6%	\$5,780	25.7%	\$365	(26.1%)	\$3,104	(10.4%)
BRAND A Neroli .5 Oz 00-00000-00000	NEROLI	\$34,259	(4.9%)	\$2,543	28.6%	\$775	(25.5%)	\$2,326	80.3%	\$643	(12.0%)	\$3,527	(22.7%)	\$613	334.2%	\$2,082	(6.1%)
BRAND A Rosewood .5 Oz 00-00000-00000	ROSEWOOD	\$34,048	(7.2%)	\$1,280	7.1%	\$162	(39.5%)			\$1,426	(3.4%)	\$6,057	11.2%	\$214	(31.1%)	\$2,129	(4.3%)
BRAND A Cedarwood .5 Oz 00-00000-00000	CEDAR (AND CEDARY	\$32,530	12.2%	\$1,221	2.5%	\$392	16.1%			\$793	(27.5%)	\$5,856	16.4%	\$73	(38.1%)	\$2,138	16.0%
BRAND A Wintergreen .5 Oz 00-00000-00000	MINT (ALL BUT PEPP	\$32,105	(1.7%)	\$1,355	42.5%	\$465	(8.0%)	\$549	52.0%	\$1,297	(12.6%)	\$4,957	9.7%	\$67	(61.1%)	\$2,622	6.9%
BRAND A Juniper Berry .5 Oz 00-00000-00000	PINE (SPRUCE - FIR -	\$31,258	6.0%	\$994	(0.8%)	\$544	49.4%			\$1,922	10.2%	\$3,962	2.8%	\$522	181.3%	\$2,944	14.5%
BRAND A Lemon Eucalyptus .5 Oz 00-00000-00000	BLEND - MILD	\$29,270	13.2%	\$940	21.2%	\$363	56.9%	\$31	(84.2%)	\$774	8.9%	\$5,365	33.7%	\$236	(46.3%)	\$1,148	(19.0%)
BRAND A Spearmint .5 Oz 00-00000-00000	MINT (ALL BUT PEPP	\$28,621	12.6%	\$916	20.8%	\$270	32.6%			\$1,025	1.7%	\$5,298	28.3%	\$133	(45.6%)	\$1,824	(8.7%)
BRAND A Tangerine .5 Oz 00-00000-00000	TANGERINE	\$28,312	1.1%	\$1,490	7.9%	\$251	(16.8%)			\$1,307	(2.7%)	\$4,427	7.3%	\$100	(46.7%)	\$1,512	(7.1%)
BRAND A Frankincense .5 Oz 00-00000-00000	FRANKINCENSE	\$27,890	(5.6%)	\$2,637	27.5%	\$1,170	0.5%			\$1,146	190.4%	\$3,643	1.3%	\$275	50.0%	\$2,507	1.0%
BRAND A Citronella .5 Oz 00-00000-00000	CITRONELLA	\$26,857	6.2%	\$1,104	19.7%	\$264	(2.4%)			\$498	(12.1%)	\$4,453	2.7%	\$95	(22.7%)	\$1,666	2.3%
BRAND A Fir Needle .5 Oz 00-00000-00000	PINE (SPRUCE - FIR -	\$26,486	(6.2%)	\$232	(32.6%)	\$91	(6.3%)			\$1,261	(27.1%)	\$6,063	16.7%	\$141	(26.7%)	\$1,172	(17.8%)
BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$24,851	(1.0%)	\$1,912	51.8%	\$663	50.0%	\$1,294	31.8%	\$503	(26.8%)	\$3,493	(18.8%)	\$94	24.5%	\$1,001	(4.0%)
BRAND A Cypress .5 Oz 00-00000-00000	CYPRESS	\$24,320	(4.1%)	\$1,364	32.2%	\$676	53.6%			\$1,910	7.6%	\$3,151	7.8%	\$77	(64.7%)	\$1,727	(20.1%)
BRAND A 0.5 Oz 00-00000-00000	BLEND - ENERGIZING	\$24,042	11.0%	\$1,809	60.9%	\$477	31.6%	\$1,400	54.2%	\$279	(38.3%)	\$3,732	1.0%	\$16	(65.6%)	\$779	54.3%
BRAND A Lime .5 Oz 00-00-00000-00000	LIME	\$23,827	15.7%	\$318	17.5%	\$217	121.5%			\$274	(18.6%)	\$3,988	28.5%	\$139	(30.8%)	\$1,345	(8.8%)
BRAND A Ginger .5 Oz 00-00000-00000	GINGER	\$23,076	6.8%	\$783	(6.3%)	\$91	(39.5%)			\$756	(8.4%)	\$3,732	40.8%	\$182	(25.0%)	\$1,990	(10.8%)
BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$23,002	7.0%	\$1,881	112.9%	\$468	32.4%	\$1,156	57.8%	\$458	19.7%	\$3,046	(5.5%)	\$110	22.2%	\$527	(0.2%)
BRAND A 0.5 Oz 00-00000-00000	BLEND - MILD	\$22,950	30.1%	\$1,044	19.9%	\$489	11.3%			\$1,041	44.2%	\$3,625	43.4%		(100.0%)	\$784	18.0%
BRAND A Nut .5 Oz 00-00000-00000	BERGAMOT	\$20,982	5.0%									\$3,738	24.9%	\$137	253.9%	\$672	(32.1%)
BRAND A Chamomile .5 Oz 00-00000-00000	CHAMOMILE	\$20,645	10.5%	\$1,925	6.6%	\$484	(27.1%)			\$257	21.1%	\$2,586	9.7%	\$200	7.7%	\$1,462	(3.2%)
BRAND A Basil .5 Oz 00-00000-00000	BAZIL	\$17,468	16.8%	\$518	(14.9%)	\$75	(40.6%)			\$999	30.3%	\$2,715	21.6%	\$100	0.0%	\$1,050	21.3%
BRAND A Vetiver .5 Oz 00-00000-00000	VETIVER	\$17,392	25.4%	\$727	60.1%	\$556	1.6%			\$428	8.8%	\$3,589	57.6%	\$78	33.3%	\$1,237	8.1%
BRAND A Tranquility .5 Oz 00-00000-00000	BLEND - SPICY	\$16,267	5.9%	\$1,565	27.0%	\$430	(9.6%)			\$515	(14.3%)	\$1,445	6.7%	\$132	126.0%	\$1,276	(1.8%)
BRAND A Chamomile .5 Oz 00-00000-00000	CHAMOMILE	\$15,548	2.9%	\$939	11.2%	\$435	(33.6%)			\$50	(34.0%)	\$2,074	(10.2%)	\$157	450.0%	\$902	(7.6%)
BRAND A 0.5 Oz 00-00000-00000	BLEND - MILD	\$15,532	2.5%	\$1,407	69.2%	\$405	62.8%	\$919	76.4%	\$283	(17.5%)	\$2,044	(21.7%)	\$31	100.0%	\$544	32.5%
BRAND A Camphor .5 Oz 00-00000-00000	CAMPHOR	\$12,900	6.9%	\$412	0.7%	\$28	(47.2%)			\$310	(17.1%)	\$1,657	0.9%	\$9	0.0%	\$1,052	(17.5%)
BRAND A Lavender .5 Oz 00-00000-00000	LAVENDER	\$12,584	51.3%	\$173	(65.4%)							\$618	(47.9%)	\$691	632.4%	\$404	185.5%
BRAND A 0.5 Oz 00-00000-00000	BLEND - SPICY	\$12,492	(2.9%)	\$1,289	38.8%	\$181	(46.4%)			\$189	(16.4%)	\$1,610	(0.6%)		(100.0%)	\$472	(19.9%)
BRAND A Pine .5 Oz 00-00000-00000	PINE (SPRUCE - FIR -	\$12,130	(6.3%)	\$185	(36.8%)	\$225	(20.4%)				(100.0%)	\$2,319	1.5%	\$137	(31.2%)	\$1,353	(5.3%)
BRAND A Pine 0.5 Oz 00-00000-00000	PINE (SPRUCE - FIR -	\$11,825		\$2,250		\$527						\$1,708		\$69		\$694	
BRAND A Myrrh .5																	

A better strategy would focus on the key drives that Brand A wants to focus on – like flavor, etc.

KPI (Key Performance Indicators) are a way to achieve these objectives.

There is a lot more to be considered, like the consumer piece, before creating actionable KPI's.

Based on the above, my recommendations would be:

- 1) Take a leadership role in the category. Show the retailer community that you have a plan to drive sales, increase turns, manage inventory, and increase traffic
  - a. Encourage retailers to discontinue strange sized items with small sales
- 2) Consider developing a 2oz line to compete with Brand B
  - a. Select about 20 flavors for this line – only the best sellers
  - b. Price them so that they are competitive – perhaps at a 5% higher price. A price that suggests that your offering is still the premium product.
  - c. Develop a promotional strategy that discounts the line to match Brand B pricing several times a year. The goal is to take the Brand B buyer out of the market and convert them



to Brand A. The 2oz line would represent your most aggressive strategies. It will cannibalize your .5oz line but you should be able to minimize the effect if managed properly. Also, don't place the 100% organic seal you spoke of during your sales meeting on the 2oz bag – use it to differentiate your .5 ounce line first.

3) Develop mandatory .5oz tray schematics and change the racks in each store

a. 100% ACV distribution for top selling items in first two racks will increase sales:

	% Chg	52 weeks
i. Retailer A	54.7%	\$ 10,907
ii. Retailer B	65.7%	\$489,810
iii. Retailer C	82.3%	\$ 63,839
iv. Retailer D	73.6%	\$317,230
v. Retailer E	66.9%	\$ 76,020
Total	86.7%	\$957,806

Assumes no discontinued items in any store.

4) Develop a set of KPI's that address the following

a. Distribution

- i. "C" size stores must have 2 racks and all 2oz items
- ii. "B" size stores must have 4 racks and all 2oz items
- iii. "A" size stores must have 6 racks and all 2oz items

b. Pricing

- i. .5 oz must be priced ... compared to Brand B .....
- ii. 2oz must be priced 5% higher than Brand B (price per ounce)

c. Promotion

- i. .5oz ... must be promoted ....
- ii. 2oz ... must be promoted ....

d. Inventory Management

5) Develop a branded line of sack lunch packaging to increase consumer acceptance and trial

- a. Use the newly found shelf space, from removing the strange sizes, to merchandise these items.
  - b. Offer assortments of top selling flavors in consumer friendly bonus packs
  - c. All should be branded Brand A
  - d. All should offer the retailer high margins
  - e. Tie new line into promotions with your products
  - f. Offer coupons to drive excitement (\$1 off with purchase, etc)
- 6) Create an incentive program that follows your new strategy – also include broker
- a. KPI 1 – 100% ACV objective
    - i. 2 racks in every store with live data, etc
  - b. KPI 2 -????
    - i. Additional racks \_\_\_\_\_
- 7) Create a comprehensive marketing strategy complete with scorecarding for both internal and external use.

Note: This presentation has been modified to mask brands, categories, items