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DSD & SNACKS Category Management Team

IVEENA HENDERSON

Category Manager



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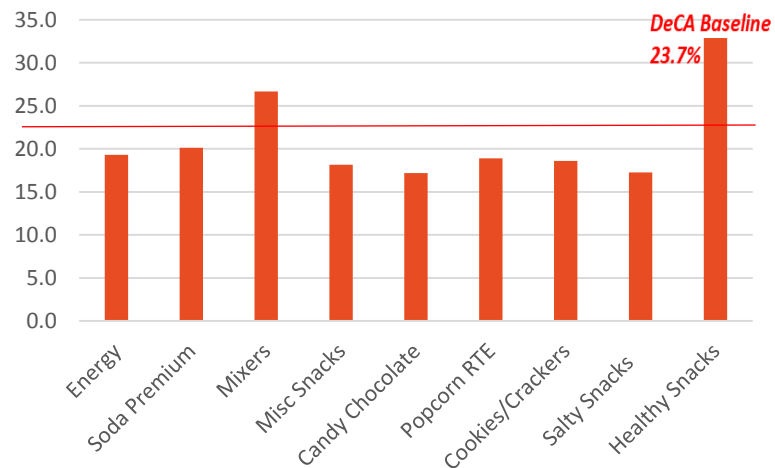
Volume & Growth

Sales Volume	\$150.8M
YOY Growth	4.6% ↑ Rem ↑ AOC
Net Savings %	21.0%
# of SKUs Planogrammed	1,062
# of Suppliers	52

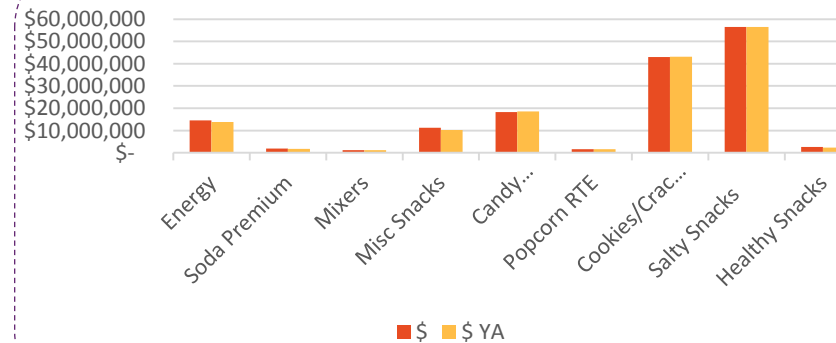
Category Dynamics

	Sales (\$M)	YOY Growth
Energy	14.6	5.3%
Soda Premium	1.9	14.6%
Mixers	1.1	0.2%
Misc Snacks	11.2	9.5%
Candy Chocolate	18.3	-1.7%
Popcorn RTE	1.6	-1.7%
Cookies/Crackers	43.0	-0.4%
Salty Snacks	56.4	-0.1%
Healthy Snacks	2.6	15.8%

Net Savings By Category



Sales Trend





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DSD & Snacks Team Presentation Calendar JAN - DEC 2019 +A1:E26	
CATEGORY	MONTH
Beverage, Energy	FEBRUARY
Beverage, New Age	FEBRUARY
Soda, Premium	APRIL
Soda, Regular	APRIL
Mixers	FEBRUARY
Snack, Salty	OCTOBER
Snacks, Healthy	SEPTEMBER
Snacks, Canister	SEPTEMBER
Candy, Chocolate	JANUARY
Candy, Non-chocolate	OCTOBER
Grain Cakes	
Bread	MARCH
Bread, Organic	MARCH
Bread, International	MARCH
Tortillas/pizza crust	FEBRUARY
Ice Cream Cones/Toppings	AUGUST
Sweet Goods	APRIL
Popcorn, Micro	JANUARY
Popcorn, RTE	JANUARY
Cookies/Crackers	SEPTEMBER
Cracker, Snack	APRIL
Snacks, Nuts	JANUARY
Cracker, Speciality Biscuit	OCTOBER
Snacks Misc/Meat	AUGUST

ADD/DELETE PACKAGE CHANGES	
CATEGORY	3RD WEEK OF MONTH
Beverage, Energy	FEBRUARY/AUGUST
Beverage, New Age	FEBRUARY/AUGUST
Soda, Premium	APRIL/NOVEMBER
Soda, Regular	APRIL/NOVEMBER
Mixers	FEBRUARY/AUGUST
Snack, Salty	MARCH/OCTOBER
Snacks, Healthy	MARCH/SEPTEMBER
Snacks, Canister	MARCH/SEPTEMBER
Candy, Chocolate	JANUARY/JUNE/OCTOBER
Candy, Non-chocolate	JANUARY/JUNE/OCTOBER
Grain Cakes	JULY
Bread	MARCH/SEPTEMBER
Bread, Organic	MARCH/SEPTEMBER
Bread, International	MARCH/SEPTEMBER
Tortillas/pizza crust	FEBRUARY/AUGUST
Ice Cream Cones/Toppings	AUGUST
Sweet Goods	APRIL/NOVEMBER
Popcorn, Micro	JANUARY/JUNE
Popcorn, RTE	JANUARY/JUNE
Cookies/Crackers	FEBRUARY/SEPTEMBER
Cracker, Snack	APRIL/NOVEMBER
Snacks, Nuts	JANUARY/JULY
Cracker, Speciality Biscuit	FEBRUARY/OCTOBER
Snacks Misc/Meat	JANUARY/AUGUST

****Schedules may be modified due to industries product innovation of the majority of the manufacturers in a specific category including leaders.****



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Category Review – Build Value, Maintain Savings

Shopper Data Panel / ID Card

Penetration

Buying Rate

Share of Wallet

Trips

Sales / Market Data

Volume Growth/Decline

Patron Savings

Category Share

ACV

Gaps

Pricing/Cost/Margins

Productivity / Vendor

Out of Stocks

Fill Rate

Assortment

Days of Supply

Speed to Market





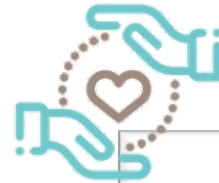
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DeCA's Initiatives



Basket Size

- Two more items in patron's basket
- Achieving consistent 98% product availability on the shelf
- Increase speed to shelf on new items
- Achieving consistent 95% Fill Rates



Value

- First to market new item innovations
- Increasing Commissary Store Brand assortment
- Increase cross promotional opportunities with national brand and commissary store brand



Transactions

- Increase social media engagement
- Continuous POG improvements
- Continuous improvements to deliver an exceptional shopping experience



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FOOD Category Management Team

BARBARA MERRIWEATHER

Category Manager



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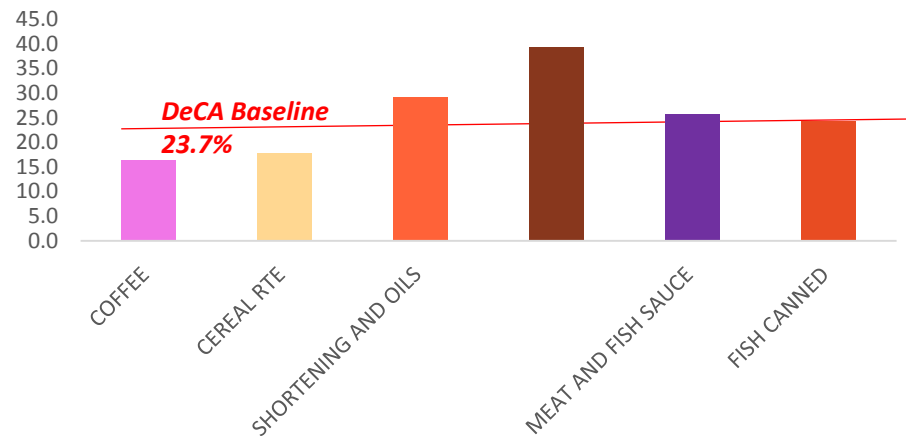
Volume & Growth

Sales Volume	\$199.4M
YOY Growth	-10.2% ↑ AOC ↑ Rem
Net Savings %	25.4%
# of SKUs Planogrammed	1408
# of Suppliers	167

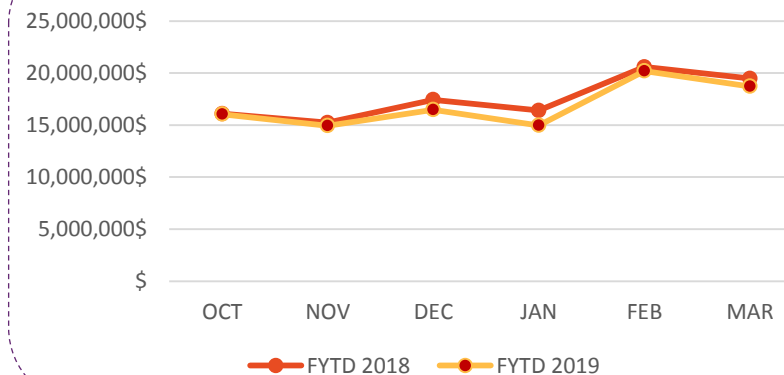
Category Dynamics

	Sales (\$M)	YOY Growth
Coffee	70.3	-7.3
Cereal RTE	45.1	-9.6
Shortening & Oils	24.6	-7.0
Herb & Spices Seasonings	20.0	-0.6
Meat & Fish Sauces	19.5	-5.2
Fish Canned	18.6	-5.8

Net Savings By Category



Sales Trend





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REVIEW/EVALUATION SCHEDULE

Cat #	Category	Target Date	Last Review
00250	ASIAN FOODS	4/1/2019	4/1/2019
00550	BAKING NEEDS MORSELS NUTS	3/1/2020	MAJOR
00575	MILK CANNED POWDER UHT	9/1/2020	EVALUATION
01000	CAKE MIX FLOUR	5/1/2010	MAJOR
05500	GENERAL HEALTH LIVING WELL	4/1/2020	MINOR
05550	GERMAN FOODS	10/1/2019	MINOR
05600	GOURMET FOODS	11/1/2019	EVALUATION
05750	GRAVY & DRY SEASON MIXES	6/1/2020	EVALUATION
05850	HISPANIC	6/1/2019	MAJOR
06600	LATINO	8/1/2019	MINOR
08350	PUDDINGS GELATINS MARSHMALLOWS	2/1/2020	EVALUATION
08700	SHORTENING & OILS	7/1/2020	MAJOR
09350	SPICES EXTRACTS	6/1/2020	EVALUATION
09450	SUGAR GRANULATED	5/1/2020	MINOR
09500	SUGAR & CONFECTIONERY	5/1/2020	MINOR

ADD/DELETE/ITEM UPDATES

Cat #	Category	Target Date
00250	ASIAN FOODS	FEB/JUN/OCT
00550	BAKING NEEDS MORSELS NUTS	JAN/MAY/SEPT
00575	MILK CANNED POWDER UHT	FEB/JUN/OCT
01000	CAKE MIX FLOUR	JAN/MAY/SEPT
05500	GENERAL HEALTH LIVING WELL	FEB/JUN/OCT
05550	GERMAN FOODS	APR/AUG/DEC
05600	GOURMET FOODS	APR/AUG/DEC
05750	GRAVY & DRY SEASON MIXES	JAN/MAY/SEPT
05850	HISPANIC	MAR/JUL/NOV
06600	LATINO	MAR/JUL/NOV
08350	PUDDINGS GELATINS MARSHMALLOWS	APR/AUG/DEC
08700	SHORTENING & OILS	FEB/JUN/OCT
09350	SPICES EXTRACTS	MAR/JUL/NOV
09450	SUGAR GRANULATED	JAN/MAY/SEPT
09500	SUGAR & CONFECTIONERY	JAN/MAY/SEPT

Joint Business - Collaborative Plan Guide



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DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<p align="center">Goals and Key Performance Metrics (for Category or Segment) Measure Nielsen/Home Scan</p> <ul style="list-style-type: none"> • Grow \$ Sales/units +2% • Trips/Transactions +2% • Share of Wallet +2% IYA • 98% Product Availability 			
<p align="center">Situation Assessment</p>	<ul style="list-style-type: none"> • Correct NIS issues • Need to speed up innovation timeline • Lost incremental sales with late launch timing at DeCA • Grow cross promotional presence with complimentary items 	<ul style="list-style-type: none"> • Lack of signage communicating • Long-term planning for promotional items • Increase club pack and larger item sales 	<ul style="list-style-type: none"> • POG integrity • Fill rate/NIS • Must have ample amount of product re-order quantities at all times • Facilitate BOGO's and bundled/high value coupons • Maximize digital coupons
<p align="center">Key Plans</p>	<ul style="list-style-type: none"> • Promote to consumers larger packs (Mega Roll strategy) • First to market • Improve club pack distribution • Improve speed to shelf for new items • Better fill rates at distributors • Display seasonal ready pallets & shippers strategically 	<ul style="list-style-type: none"> • Improve pricing signage • Seasonal Tie-ins • New Item Innovations • Increase cross promotional opportunities • Expand PL assortment • Establish annual promo plan using 100% suppliers' promotional funds 	<ul style="list-style-type: none"> • Display pallets to drive promos • Communicate all promotions through social media • Winter/Spring cleaning • Speed to market/new innovation • Improve POG integrity with industry assistance/input • Ensure ample amount of product re-order quantities at all times
<p align="center">Execute Measure & Scorecard</p>	<ul style="list-style-type: none"> • Compare promo activity over same time last year • Speed to Shelf – Measure creation of items over 6 months • Innovation/category review meetings held only during calendar times to streamline 	<ul style="list-style-type: none"> • Utilize internal category mgmt. team and key insights from industry to measure results • Create annual promotions plan with industry, Cat Managers, and Promo team, focusing on ownership of DPs 	<ul style="list-style-type: none"> • Annually planned centralized POG share w/Cat Managers • Compare coupon redemption over same time last year • Make sure promo timelines are met regardless of promo matrix