## Execution Summary

The chart below outlines each pilot in full, including individual results. This chart could be used as an activation guide, or starting point, for anyone considering a solution for the breakfast, snacking or dinner meal occasion.

### Consumer Insight

- **Consumers desire easy, fun and healthy breakfast options.**
- **Shoppers seek healthy accompaniments to weekday meals.**
- **There is an increasing interest in food that “provides energy.”**
- **Shoppers want new ideas, new tastes and fresh twists on old favorites.**
- **Baby boomers and DINKS (dual income no kids) have more time and more interest in more creative meals.**
- **Brand names and celebrity advocates have influences over this group.**
- **Moms are time-starved and looking for convenient, nutritious dinner solutions that offer variety and excitement.**

### Concept

- **Breakfast Zone**
  - Dedicated endcap in dairy department
  - Products rotate every month
  - Recipe cards rotated with product set

- **Fuel Your Day**
  - Dedicated snacking cooler in deli, on-the-go or produce departments

- **Perfect Pairings**
  - On-shelf co-merchandiser in produce
  - Product combinations rotate monthly, providing options to leverage trend products or to support products with lagging sales

- **Chef’s Creation**
  - Mobile cross-merchandiser
  - In-store placement aligns with recipe theme
  - Display communicates value of higher quality meals at lower prices than restaurants and leverage local or well-known chefs

- **What’s for Dinner?**
  - Dedicated endcap near dairy department or alternative high-traffic locations
  - New recipes available weekly along with a preview of the next week’s recipe
  - Family-friendly recipes and products featured

### Avg. Incremental Impact

<table>
<thead>
<tr>
<th>Concept</th>
<th>Units Sold</th>
<th>$ Sales</th>
<th>Dairy Units</th>
<th>Dairy $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Zone</td>
<td>13.6%</td>
<td>8.4%</td>
<td>3.7%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Fuel Your Day</td>
<td>4.8%</td>
<td>2.1%</td>
<td>5.8%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Perfect Pairings</td>
<td>32.3%</td>
<td>35.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chef’s Creation</td>
<td>8.5%</td>
<td>12.3%</td>
<td>15.7%</td>
<td>17%</td>
</tr>
<tr>
<td>What’s for Dinner?</td>
<td>28.1%</td>
<td>32.1%</td>
<td>57.5%</td>
<td>57.6%</td>
</tr>
</tbody>
</table>

### Key Takeaways

- Shoppers are drawn to a display that features items from their shopping list or sale items.
- Recipe cards alone are not enough to attract consumer attention.
- Merchandiser location in store was key to the “grab-and-go” behavior.
- Displays focused on snacking should contain single-serve items.
- Complex and time-consuming recipes could hinder shopper interest.
- Placing the display early in the shopping pattern yields greater consumer involvement.