

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	Concept	Avg. Incremental Impact	Key Takeaways
<p>Consumers desire easy, fun and healthy breakfast options.</p>	<p>Breakfast Zone</p> <ul style="list-style-type: none"> - Dedicated endcap in dairy department - Products rotate every month - Recipe cards rotated with product set 	<p>Units Sold: 13.6%</p> <p>\$ Sales: 8.4%</p> <p>Dairy Units: 3.7%</p> <p>Dairy \$: 2.9%</p>	<p>Shoppers are drawn to a display that features items from their shopping list or sale items.</p> <p>Recipe cards alone are not enough to attract consumer attention.</p>
<p>Shoppers seek healthy accompaniments to weekday meals.</p> <p>There is an increasing interest in food that "provides energy."</p>	<p>Fuel Your Day</p> <ul style="list-style-type: none"> - Dedicated snacking cooler in deli, on-the-go or produce departments 	<p>Units Sold: 4.8%</p> <p>\$ Sales: 2.1%</p> <p>Dairy Units: 5.8%</p> <p>Dairy \$: 8.2%</p>	<p>Merchandiser location in store was key to the "grab-and-go" behavior.</p>
<p>Shoppers want new ideas, new tastes and fresh twists on old favorites.</p>	<p>Perfect Pairings</p> <ul style="list-style-type: none"> - On-shelf co-merchandiser in produce - Product combinations rotate monthly, providing options to leverage trend products or to support products with lagging sales 	<p>Units Sold: 32.3%</p> <p>\$ Sales: 35.8%</p> <p>All items in the display were milk-based dairy products.</p>	<p>Displays focused on snacking should contain single-serve items.</p>
<p>Baby boomers and DINKS (dual income no kids) have more time and more interest in more creative meals.</p> <p>Brand names and celebrity advocates have influences over this group.</p>	<p>Chef's Creation</p> <ul style="list-style-type: none"> - 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 	<p>Units Sold: 8.5%</p> <p>\$ Sales: 12.3%</p> <p>Dairy Units: 15.7%</p> <p>Dairy \$: 17%</p>	<p>Complex and time-consuming recipes could hinder shopper interest.</p>
<p>Moms are time-starved and looking for convenient, nutritious dinner solutions that offer variety and excitement.</p>	<p>What's for Dinner?</p> <ul style="list-style-type: none"> - 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 	<p>Units Sold: 28.1%</p> <p>\$ Sales: 32.1%</p> <p>Dairy Units: 57.5%</p> <p>Dairy \$: 57.6%</p>	<p>Placing the display early in the shopping pattern yields greater consumer involvement.</p>