



**MR WILLIAMS**

# M.R. Williams, Inc. uses KraftHeinz survey to make Grab & Go recommendations

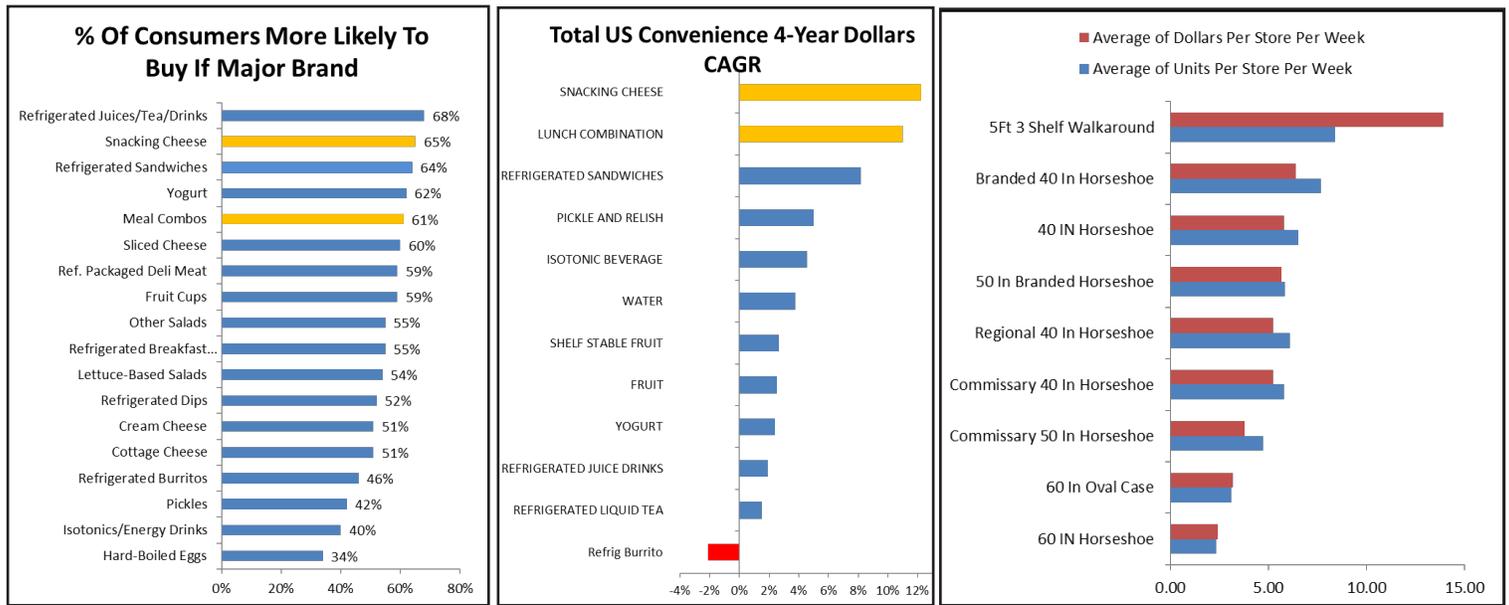
KraftHeinz conducted a Grab & Go planogram, cooler placement survey using Crossmark. Inside this booklet are recommendations of the optimal assortment variety based on store-level item data and a survey of consumers' wants and expectations. M.R. Williams, Inc. has also included its top selling items by rank for each recommended category. The survey found that the bulk of stores surveyed utilized dual placement, but stores with refrigerated food items merchandised only in an open-air-cooler saw the highest average velocities. Stores with only vault door options saw the lowest average velocities.

Walkaround coolers have the strongest velocities of all three cooler options (upright open air, walkaround and vault doors). If space is limited, an upright open-air cooler is also a better option than a vault door.

Snacking cheese, lunch combinations and sandwiches have seen strong growth from 2012 to 2016.

Consumers want an assortment variety with brands they know and trust. Sixty-eight percent of consumers are more likely to buy a refrigerated juice, tea or drink if it is a major brand.

## Key Findings from survey



Categories	% of Sets containing Category	% of Shoper Expecting to find in Set	Current Space Allocation	Space Allocation for Optimal Velocities	Comments
Sandwiches	74%	71%	25%	25%	Staple of the upright, refrigerated cooler. Highest consumer preference in sets.
Yogurt	65%	58%	5%	5%	Category is flavor intensive, but high cross purchase between flavors mean more SKUs doesn't necessarily translate into more sales.
Pickles	64%	36%	1-2 SKUs	1-2 SKUs	Contained in most sets despite consumer not expecting to find it. Doesn't require a lot of space. Strong dollar volume growth since 2012.
Burritos	60%	41%	25%	5%	Contained in most sets, but typically over spaced relative to optimal velocities. Optimal velocities around 5% of space, and on bottom shelf of cooler.
Fruit	51%	64%	5%	5%	Adds Fresher Less Processed credentials to the set. High substitutability across fruit types translates into a few offerings satisfying needs of most.
Snacking Cheese	50%	60%	10%	10%	High sales to space ratio and impulse add-on. Important to cover both String and Adult varieties/flavors. Strong growth in distribution and volume over time.
Meal Combos	49%	55%	5%	15%	Portable protein and small plate snacking/meal bridge items are growing quickly in consumer appeal. Multiple segments each with different cohorts.
Juices/Drinks/Tea/Water	38%	64%	10%	20%	Category is typically merchandised in multiple areas in-store, not a staple of refrigerated cooler set. Highest velocities on top shelf. Can be used to fill upright cooler where store's perishable business is less developed.
Salads	28%	51%	1-2 SKUs	10%	Fresh foods like salads have high purchase interest amongst c-store shoppers, but also high consumer concern over freshness. Tricky to balance velocities versus shrink.
Portable Protein/Energy Drinks	21%	26%	15%	5%	Typically over spaced relative to consumer expectations; merchandised elsewhere in store. Optimal positioning at 5% of space on bottom shelf.



## Sandwiches lead Grab & Go with 25% of the allocated space

According to KraftHeinz Refrigerated Cooler Planogram, 25% of cooler space should be allocated to sandwiches for optimal velocities. Sandwiches are the staple of the upright, refrigerated cooler. They are also the highest consumer preference in sets.

Below are the top seventeen items sold by M.R. Williams, Inc. in the sandwich category.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
025338	Deli Express Ham & Cheese Wedge	1	4.6oz	\$2.01	\$2.01	\$3.49	42%
041046	SZ Peanut Butter & Jelly Sandwich	1	Each	\$1.25	\$1.25	\$1.89	34%
025346	Deli Express Turkey & Cheese Wheat Wedge	1	4.2oz	\$2.03	\$2.03	\$3.49	42%
025213	Big Az Cheeseburger	1	8.9oz	\$2.43	\$2.43	\$3.99	39%
025353	Deli Express Chicken Salad Wedge	1	5oz	\$1.83	\$1.83	\$3.19	42%
024786	Deli Express Market Chicken Caesar Wrap	1	8.6oz	\$3.67	\$3.67	\$5.99	39%
019711	White Castle Cheeseburger	8	2 Pack	\$10.40	\$1.30	\$2.29	43%
024760	Deli Express Market Smoked Ham & Cheese	1	6.6oz	\$3.31	\$3.31	\$5.39	39%
024745	Deli Express Market Turkey & Cheese	1	8.4oz	\$3.22	\$3.22	\$5.39	40%
025288	Deli Express 100% Beef QTR LB Cheeseburger	1	6oz	\$2.44	\$2.44	\$3.99	39%
024836	Deli Express Mega Smoked Turkey & Cheese	1	6oz	\$2.61	\$2.61	\$4.29	39%
024778	Deli Express Market Italian Style Wrap	1	8.2oz	\$3.31	\$3.31	\$5.39	39%
025361	Deli Express Bologna & Cheese Wedge	1	4.4oz	\$1.44	\$1.44	\$2.49	42%
024737	Deli Express Market Chicken Salad Croissant	1	6.8oz	\$3.22	\$3.22	\$5.39	40%
024844	Deli Express Mega Smoked Ham & Cheese	1	6oz	\$2.38	\$2.38	\$4.29	44%
024828	Deli Express Mega Market Italian	1	6oz	\$2.61	\$2.61	\$4.29	39%
040584	SZ Ham & Cheese Croissant	1	Each	\$2.66	\$2.66	\$4.09	35%



## An increase of 10% in shelf allocation is recommended for the Meal Combo category while burritos should be reduced by 20%

Meal combos are currently only allocated 5% of cooler space. Protein and small plate snacking/meal items are growing quickly in consumer appeal. KraftHeinz recommends increasing space allocation to 15%.

Burritos are contained in most sets, but typically are over spaced relative to optimal velocities. Below are the top sellers at M.R. Williams, Inc. in the Meal Combo category along with top sellers in the burrito category.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
020735	Lunchable Turkey Cheddar	1	3.2oz	\$1.92	\$1.92	\$3.19	40%
020719	Lunchable Ham & Swiss	1	3.2oz	\$1.92	\$1.92	\$3.19	40%
024570	Lunchable Pepperoni Pizza	1	4.3oz	\$1.92	\$1.92	\$3.19	40%
020743	Lunchable Fun Pack Turkey & American Cheese	1	9.7oz	\$2.40	\$2.40	\$3.99	40%
024562	Lunchable Pizza Extra Cheese	1	4.2oz	\$1.92	\$1.92	\$3.19	40%
024547	Lunchable Ham & Cheddar Cracker	1	3.2oz	\$1.92	\$1.92	\$3.19	40%
024596	Lunchable Turkey American Cheese Cracker	1	3.4oz	\$1.92	\$1.92	\$3.19	40%
020750	Lunchable Fun Pack Ham & American Cheese	1	10.5oz	\$2.40	\$2.40	\$3.99	40%
022731	OM P3 Turkey/Colby/Almond	1	2oz	\$1.60	\$1.60	\$1.99	20%
022699	OM P3 Ham/Cheddar/Almond	1	2oz	\$1.60	\$1.60	\$1.99	20%

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
017137	Don Miguel Steak/Jalapeno Burrito	1	7oz	\$1.44	\$1.44	\$2.49	42%
018358	Don Miguel The Bomb Beef & Bean Burrito	1	14oz	\$1.86	\$1.86	\$3.09	40%
018366	Don Miguel The Bomb Bean & Cheese Burrito	1	14oz	\$1.86	\$1.86	\$3.09	40%



## An increase in allocation space to 10% on salads is recommended along with fruit holding at 5%

Fresh foods like salads have high purchase interest among convenience store shoppers, but also high consumer concern over freshness. Fruits add fresher less processed credentials to Grab & Go set. High substitutability across fruit types translates into a few offerings satisfying needs of most. Below are the top sellers at M.R. Williams, Inc. in the Salad and Fruit categories.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
040790	Small Caesar Salad	1	Each	\$2.85	\$2.85	\$5.39	47%
040949	Small Deluxe Garden Salad	1	Each	\$2.95	\$2.95	\$6.89	57%
041061	Small Cobb Deluxe BLT Salad	1	Each	\$2.95	\$2.95	\$4.59	36%
040956	Small Greek Salad	1	Each	\$2.85	\$2.85	\$4.39	35%
040998	Small Spinach Salad	1	Each	\$2.85	\$2.85	\$5.89	51%
040980	Small Side Salad Lite Ranch	1	Each	\$2.44	\$2.44	\$3.89	37%
040964	Small Oriental Salad	1	Each	\$2.95	\$2.95	\$4.39	33%

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
040774	SZ Grapes - Large Cup	1	Each	\$2.31	\$2.31	\$3.89	40%
040782	SZ Mixed Fruit Cup	1	Each	\$2.31	\$2.31	\$3.89	40%
012070	Dippin Stix Sliced Apples & Caramel	6	Each	\$6.87	\$1.15	\$1.99	42%
012088	Dippin Stix Carrots & Ranch Dip	6	Each	\$6.87	\$1.15	\$1.99	42%
985333	Del Monte Fruit Naturals Red Grapefruit	1	7oz	\$1.12	\$1.12	\$1.99	43%
985358	Del Monte Fruit Naturals Cherry Mixed	1	7oz	\$1.12	\$1.12	\$1.99	43%



## Allocation for Snacking Cheese is recommended to stay at 10%

The Snacking Cheese category has high sales to space ratio. It is important to cover both string and adult varieties/flavors. There has been strong growth in distribution and volume over time. Currently the industry standard is 10% shelf allocation.

Below are the top sellers at M.R. Williams, Inc. for the Snacking Cheese category.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
023184	Kraft String Cheese - Mozzarella Handi Snack	48	1oz	\$22.80	\$0.47	\$0.89	47%
020586	Cracker Barrel X-Sharp Cheddar Sticks	14	1oz	\$7.15	\$0.51	\$0.99	48%
023424	Sargento String Cheese Natural	24	.83oz	\$11.26	\$0.47	\$0.89	47%
024125	Roltini Prosciutto & Mozzarella	12	1.5oz	\$12.48	\$1.04	\$1.99	47%
024315	Babybel Mini Original Cheese	30	.75oz	\$14.71	\$0.49	\$0.99	50%
023515	Sargento Cheese Bar	18	1.5oz	\$14.83	\$0.82	\$1.39	41%
020545	Kraft Twist Ums	48	1oz	\$30.32	\$0.63	\$1.09	42%
023440	Sargento Colby Jack Stick	24	1oz	\$11.26	\$0.47	\$0.89	47%
024216	Roltini Pepperoni & Mozzarella	12	1.5oz	\$12.48	\$1.04	\$1.99	47%
024133	Roltini Salami & Mozzarella	12	1.5oz	\$12.48	\$1.04	\$1.99	47%
023994	Sargento Balance Breaks Chd/Cashews/Cran	3	1.5oz	\$3.07	\$1.02	\$1.99	48%
023978	Sargento Balance Breaks Wh/Chd/Alm/Cran	3	1.5oz	\$3.07	\$1.02	\$1.99	48%



## More SKUs of yogurt don't translate into sales

Yogurt category is flavor intensive, but high cross purchase between flavors means more SKUs but doesn't necessarily translate into more sales. Category currently occupies 5% of the shelf allocation and it is recommended that the category remains at 5%.

Below are the top sellers at M.R. Williams, Inc. for the yogurt category.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
831818	Chobani Strawberry Greek Yogurt	1	5.3oz	\$1.14	\$1.14	\$1.99	43%
832618	Chobani Peach Greek Yogurt	1	5.3oz	\$1.14	\$1.14	\$1.99	43%
831792	Chobani Blueberry Greek Yogurt	1	5.3oz	\$1.14	\$1.14	\$1.99	43%
843367	Chobani Flip Almond Coco Loco Greek Yogurt	1	5.3oz	\$1.37	\$1.37	\$2.39	43%
843375	Chobani Flip Key Lime Crumbs Greek Yogurt	1	5.3oz	\$1.37	\$1.37	\$2.39	43%

## Additional offerings round out Grab N Go set

Looking for items to round out your Grab 'N Go cooler set? Try offering your customers Hard Boiled Eggs or one of our varieties of Sabra Hummus snacks. The Hard Boiled Eggs come in single pick while the Sabra Hummus is sold in packs of 12.



Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
442780	Eggs Hard Boiled 2Pk	1	2 Pack	\$1.06	\$1.06	\$1.99	35%
215913	Sabra Humus Classic W/Pretzel Chips	12	4.56oz	\$23.35	\$1.95	\$3.29	41%
215921	Sabra Humus Roasted Garlic W/Pretzel Chip	12	4.56oz	\$23.35	\$1.95	\$3.29	41%



## Juices/Drinks/Tea/Water see higher velocities when merchandised on top shelf

Juices/Drinks/Tea/Water category is typically merchandised in multiple areas in-store, not a staple of refrigerated cooler set. Highest velocities are on top shelf. Can be used to fill upright cooler where store's perishable business is less developed.

Below are the top sellers at M.R. Williams, Inc. in the Juices/Drinks/Tea/Water category.

Item Number	Description	Pack	Size	Cost	Unit Cost	SRP	GP %
027110	Naked Juice Green Machine	8	15.2oz	\$17.71	\$2.21	\$3.69	40%
027102	Naked Juice Mighty Mango	8	15.2oz	\$17.71	\$2.21	\$3.69	40%
027128	Naked Juice Blue Machine	8	15.2oz	\$17.71	\$2.21	\$3.69	40%
027136	Naked Juice Berry Blast	8	15.2oz	\$17.71	\$2.21	\$3.69	40%
026005	Tropicana Apple Juice	12	15.2oz	\$15.73	\$1.31	\$2.29	42%
025973	Tropicana Pure Premium Orange	12	12oz	\$14.51	\$1.21	\$2.29	47%
026716	Simply Lemonade	12	11.5oz	\$15.16	\$1.26	\$2.29	45%
026708	Simply Orange No Pulp	12	11.5oz	\$15.16	\$1.26	\$2.29	45%
026724	Simply Lemonade W/Raspberry	12	11.5oz	\$15.16	\$1.26	\$2.29	45%
385526	Good 2 Grow 100% Apple Juice	12	6oz	\$25.56	\$2.13	\$3.59	40%
385534	Good 2 Grow 100% Fruit Punch	12	6oz	\$25.56	\$2.13	\$3.59	40%
216846	Special K Choc Protein Shake	4	10oz	\$6.47	\$1.62	\$2.69	40%
216853	Special K Vanilla Protein Shake	4	10oz	\$6.47	\$1.62	\$2.69	40%
388405	Arizona Green Tea 99 PP Can	24	23.5oz	\$15.03	\$0.62	\$0.99	37%
388421	Arizona Sweet Tea 99 PP Can	24	23.5oz	\$15.03	\$0.62	\$0.99	37%
387563	Deer Park 1 LTR	18	1 LTR	\$12.82	\$0.53	\$1.09	51%
387639	Deer Park 20oz	24	20oz	\$10.62	\$0.44	\$0.89	51%