



*Virtual Roundtable*



# *Industry Joint Business Planning*

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*With Jessica Stables*



September 23, 2020

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**Stephanie Supplee, Coastal Pacific Food Distributors**

**Mike Bender, Proctor & Gamble**

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**ALA COMMISSARY COUNCIL**



Proud, Committed and More.

# Dairy & Frozen Joint Business Planning

Jessica Stables  
Category Manager

# Great products at great prices, every day.



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# Joint Business Plan – Cheese - FLAGSHIP



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Increase Transactions

Increase Basket size by  
2 Items

98% Product Availability

Arrest Sales Decline

DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<b>Situation Assessment</b>	Dollar Sales -0.6% Unit Sales -9.0% Patron Savings 28.5%	High NIS Lack of Signage Late on innovations	Transactions continue to decline NIS
<b>Key Plans</b>	2020 October Resets 2021 Minor Review June Winning June Dairy Month Shorter Promo Periods	Price Leader – Maintain PS Expand Private Label Offerings Increase Promotions – Deeper Deals Shorter timespan Improving speed on new innovations	Right Item, Right Price, EVERYTIME Social Influencers Growing eligible shopper base Make merchandising more prominent
<b>Execute Measure &amp; Scorecard</b>	Achieving consistent 95% fill rates Working Reject Reports Speed to Shelf	Releasing POG's to store 2 weeks before new item launches Annual Promotion Plan	Work with Marketing to get social media support of key events/launches/promotions

# Joint Business Plan – Juice/Tea/Coffee - Basket Builder



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Increase Transactions

Increase Basket size by 2 Items

98% Product Availability

Arrest Sales Decline

<b>DeCA Initiatives</b>	<b>Drive Basket Size</b>	<b>Drive Value</b>	<b>Drive Transactions</b>
<b>Situation Assessment</b>	Sales +10.61% Units +4% Patron Savings 23%	High NIS Lack of Signage Late on innovations	Transactions continue to decline NIS
<b>Key Plans</b>	2020 Review December Cross promoting complimentary categories (Frz Breakfast, Cereal etc)	Promote during key Seasonal periods Increase Promotions – Deeper Deals Shorter timespan	Right Item, Right Price, EVERYTIME Social Influencers Growing eligible shopper base
<b>Execute Measure &amp; Scorecard</b>	Achieving consistent 95% fill rates Working Reject Reports Speed to Shelf	Releasing POG's to store 2 weeks before new item launches Annual Promotion Plan	Work with Marketing to get social media support of key events / launches / promotions

# Joint Business Plan – Yogurt - Basket Builder



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DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<b>Situation Assessment</b>	Dollar Sales -8% Unit Sales -15% Patron Savings 21.5%	High NIS LOW Fill Rate to stores	Transactions continue to decline NIS
<b>Key Plans</b>	2020 October Resets 2021 Minor Review March Cross promoting complimentary categories (juice, butter etc)	Improving Patron Savings Increase Club Pack offerings Promoting at key seasonal times Speed to Shelf Promotions – Deeper Deals Shorter timespan	Right Item, Right Price, EVERYTIME Social Influencers
<b>Execute Measure &amp; Scorecard</b>	Achieving consistent 95% fill rates Working Reject Reports Speed to Shelf	Releasing POG's to store 2 weeks before new item launches Annual Promotion Plan	Work with Marketing to get social media support of key events / launches / promotions



# Joint Business Plan – Frz Prepared Meals - Occasional



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Increase Transactions

Increase Basket size by  
2 Items

98% Product Availability

Arrest Sales Decline

DeCA Initiatives	Drive Basket Size	Drive Value	Drive Transactions
<b>Situation Assessment</b>	Dollar Sales -7% Unit Sales -29% Patron Savings 20%	High NIS LOW Fill Rate to stores Vendor Cuts Late on innovations	Transaction continue to decline NIS
<b>Key Plans</b>	2021 Major Review January 2021 Minor Review August Optimizing the assortment	Enhancing POG's Working Fill Rate, Reject Reports Improve Patron Savings Promotions – Deeper Deals Shorter timespan	Right Item, Right Price, EVERYTIME Social Influencers Growing eligible shopper base
<b>Execute Measure &amp; Scorecard</b>	Achieving consistent 95% fill rates Working Reject Reports Speed to Shelf	Releasing POG's to store 2 weeks before new item launches Annual Promotion Plan	Work with Marketing to get social media support of key events, launches, promotions

# 2020 Category Reviews



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## Recently Completed

- Slice Cheese
- Shred Cheese
- Snack Cheese
- Culture
- Pasta
- Yogurt

## Currently Under Review

- Frozen Pizza
- Chilled Dessert
- Chilled Dough
- Ice Cream
- Novelties

## Upcoming Reviews November

- Milk Alternative
- Coffee Creamer
- Frozen Seafood
- Frozen Snacks

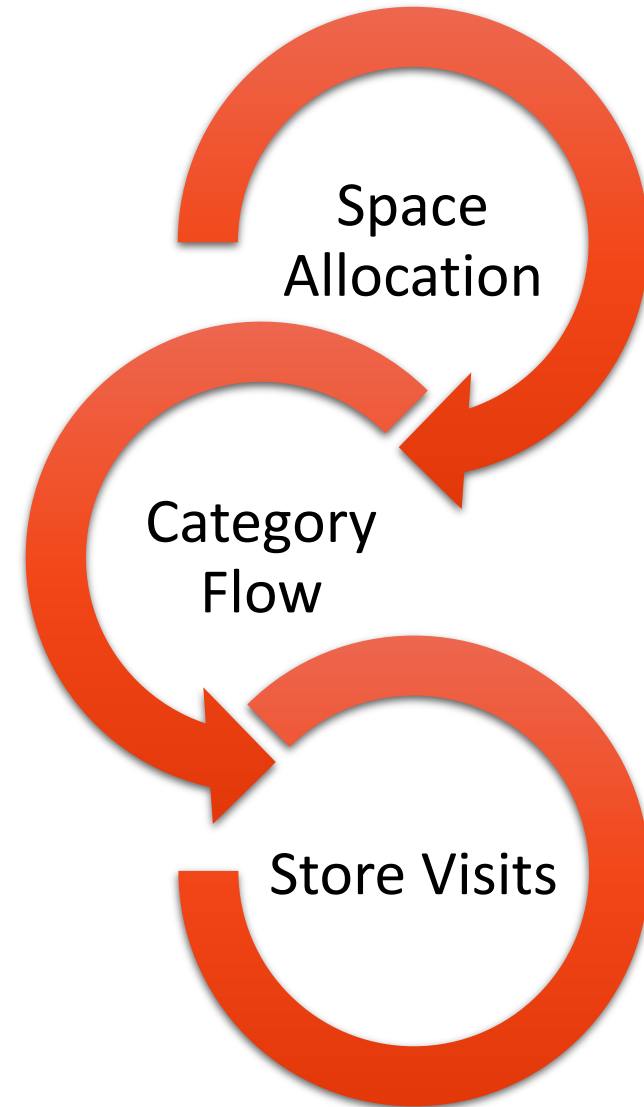
## Upcoming Reviews December

- Chilled Juice/Coffee/Tea
- Frozen Breakfast
- Frozen International

# Where are we going in 2021?



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# Questions? Comments?

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Kellogg's



Unilever



Bob Evans



EURPAC

RI ROBERT IRVINE foods

Bolthouse FARMS



THE SOUL of COOKING



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