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Dairy & Frozen Category Management Team

Jessica Stables
Category Manager



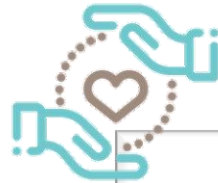
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DeCA's Initiatives



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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Dairy & Frozen – Performance & Strategy

	Dairy & Frozen	Total Store
Sales Volume	\$771M	\$3.5B
Team Share	21.7%	
YOY Growth	-4.2%	-4.5%
Patron Savings	26.8%	23.7%



Transactions

- Social Influencers
- Right Item, Right Price, EVERYTIME



Value

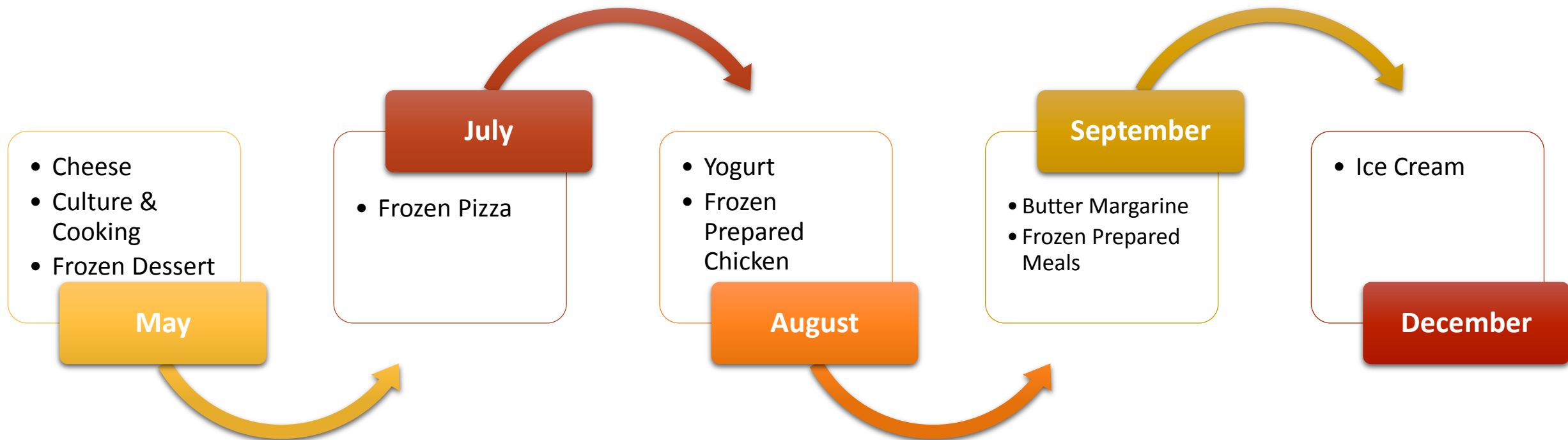
- Expanding Private Label
- Improving Patron Savings



Basket Size

- Dedicated Club Pack Sections
- Enhancing POG's, Assortments, and Collaboration

Category Reviews – Build Value, Maintain Savings





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Category Review – Build Value, Maintain Savings

Shopper Data Panel / ID Card

Penetration

Buying Rate

Share of Wallet

Conversion Rate

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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Private Label Program Team

Jennifer Ferrell

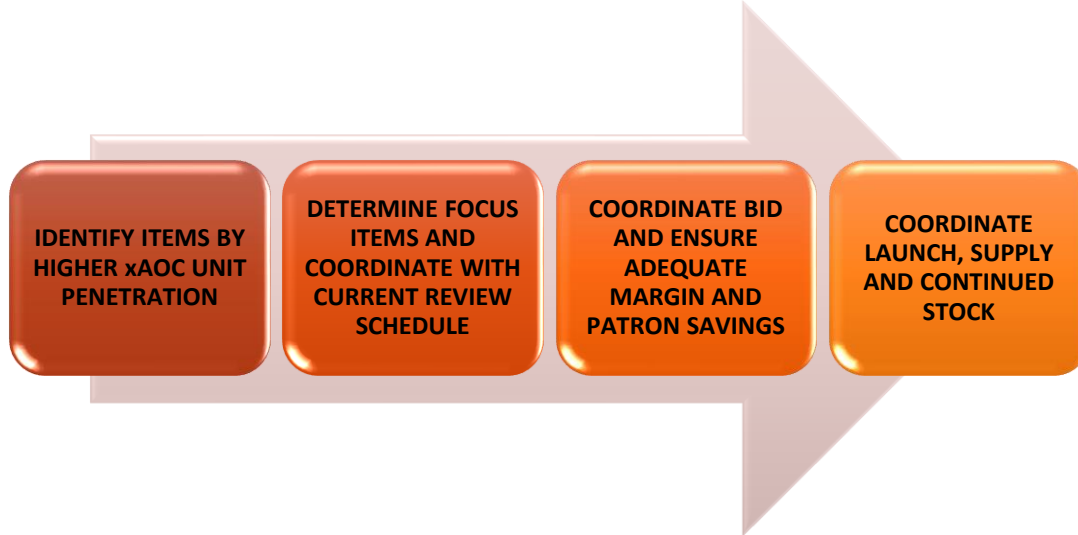
Program Manager

Private Label



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IDENTIFYING THE RIGHT ASSORTMENT



CATEGORY REVIEWS



PARTNERING TOGETHER

HOW CAN WE PARTNER TO DRIVE BRAND AND PRIVATE BRAND SALES?

COUPONS

- Coupons to offer amount off Store Brand items if minimum purchase of National Brand is met

RECIPES

- Complimenting National Brand end cap recipe builds with Store Brand ingredients/items

PROMOTIONS

- Including Store Brand complimentary items in National Brand events