**Your Assignment for the Texas Pete Case, Part A**

**Background**

This is a team assignment.

Assume that you will soon have to create a presentation for the executive team for an assigned retailer from the list below.  The goal will be to increase the prominence of Texas Pete and its display in this retail chain, so that more bottles will sell.  To do this, you will need to understand how this retailer thinks about hot sauce, how important hot sauce is to this retailer, and more generally, how this retailer tries to convince people to shop at its stores.

To begin to understand all of this, collect information on this retailer.  Start with a visit to a “bricks and mortar” location, using the address provided above.  In addition, surf the retailer’s web site, paying particular attention to the “about us” section.

**Deliverables**

(due at the beginning of class on 10/26/16)

1.  Take at least two photos.

* Capture the overall essence or “vibe” of the store in a photo
* Capture the display of hot sauce products in a second photo (or multiple photos, if hot sauces are displayed in more than one area of the store).
* Create two PowerPoint slides, one for each set of photos. Submit the slides as attachments to your assignment, and bring an electronic copy of the slides to class.

2.  Answer these preliminary questions about your retailer.

* What five adjectives describe the retailer’s “vibe?”
* What is the retailer’s current tag line?
* Who shops at the store?  (What sorts of people did you observe at the store?)
* Summarize the mission and values of this retailer in less than 10 words.
* Describe anything else that strikes you as remarkable about this retailer.
* How many different brands of hot sauce are on the shelf at this store?  (Do not count different flavors of one brand as different brands.  For example, regular Tabasco and Tabasco Sriracha count collectively as one brand, Tabasco.)
* How is the hot sauce category presented at the store?  Is it, for example, on a shelf with all hot sauces together?  Or are different brands displayed in different places throughout the store?  Are the hot sauce brands mostly in the condiment aisle?  Or are they stocked with specific ethnic foods?  Or are they in displays for you-make-it meals or other recipe ideas?  Or are they presented as condiments in the deli or meat section?  Etc.