Hi Julia,

Hope you are well.

I'm delighted to inform you that we've successfully concluded our comprehensive analysis of the category, with a specific emphasis on consumer behavior and the trial store layouts. Enclosed, you will find the detailed report for your consideration.

At a glance, here are our key findings:

* Mainstream Young singles & Couples continue to be the predominant chip consumers.
* We have pinpointed opportunities within the Young and Older Families segments.
* The trial store’s performance demonstrated a marked improvement following the implementation of the new store layout

We eagerly anticipate our upcoming discussion next week to delve deeper into these findings.

Warm regards,

Sanjeev Thakur