Hi Julia,

Hope you are well.

I am pleased to advise that we have completed the analysis for the category, with a focus on consumer behavior and the trial store layouts. Please find attached the report for your review.

At a high level we have found that:

* Mainstream Older Singles & Couples remain the primary shoppers of chips
* Opportunities have been identified with Young and Older Singles & Couples
* Smiths & Doritos dominate the total sales of chips with a preference of 175g packet size
* Trial store performance was increased as a result of the new store layout, especially in store 88

We are looking forward to discussing these results further next week.

Warm regards,

Snigdha

Associate Analyst, Global Markets   
Quantium