Dear Julia,

I am happy to inform you that we have finished analyzing the category, specifically examining consumer behavior and the trial store layouts. Please find attached the report for your review.

In summary, our findings indicate the following:

- Mainstream Young Singles & Couples continue to be the primary purchasers of chips.

- We have identified potential opportunities with Young and Older Families.

- The trial store performance improved significantly following the implementation of the new store layout.

We are excited to discuss these results in more detail during our meeting next week.

Best regards,

Nurudeen Babalola

Associate Analyst, Quantium