

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 Young Singles & Couples remain the primary shoppers of chips*
- *Opportunities have been identified with Young and Older Families*
- *Trial store performance was increased as a result of the new store layout*

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

Warm regards,

(Your name)

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