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,

Sanjay Tom

Associate Analyst, Global Markets   
  
[quantium.com.au](http://www.quantium.com/)   
[linkedin.com/company/quantium](http://www.linkedin.com/company/quantium)   
  
Level 25, 8-12 Chifley Square, Sydney New South Wales 2000