

HOW TO WIN IN THIS CATEGORY

CHANNEL STRATEGY



LARGE STORES

Volume Channel:
Increase HH Penetration



Meals



Screen Time

AT HOME

Specialty, Mainstream



Large Store
Supers



Natural



Club



Value



SMALL STORES / CONVENIENCE

Proximity Channel:
Convenience & Availability, On-the-Go



On-the-Go



Quick Trip

AWAY FROM HOME

Independent, Specialty



CR



Gourmet
2025



Liquor



Drug
2025



FSOP

Trial Channel:
AFH Consumption, with meals



Meals

AWAY FROM HOME

Premium FSOP, healthy fast casual,
Universities, Food Trucks, cafes,
Local staples



Fast Casual



Coffee



Casual Dining



Mid-Scale



Local E&D



Night Life



Education



Wholesale



Travel



Health



At Work



Amus/Rec



FSV



Spec. Retail



QSR



E-COMMERCE

Volume Channel:
Increase HH Penetration



Screen Time



Meals

AT HOME

Pure Players, Specialty Grocery.com,
Special focus on click to collect



Pure Players



Bricks &
Clicks



Food Aggs

CHANNEL

CONSUMPTION
MOMENT

PRIORITY

CHANNEL
STRATEGY
OPTIM

POSSIBLE

OPTOUT