

## HOW WIN IN THIS CATEGORY **CHANNEL STRATEGY**



## LARGE STORES

Volume Channel: Increase HH Penetration



## SMALLSTORES / CONVENIENCE

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



**FSOP** 

Trial Channel: AFH Consumption, with meals



E-COMMERCE

Volume Channel: Increase HH Penetration



**CHANN** 

EL



Meals

Screen Time

**ATHOME** 



On-the-Go



Quick Trip

**AWAY FROM HOME** 

Independent, Specialty



Meals



Premium FSOP, healthy fast casual,

Universities, Food Trucks, cafes,

Local staples



Screen Time



**ATHOME** 

Pure Players, Specialty Grocery.com,

Special focus on click to collect

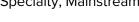
## **PRIORI** TY CHANNELC

**CHANN** 

POSSIBLE

**OPTOUT** 

Specialty, Mainstream





Large Store

Supers





















Local E&D









Clicks

Food Aggs

Gourmet 2025



2025





Fast Casual

Night Life

At Work



Education

Amus/Rec





Casual Dinning





Health



QSR



Spec. Retail