





HOW TO WIN IN THIS CATEGORY

CHANNEL STRATEGY 2023

BE WHERE IT MATTERS	 LARGE STORES	 FOOD OUTLETS	 UNIVERSITY FOOD COURTS	 E-COMMERCE & DELIVERY APPS
UNDERSTAND THE SHOPPER MISSION	Stocking up favorites for the week	Socializing with friends around meals	Socializing with friends around meals Replenishment break	Stocking up favorites for the week
ALIGN WITH THE STRATEGIC INTENT	New News Drive trial	Elevate 'The meal Experience' Discover New favorite	Elevate 'The meal Break' Discover New favorite	New News Drive trial
EXECUTION PRIORITIES BE RELEVANT	Mineral water Aisle Strategic adjacencies: - Healthy snacks - Produce	Counter Table Menu Cooler	Counter Menu Cooler	Pre-Shop Home Mineral water Category Cross-Category
BUILD CREDENTIALS BE AUTHENTIC	Partner with: - Topo's friends - Special activations - Pulses	- Combos - Experiential	- Combos - Experiential	- Social content - Collaborations - Topo's friends - Special activations - Pulses