

New

Multivendor Endcap (MVE) Racks for Candy and Snacks



The Warehouse-Delivered Snacks Committee has collaboratively developed new, high-quality, American-made industry endcap fixtures for candy and snacks that are now available to all CDA member distributors through Dot Foods.

Multivendor endcaps (MVEs) are a proven success for all trading partners in the convenience channel and exemplify category management at its finest by featuring the best-selling, highly-impulsive SKUs across each candy and snacking segment.

Candy and warehouse-delivered snacks generate higher average margins than SKUs supplied by DSD, and deserve secondary placement on the path to purchase. The MVEs help you carve out more valuable space in the center store for warehouse-delivered candy and snacks.

Snacks and candy MVEs support the core, providing secondary placement to drive impulse and assure an in-stock position on the best-selling SKUs, and drive consumers to shop the primary aisles for a greater variety.

The Warehouse-Delivered Snacks Committee provides customer solutions to promote the benefits of center store category management planning and execution in c-stores. The candy and snacks MVEs are recommended merchandising tactics of the committee.

These racks were developed to create high-quality, cost-effective merchandising units that enable distributors to develop, planogram and execute their own unique program.

Please contact your Dot Foods representative to order a confections, small or large snacks MVE. Each is available in pallet quantity.

GETTING STARTED STEPS FOR SUCCESS OVERVIEW

Developing “Your Candy and Snacks MVE Programs”

- 1** Select a manufacturer category captain and validator to help you make the right category management decisions by applying a holistic, data insights-driven category management process.
- 2** Focus on Core SKUs in each category segment—the proven winners over time; the “best of the best.”
- 3** Product performance drives the placement, and a cost share program with manufacturer participants is developed after the products are selected. Each manufacturer pays for their share of space on the rack.
- 4** Assure retailer compliance by tracking rack placements, monitoring the in-stock position and the integrity of the planogram. Quarterly compliance reports are to be provided to participating manufacturer partners on a quarterly basis to obtain funding.
- 5** Take advantage of the studies and materials developed by the WDSC to train your sales organization how to sell the value of your program to your c-store customers.

WDSC MANUFACTURER MEMBER CANDY & SNACKS MVE DEVELOPMENT CONTACTS

*Contact one of the manufacturer
representatives listed here, or
your local sales representative,
for support in developing your
program*

General Mills, Inc.

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The Hershey Company

Brent Cotten
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Jack Link's Beef Jerky

Scott Hill
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Kellogg Company

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The Kraft Heinz Company

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Mars Chocolate North America, LLC

John Cooke
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Oberto Brands

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Proctor & Gamble

Vince Delgado
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Wrigley, a subsidiary of Mars, Inc.

Sean Tracey
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NEW FIXTURE FOR "YOU" MVE PROGRAMS

THE DOT FOODS ORDERING PROCESS IS SIMPLE

DOT FOOD ORDER NUMBER/QUANTIT Y/PALLET CONFIGURATIONS

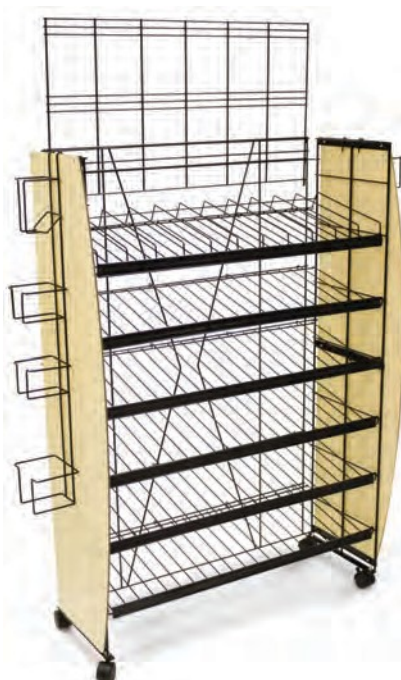
If you are a distributor that already has a program and has successfully placed some of the more than 40,000 MVEs that are now at retail, or you are interested in developing your own program, the new MVE rack program available through Dot Foods is for you.

MVEs can be ordered on your traditional Dot Foods purchase order for which the normal 2–4 day lead time applies. (Larger orders may require additional lead time.) Racks must be ordered in pallet quantities due to the weight of the racks. To place an order, contact your Dot Foods customer service representative at 800-366-3687 or log on to The Dot Expressway at www.dotexpressway.com.

Item #	MVE Type	Pallet Qty	Minimum Order
605350	Confections	8	8
605351	Small Snacks	10	10
605352	Large Snacks	8	8



Confections

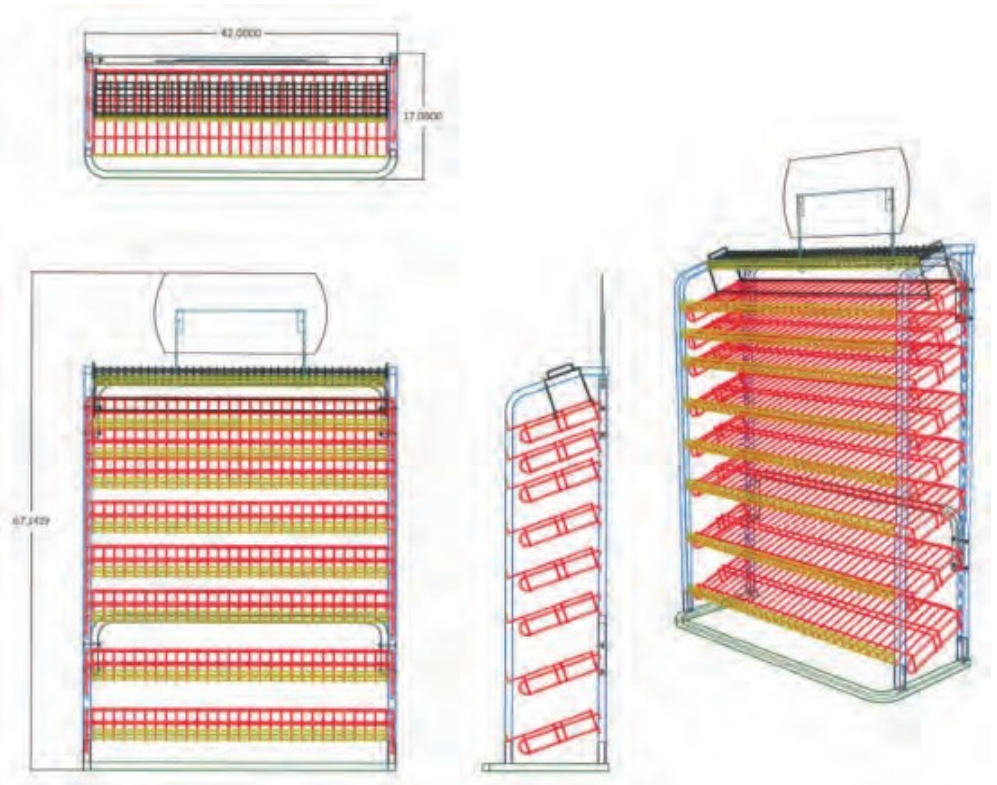


Small Snacks

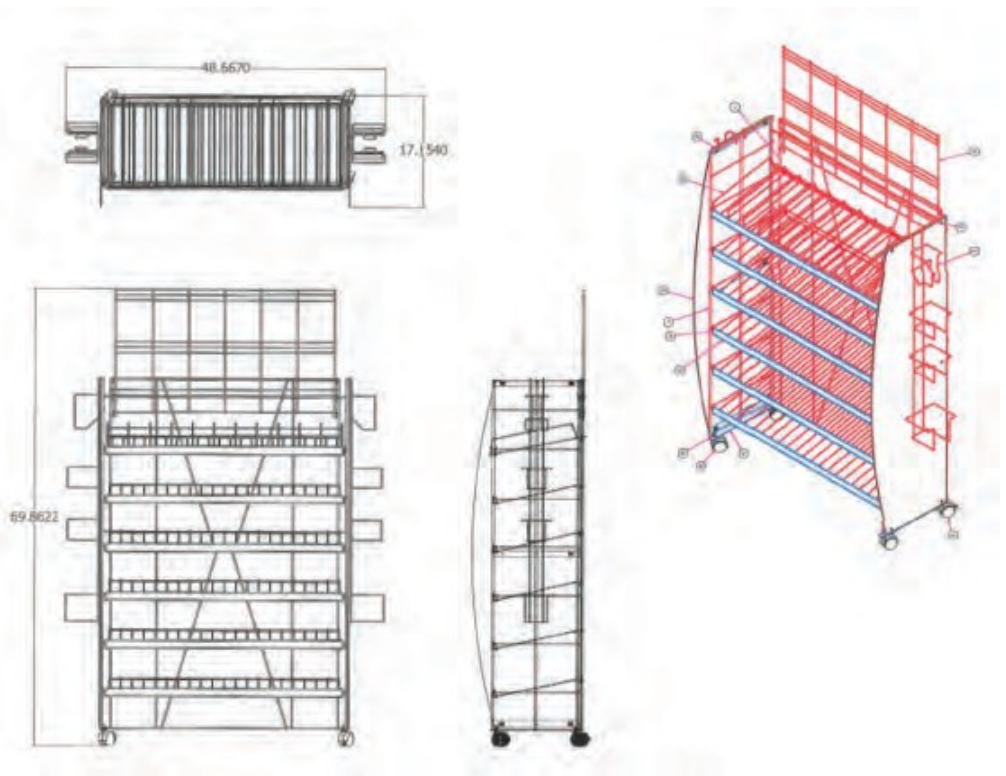


Large Snacks

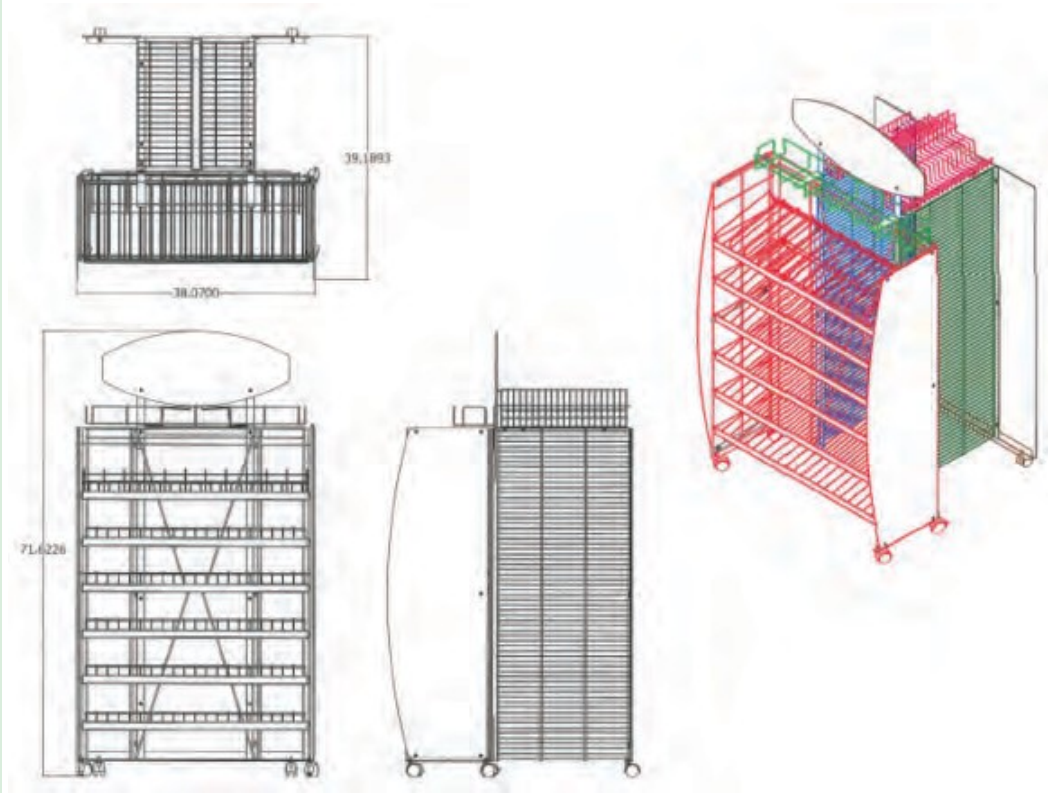
RACK DIMENSIONS CANDY MVE



RACK DIMENSIONS SMALL SNACKS MVE



RACK
DIMENSIONS
LARGE SNACK
MOVE



DEVELOP A BALANCED DATA-DRIVEN PROCESS

THE COLLABORATIVE PARTNERSHIP

THE DATA ELEMENTS

PROPERLY SIZE THE CATEGORY SEGMENTS

Selecting the SKUs for the Candy & Snacks MVE is a Holistic Data-Driven Process.

Multivendor endcaps (MVEs) are a proven success for all trading partners in the convenience channel and exemplify category management at its finest by featuring the best-selling, highly-impulsive SKUs across each candy and snacking segment.

Appoint a category captain and validator (trusted manufacturer partners) as advisors, to help guide your category management team in the development of the MVE planogram and to provide additional resources.

Once you have assembled your project team, it is important to source the right data. Your own data is very important, but you need to validate versus the market to establish best sellers in each category segment.

Use multiple data points

- ✓ Review your own SKU movement and determine the best sellers for consideration in your planogram
- ✓ Review market, national, regional, syndicated or CDA InfoMetrics data as a check and balance to assure that you haven't missed any SKUs

Whether you're developing a candy or snacks MVE program, the process is the same. You bring the breadth of the category to the MVE.

For candy, the MVE should consist of all of the category segments; chocolate, non-chocolate, gum & mints. For snacks, space should be dedicated to salty, sweet and alternative.

Share of space on the MVE should be determined by each segments contribution to total candy, or total snacks sales.

MANUFACTURER SUPPORT & FUNDING

FUNDING IS EXCLUSIVELY A DISTRIBUTOR MANUFACTURER MATTER

BEST PRACTICE CONSIDERATIONS FOR COST SHARE DEVELOPMENT

The MVE Rack Program is created in Collaboration with Manufacturer Partners and is Managed by Each Distributor as it is “Their Own Unique Program”

Manufacturer support & funding of the MVE program is strictly between each distributor and their manufacturer partners. Each distributor owns that relationship with their manufacturer partners. The CDA and/or the Warehouse-Delivered Snacks committee play no role in the financial support of the rack.

The WDSC does provide best practices for consideration of the distributor and their manufacturer partners, in the development of funding approaches.

Since SKUs selected to be on the MVE planogram are determined by the best sellers, according to data; manufacturer funding of the rack should be determined after the planogram is developed. This holds true to holistic category management process.

Best Practice Considerations

- ✓ MVE program support payment potential elements
 - ✓ Space Allocation (fair share of space) or other agreed to method developed between each distributor and manufacturer
 - ✓ Rack Payments may include reimbursement for:
 - ✓ New MVE Rack Cost
 - ✓ Annual Retail Placement Incentive
 - ✓ Sales Spiff (placement & set up)

The CDA WDSC provides an example “Cost Share” Excel spreadsheet which you can modify.

To obtain a copy, please email Meredith Kimbrel at meredithk@cdaweb.net

MANUFACTURER PROGRAM COMPLIANCE & TRACKING

THE BENEFITS OF TRACKING & COMPLIANCE

MANUFACTURER MVE PROGRAM COMPLIANCE & TRACKING

RETAIL CONTRACT MVE PROGRAM COMPLIANCE

Manufacturer MVE Program Compliance & Tracking is an important requirement of managing Your MVE Program

Manufacturer MVE program compliance and tracking requirements are important for multiple reasons :

- ✓ Verifies MVE placement
- ✓ Validates planogram integrity
- ✓ Assures future funding based on a measurable ROI for your manufacturer partners (internal accountabilities)
- ✓ Keeps all parties focused on execution

Manufacturer MVE Program Compliance Tracking & Requirements

- ✓ SKUs on the rack are to be determined by a category management process, selecting the best-selling SKUs across segments. It is not a new item fixture. (cost share is at the end of the process)
- ✓ All SKUs placed on the MVE are secondary placements – a Key To Success
- ✓ Quarterly reports from participating distributors, by account, rack type, SKUs, & movement (CDA InfoMetrics tool can assist members)
- ✓ Refresh MVE planograms annually or semi-annually (these standards have been agreed upon by all manufacturer members of the WDSC)

Retail Commitment & Compliance (your requirement examples)

- ✓ Develop a one year contract for placement of the MVE that is renewable annually
- ✓ Determine placement incentive
- ✓ Develop your own requirements
 - ✓ Commitment to the location of the MVE in the store (path to purchase, front end, across from beverage cooler)
 - ✓ Maintain the integrity of the planogram (keeping all SKUs on the POG for the specified period of time, no substitutions)
- ✓ Provide retailer with MVE item performance reports
 - ✓ Get credit for bringing a powerful solution
 - ✓ Helps assure renewal in subsequent years

KICK OFF

SELL IT
INTERNALLY

LEARN TO TELL
THE STORY

LEVERAGE THE
DATA & STUDIES

CREATE
EXCITEMENT

REINFORCE THE
MERITS

MEASURE
SUCCESS

RECOGNIZE TOP
PERFORMERS

Ideas and thoughts for Launching a Successful MVE Program

- ✓ Sell the program internally to create excitement and commitment
 - ✓ The value of incremental profit by increasing same store sales in profitable distributor categories
 - ✓ Gaining more space in the store for your products
- ✓ Develop a compelling selling story that your sales representatives can clearly articulate (leverage the studies and presentation materials of the committee, to augment your story)
 - ✓ Practice at sales meetings
- ✓ Make a Big Splash
 - ✓ Kick off at a trade show
 - ✓ Display your MVE racks fully loaded with product
 - ✓ Develop a dynamic keynote presentation
- ✓ Continuously reinforce with retailers
 - ✓ Great Brand Strengths across all category segments
 - ✓ Only multi-vendor can deliver the best of the best
 - ✓ Higher Margins than DSD
 - ✓ The MVE deserves prime placement
- ✓ Get retailer testimonials
 - ✓ Measured success
 - ✓ Include in your publications or newsletters
 - ✓ Invite them to co-present at a show
- ✓ Recognize/reward your best sale team for execution
 - ✓ A best of the best award might be appropriate

...and most importantly remember

**The Candy & Snacks MVE Programs are
Category Management at it's Finest!**