



Implementation Guide

The simple, effective steps to great category management!



See to the needs of your customers

Before you begin selling, start by studying. Learn everything you can about your customers and understand their demographics (age, gender, income, etc.), dietary habits (health focus, allergies, etc.) and snack motivators (taste, convenience, habit, etc.).

Review your operation and consider how it caters to your customers. Distinguish your hurdles from your opportunities (hours of operation, space, traffic flow, number of registers, etc.) and see how you can better meet customer needs.¹

Narrow your choices to include #1 category brands

The first thing customers consider when choosing snacks is brand name.¹ Satisfied consumers appreciate variety in their snacks, and with NABISCO #1 in the cookie and cracker categories² and PLANTERS #1 in the nut category,² our brands are exactly what consumers want.

Having the top brands in each category is a key driver of customer satisfaction and purchase frequency. Offering the perfect blend of sweet, savory and sensible snacks will help you maximize snack sales and profits the right way.

Arrange products to maximize profitability

Consumers today demand ample variety and premium branding, and offering the right products, at the right time, in the right place is key to success. In fact, research tells us that when their first choice isn't available, 23% of consumers will not purchase at all¹. It's critical to have the brands your customers want in a variety of savory, sweet and smart snacking solutions.

Not providing the right snack arrangement means you lose sales. Work with your manufacturer partners to get key trend information, plan-o-gram suggestions and valuable insights. With these tools, build the snack mix that is best for you, and watch your profits grow.





Promote with merchandising and display racks

Placing your snacks strategically throughout your operation ensures maximum visibility and more opportunities for snack sales. KRAFT makes it easy to merchandise snacks anywhere with free racks and signage. For small spaces, KRAFT offers stand-alone baskets or contemporary modular racks. For larger spaces, KRAFT offers stand-up snack racks, with up to four snack baskets and eight snack compartments.

Place your snacks to promote and drive sales with attention-getting signage. Once snacks are in place, you are ready to sell. Be sure to track your success.

1. Meyers Research Center, C-Store Close-Up 2008
2. ACNielsen, 52 weeks ending 12/09



Next Steps

1. Review current snack offerings to identify gaps and categories that you do not offer.
2. Identify the "slow movers" in your current offerings.
3. Replace "slow movers" with #1 brands from each major snack category (e.g., chips, cookies, crackers, nuts...).
4. Order your racks & merchandising materials from Kraft – visit: www.kraftfoodservice.com/snacks.
5. Order #1 branded snack products from your distributor.
6. Evaluate your success with customer comment cards, and watch your snack sales grow!

