





April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida



A large green rectangular sign with a white border and four silver screws. It contains the words 'LEADERSHIP' and 'SUCCESS' in white, all-caps, sans-serif font, stacked vertically. A large white arrow points to the right, starting from the end of the word 'SUCCESS'.

LEADERSHIP
SUCCESS →



THE VOICE OF FOOD RETAIL 



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A green rectangular highway sign with a white border and four silver bolt-like details at the corners. The text 'Meijer/Clorox Kingsford Partnership' is centered on the sign in a white sans-serif font. To the right of the sign, a portion of a grey metal truss structure is visible.

Meijer/Clorox Kingsford Partnership



Grilling / "Tailgating at Home"

Building the meal basket with grilling year round

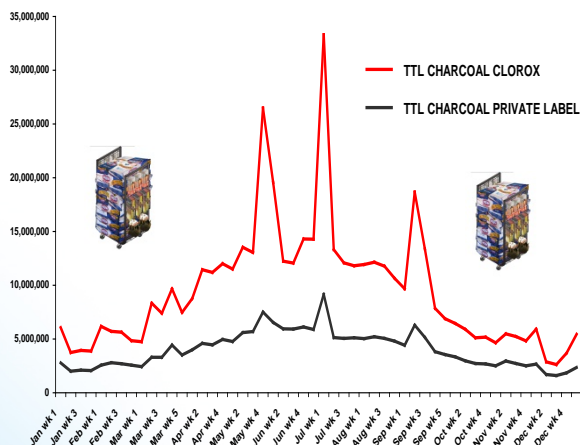
\$72-\$109
Basket

RIGHT TIME

Grilling is on the rise and on-trend!

Avg. # times charcoal grilled	Spring	Summer	Fall	Winter	TOTAL
2011	9	11	4	3	27
2010	7	9	3	3	22

Winning Retailers support early and late season activity



RIGHT INSIGHTS

Grilling is one idea, but provides many themes for food events, great platform for creative meal solutions

68 annual trips for coal shopper vs. 44 Average shopper

Kingsford basket is over \$70, 2x Average ring without coal
July 4 and Labor day larger basket than Thanksgiving

68% of Whole Food Shoppers grill out weekly or monthly

44% Households own grill

RIGHT PLAN

\$200M in National Support (FY12)



#1 ranked items in categories



Bundle merch with key Meal Occasion items



Theme Events

Assess Retailer Opportunities

Sales Objective:

Help your retailer understand their unique role (differentiation) within the marketplace

Result:

Increase trips, grow bigger baskets, and increase shopper loyalty

Business Questions: The Retailer

- What do retailers stand for in shoppers' minds?
- What stands out? What differentiates?
 - Loyalty profiles
 - Market Factors
 - Perception

Understand the Shopper and the Trip

Business Questions: The Shopper

- What factors are important to shoppers?
 - How do Retailers perform across Meal Solutions & Planning, Beauty Care, Special Occasions, Technology, etc.
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- What departments/categories are associated with retailers/trips?
 - What is the interaction between retailer choice and trip mission?
Is there a difference between weekdays vs weekends?
 - Role of your category in the trip.
 - What drives return visits/spend?

Agree to the strategy

Meijer Vision

- Create season-long grilling-themed partnership program that keeps Meijer top-of-mind as a premium grilling destination
 - Consistent, memorable theme
 - Offers that demonstrate value to consumers
 - Reinforced via display, feature (One Stop and digital), and in-store signage
- Drive shopper trade-up to premium cuts of meat
- Drive engagement with Meijer Butchers



Quantify Opportunity and Identify Tactics:

Meijer/Kingsford Focus Areas for Grocery

Leverage Partnerships & Focus on **Occasions** in Ad to compete

Improve Quality of Feature AND Display Support

Leverage High **Loyalty Brands** to grow Topline + Occasions

The Results:

Win the *entire* Grilling Occasion for Stock-up and Fill-in Trip

Let Them Know About it



Bring the Solution to the Shopper
along their Path



Provide the Deal

Save \$2.00
Instantly
when you purchase any Kingbird®
Chicken Breast or Tenderloins when
you purchase any Kingbird®
Chicken 11.1 lbs. or larger and any
one (1) Johnsonville® Brat



Get a
FREE
KC Masterpiece®
Barbecue Sauce
when you purchase any Kingbird®
Chicken 11.1 lbs. or larger and any
one (1) Johnsonville® Brat



Save \$2.00
Instantly
when you purchase any Tyson®
Ball Park® Franks and any Kingbird®
Chicken 11.1 lbs. or larger



Save \$2.00
Instantly on Tyson® Frozen
Boneless Skinless Chicken
Breast or Tenderloins
when you purchase any Kingbird®
Chicken 11.1 lbs. or larger



Lessons Learned

- Get to the right people
- Identify sponsor within the organization and secure alignment
- Engage senior management
- Include key stakeholders
- Consistent follow up and reinforcement
- Measure results and share success
- Capture key learning for next year
- Take risks!