



EXPERIENCE

makes the **difference.**





Who is ShopRite....



7.3 Million Price Plus Club Customers



226 Million Trips



300 Stores



4.2 Billion Items Scanned





Driving Customer Engagement





Deliver to the Customer they way they want...



Perk!

**To Thank You for
Choosing ShopRite
as Your Store!**

as Your Store!
Choosing ShopRite
to Thank You for



Mondelēz
International

Wakefern
FOOD CORP.®



Who is Mondelēz International...

- We are...the world's **#1 SNACKING COMPANY**
- We have...the **BROADEST** and **LARGEST** snacking portfolio
- We will...bring a meaningful **GLOBAL PERSPECTIVE** to the table
- We are...committed to driving **CATEGORY GROWTH**



Mondelez Global Portfolio





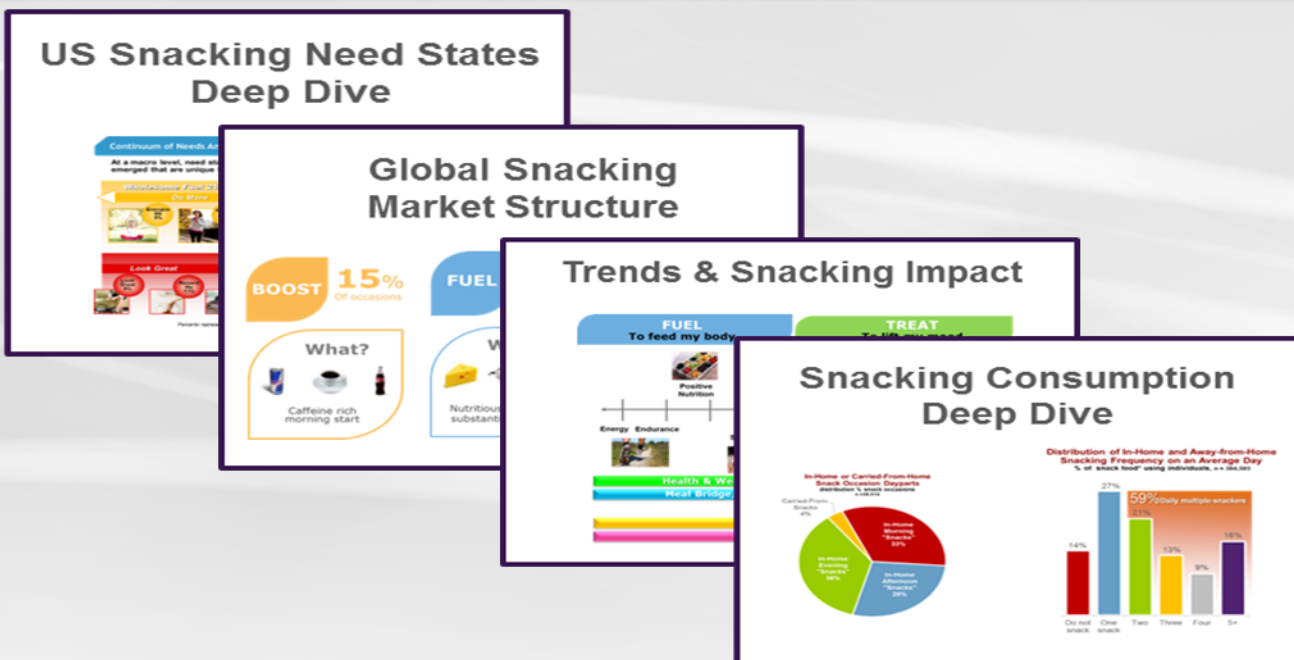
Our Mission

**To Become Your
Indispensable Partner
In Unlocking
Snacking Moments**



Growing Snacking Moments Requires Insights

Consumer Understanding



Plus 50+ Internal Research and Strategy Reports

Shopper Understanding

ShopperGenetics®

Kantar Retail's proprietary analytical process that uses basket-level frequent shopper data to unlock the DNA of consumer shopping behavior



+ Nielsen Panel

Retailer Interviews



Mondelēz Custom Shopper Surveys
5000+ Sample for Cookies, Crackers, Gum
(By Retailer)

Kantar Retail
CHANNEL
MACRO
TRENDS

Kantar Snacking Path to Purchase Research



We have made significant investments to understand and grow Snacking...



The Snacking Opportunity for Wakefern



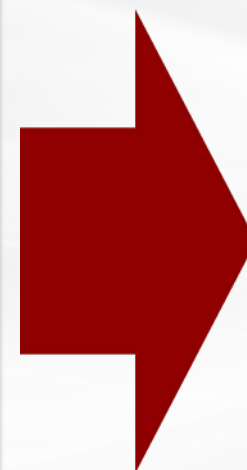
Fair Share of Core Snack Growth

Category Growth

~\$25 Billion

**Projected Growth
From 2012 to 2020**

\$66B = 2012 Dollars
\$90B = 2020 Dollars
~4% 7-Year CAGR



?
\$ Million



Insights and Collaboration - Mission Critical!

- It is foundational to the decisions made Everyday, large and small
- It is Embedded in how we collaborate and drive category growth.
- It is now the Currency of Collaboration at Wakefern





Shopper Centric Decisions..... Everyday

The Mondelez Team supporting Wakefern is trained and Expected to utilize Price Plus Insights and Syndicated data.

- Training is Not Limited to Insights Functional Experts
 - Customer VP.
 - Customer Business Manager
 - Customer Category Managers
 - Shopper Marketing

All are Trained and Supported by Wakefern





Maximizing Front Page Programs

BUY 3 \$2.75 ea. Save .24 ea. BUY 4 \$2.00 ea. Save .99 ea.

9.5 to 15.25-oz. pkg., Chips Ahoy! 8-oz., Crackerfuls, 8 to 14-oz. Newtons, 10.5-oz. Newtons Fruit Thins, 8.04-oz. Newtons Minis, 11 to 12-oz., Nilla Wafers, 12.25 to 16-oz. Ritz Crackers, SnackWell's Cookies, 3.7 to 5.3-oz. Brownie Bites or 6.75 to 7.75-oz. SnackWell's Cookies, 8 to 10-oz. Teddy Grahams, 3.7 to 4.85-oz. Nabisco 100 Calorie Packs

Nabisco Cookies and Crackers

4 for \$8

MUST BUY 4 Additional quantities will scan at 2.75 ea.

SAVE 3.96 when you buy 4!

- Utilizing **In-Sights** we can understand missed opportunity by day, by store, by SKU

	\$ Opportunity due to OOS			
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
Chips Ahoy!	\$4,572	\$5,624	\$4,739	\$3,959
Ritz	\$5,099	\$5,656	\$6,054	\$5,044
Crackerfuls	\$3,995	\$4,364	\$3,779	\$2,902
Fig Newtons	\$4,967	\$5,845	\$5,298	\$4,699
Nillas	\$574	\$777	\$904	\$710
Teddy Grahams	\$442	\$771	\$993	\$818
Snackwell's/100 Cal	\$6,740	\$8,076	\$7,830	\$7,212
TOTAL	\$26,389	\$31,114	\$29,595	\$25,344

- Resolve Real-time by maximizing DSD Network
- Ultimately Maximizing Customer Satisfaction





Life-Stage Targeting “Hispanic”



- Chips Ahoy! Cookies Over indexes **130+**
- **\$300k** opportunity by increasing conversion 5%

Action Steps

- Increase participation in Hispanic Circular pages.
- Develop and execute recipe ideas with High Appeal to Hispanic Families;
 - **“Chips Ahoy! Ice Cream Sandwiches”**
 - FYI... 50% of Hispanic HH's Eat Ice Cream weekly.
- Demo new CA! products in Hispanic Shoprite stores



Results...

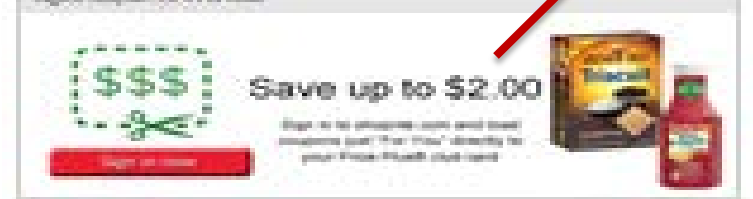
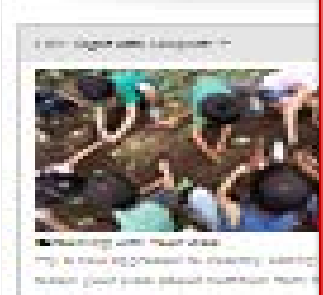


- Conversion up 5.8% YTD
- Buyers up 28% YTD
- Chips Ahoy Unit Share up 1.0 ppt YTD

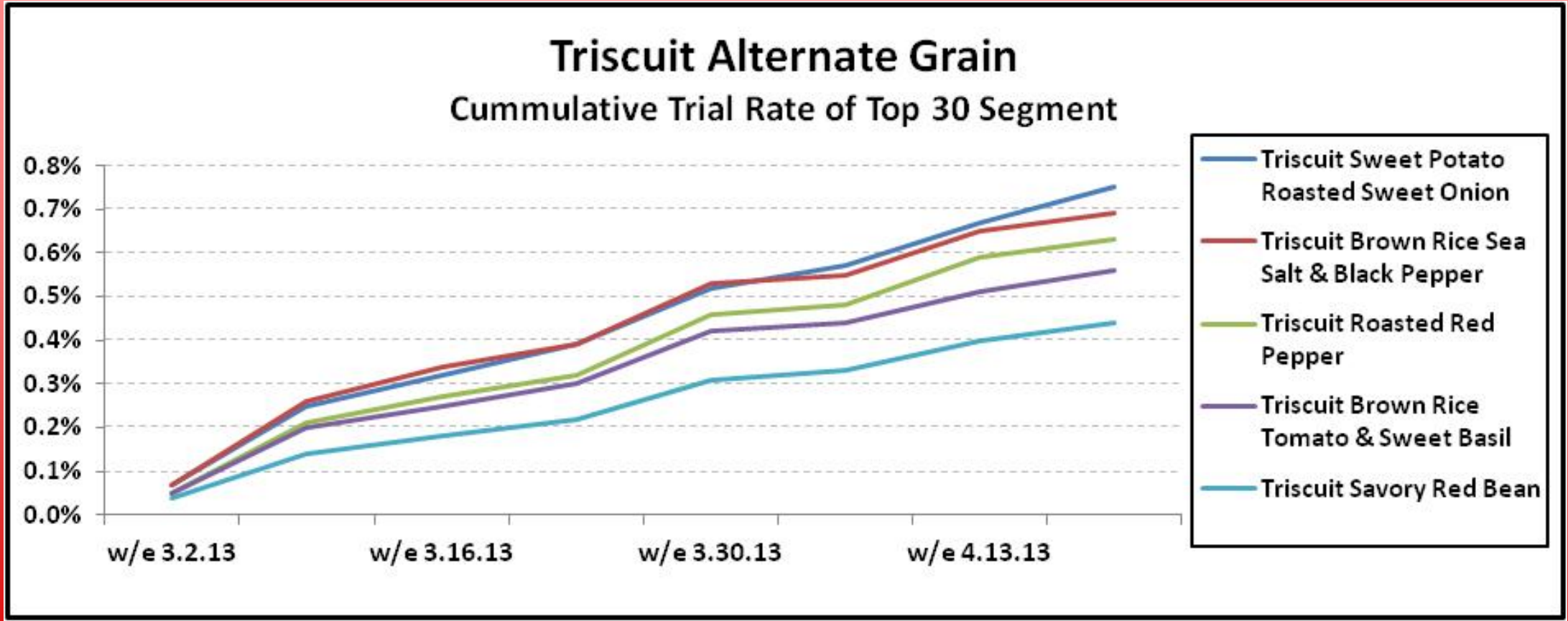




Spring into the season
 Make the most of your health
 Triscuit Sweet Potato Roasted Sweet Onion
 Triscuit Brown Rice Sea Salt & Black Pepper
 Triscuit Roasted Red Pepper
 Triscuit Brown Rice Tomato & Sweet Basil
 Triscuit Savory Red Bean



\$1 Million Dollar Opportunity



Grain
 Consumers
 May 13
 Coupon



2012 Mallomars - Leveraging Insights Data



Social Media
23,000+ Views

- Targeted Additional \$0.50 coupon
- **59%** Redemption
- **Results +8% in units**

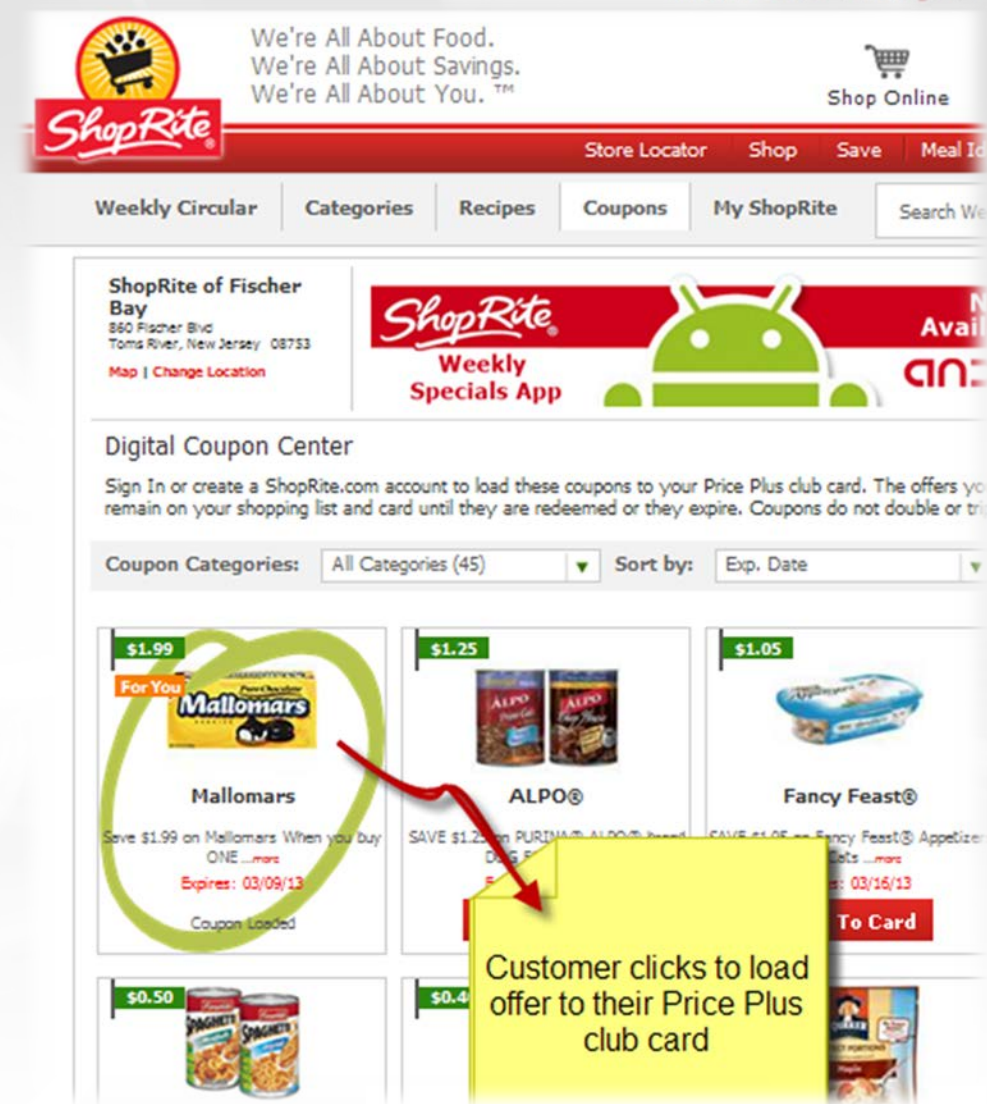


Record Sale (so far)...



2013 - Mallomars 100th Anniversary

- Targeted Mallomars "Loyalists"
 - Email & Online Offer
 - Offer of "Exclusive" Savings....Only at ShopRite and Only for You.
- Email Backed up in-store with 100th Anniversary Store Banners, POS and 100 the Birthday Displays.
- Exclusive 100th Birthday Logo Developed for Wakefern





2013 – Another NEW RECORD!

- Mallomars Sales **+34%** vs Projections
- Mallomars Sales **+\$1.6mm** vs PY
- Email Redemption Rate 3x National Open Rate





What's Next....

Collaborating to Maintain Brand Loyalty

- 20% of a Brands "Loyal" account for 80% of its revenue.
- More then a third of those "Loyal" are "Lost" in the subsequent period.

The Opportunity

- By maintaining the "Consumer – Store – Brand" Relationship you improve the Consumer & Brand Store Experience





In Summary...

- Wakefern and Mondelez International are collaborating across a wide range of initiatives with shopper centric insights .
- We are jointly defining new growth opportunities in the Snacking category by aligning thinking and execution around these go-to market ideas





***Focus on the Customers Path to
Purchase and you will Deliver
the Best Experience...***