

# Packaged Potato Best Practices: Assortment & Merchandising

## #1: Carry optimal assortment to maximize category performance on shelf

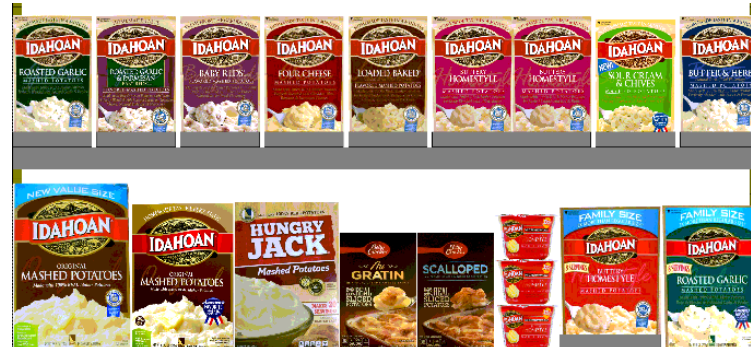
### For stores with 2 shelves:

- ✓ Carry only the top items

UPCs:

02970000147, 02970000139, 02970000138, 02970000145,  
02970000148, 02970000141, 02970002142, 02970000146,  
02970000123, 02970000114, 01114087102, 01600027488,  
01600027489, 02970032141, 02970013141, 02970013147

### Example Set



56% of category sales are captured with the top 16 items

### For stores with 4 shelves:

- ✓ Carry only the top items

UPCs:

02970000147, 02970000139, 02970000138, 02970000146,  
02970000141, 02970000145, 02970002150, 02970002111,  
02970000135, 02970000148, 02970002125, 02970002180,  
02970002142, 02970032141, 02970032145, 02970013141,  
02970013138, 02970013147, 02970013148, 02970013145,  
02970000166, 02970001180, 02970000162, 02970000123,  
02970000114, 01114079800, 01114087102, 01600027488,  
01600040670, 01600027489

### Example Set



72% of category sales are captured with the top 30 items

- ✓ Merchandise by Segment then Brand
- ✓ Align Space to Sales by Brand and Segment

# Packaged Potato Category Best Practices: Secondary Displays

## #2 Displays with open stock in secondary locations



*Out-of-aisle displays increase impulse purchase opportunities*

- Top 5 Flavored Mashed flavors
- Merchandised at a common price point
- Display Ready Cases that can go back to the shelf
- Consumers typically pick up 3 packages per transaction

### Suggested Display Quantities

10 Cases:

*Buttery Homestyle 02970000141*

5 Cases each:

*Roasted Garlic 02970000147*

*Baby Reds 02970000138*

*Loaded Baked 02970000148*

*Four Cheese 02970000145*

Displays drive on average

**+232%**  
**lift**