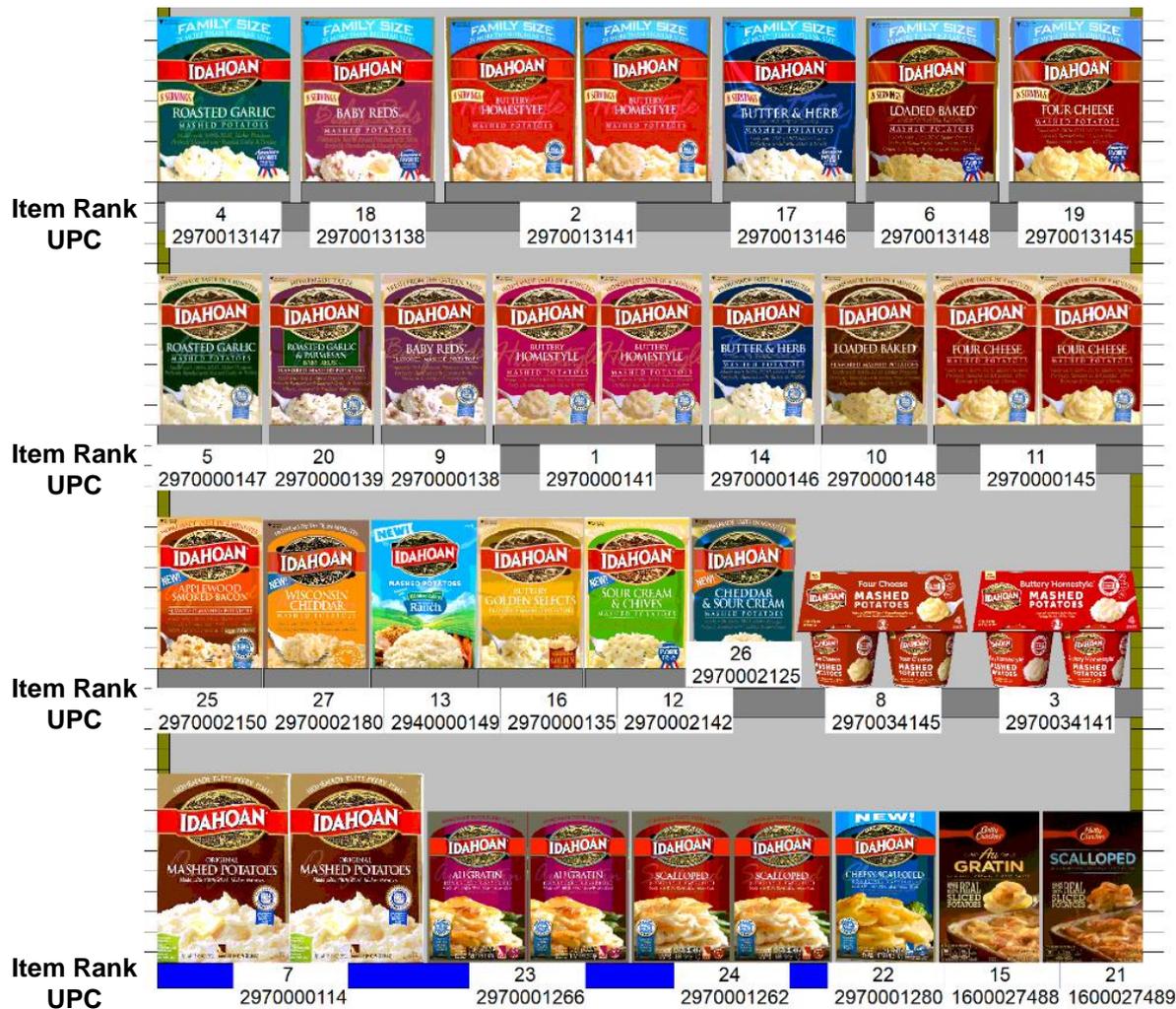


Packaged Potato Best Practices: Assortment & Merchandising

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

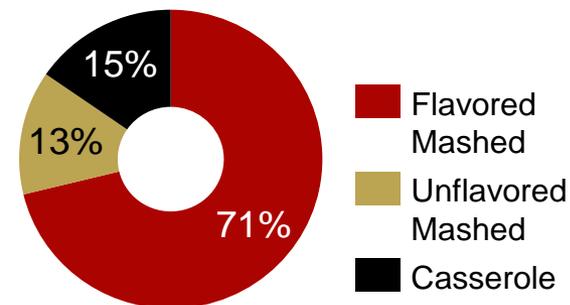
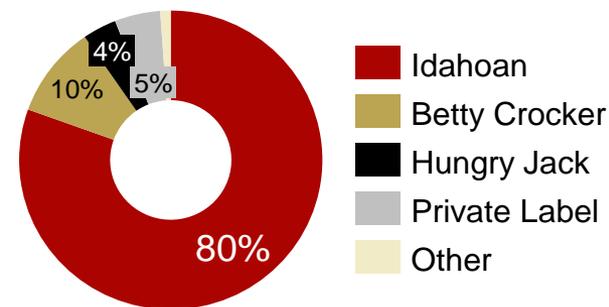
Example for stores with 4 shelves:



Merchandising Best Practices:

1. Set by Segment, then Brand

2. Align Space to Sales by Brand & Segment



Packaged Potato Category Best Practices:

Secondary Displays to Support Thanksgiving, Christmas and Easter

#2 Displays with open stock in secondary locations



Out-of-aisle displays increase impulse purchase opportunities

- Top 5 Flavored Mashed pouch flavors
- Merchandised together at a common price point
- Display Ready Cases that can easily go back to the shelf
- Consumers typically pick up 2-3 packages per transaction

Suggested Display Quantities

10 Cases:

Buttery Homestyle UPC # 2970000141

5 Cases each:

Roasted Garlic UPC # 2970000147

Baby Reds UPC # 2970000138

Loaded Baked UPC # 2970000148

Four Cheese UPC # 2970000145

Displays drive on average

+232%
lift