



**Product Level Recommendations
For Micro Markets
March 2016**

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Introduction

During the summer of 2015, USG, with the assistance of several strategic supplier partners and a number of USG micro market operators, began the process of attempting to create a general strategy and recommendations regarding the layout and product selections for micro markets. The initiative began with a basic study of current markets and marketing insights presented by the suppliers. The group also realized that this study and the resulting initiative is only the beginning of a process and for the future recommendations to really carry weight with our membership, we must test and validate several theories.

The initial testing that we undertook was to re-set markets in two category formats, horizontal and vertical. Due to limitations in our centralized data collection at the time, we used member generated reporting. For a small group of similar markets, we had the following statistical results from re-sets. The resets were done in September and October with pre and post data collected for 30 to 60 day periods. There were no product changes made during the resets.

Test Format	Bev Units	Bev \$	Food Units	Food \$	Snk Units	Snk \$	TOTAL MKT SALES
VERTICAL RESET	102%	101%	96%	97%	106%	105%	102%
HORIZONTAL RESET	108%	107%	104%	97%	105%	105%	104%
CONTROL	104%	104%	104%	100%	97%	99%	101%

The test group is too small to come to a compelling conclusion, but the results show a definite improvement in snack units and dollars in both reset formats vs the control group. Whether it was horizontal or vertical didn't appear to make much difference, so it could just be **smarter product groupings** that made a difference. In most markets that were reset, just the clean up process of the reset created enough space for 5 to 10 additional products!

The following information is based on extensive research completed by USG and our supplier partners. USG has created an outline for how to lay out a market as well as product recommendations. For the snack categories we have made recommendations for "Parking Lot" items, products that would be the next item in if a certain recommended product does not perform well in your region or is not available. One of the key take-away's is also, **"you don't know what you don't know."** Products with high distribution and good turns that you don't have in your markets, could be great items for you to try in your markets.

Since our initial testing we have improved our central micro market data collection and are now in a position to conduct testing on a much larger scale without having to have members provide reporting. This would be available to members using Avanti Markets and 365 Markets. We will identify new testing opportunities and create the process. Please let us know if you would be interested in helping us with the testing!

Recommended Market Layout

Suggested placement is to get candy and gum/mints close to the kiosk. Beverages appear to be a destination purchase. Using this layout creates more customer flow across the market. Often the market space is not conducive to this layout. A freezer and a coffee section are often not part of the set-up. If the kiosk is to the left of the dry goods rack – reverse the dry goods layout.



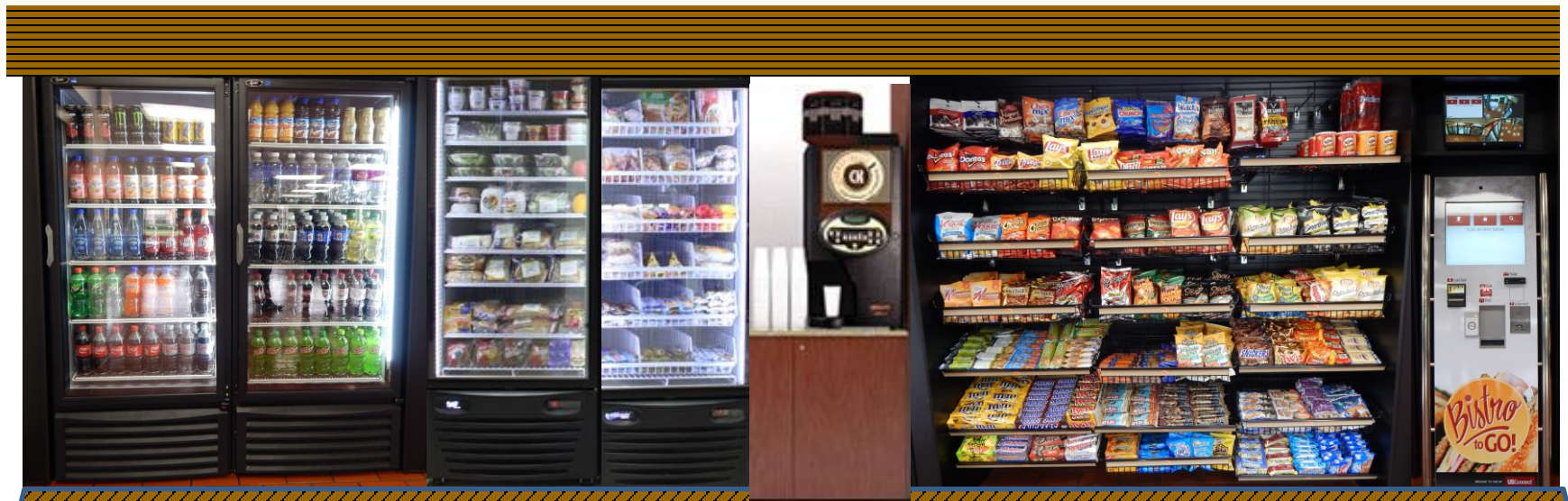
Beverages

Cold Food Freezer

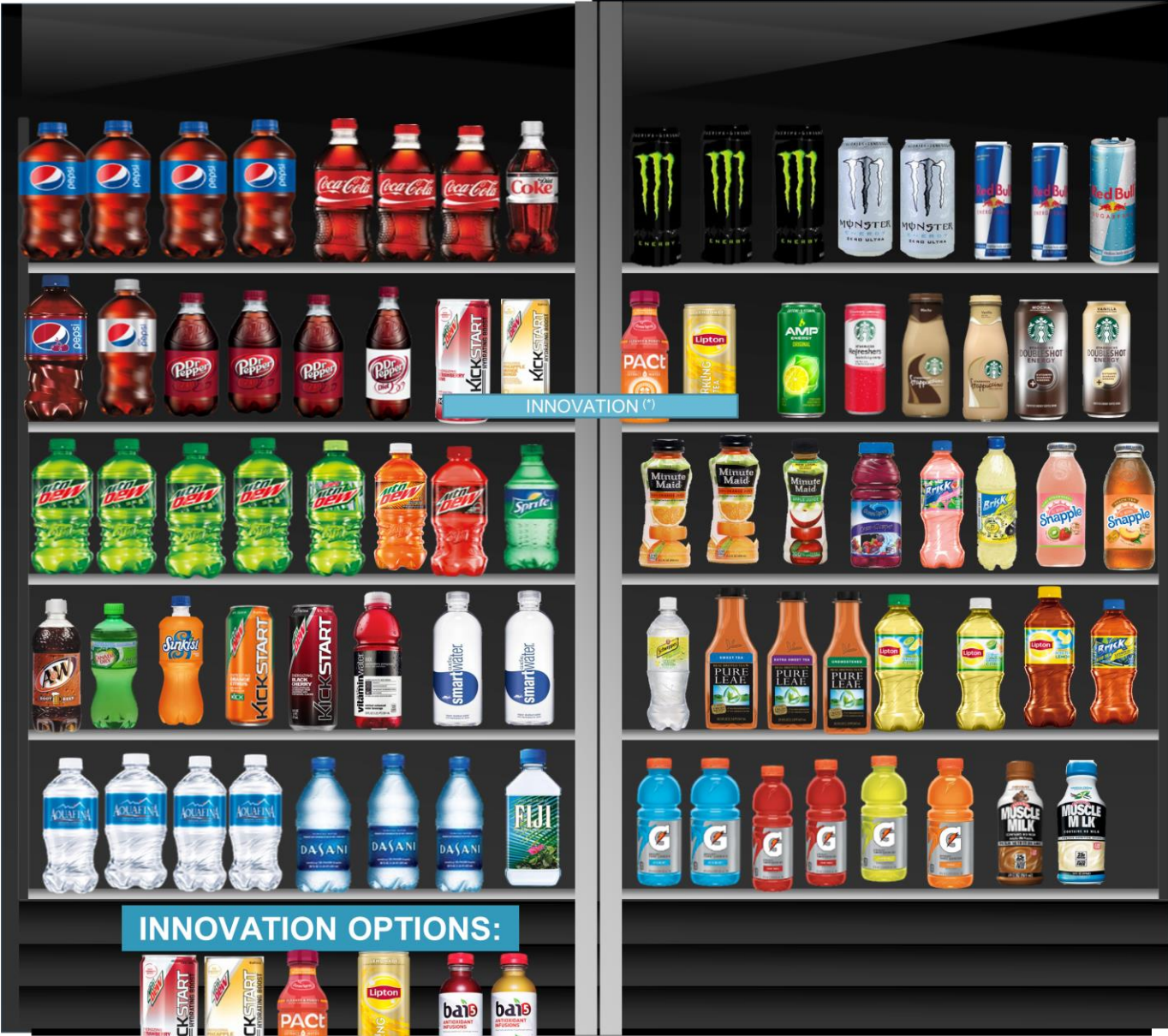
Coffee

Snacks

Kiosk



USG Member Owned Two Door Beverage Set



INNOVATION (*)

INNOVATION OPTIONS:



USG Member Owned Two Door Beverage Set

Shelf 1 - Left	Facings	Shelf 1 - Right	Facings
Pepsi 20z	4	Monster	3
Coke	3	Monster ZERO	2
Diet Coke	1	Red Bull	2
		Red Bull Diet	1
Shelf 2 - Left		Shelf 2 - Right	
Pepsi Wild Cherry	1	Innovation (Ocean Spray PACT/LIT Sparkling)	2
Diet Pepsi	1	Amp	1
Dr Pepper	3	Starbucks Refreshers	1
Diet Dr Pepper	1	Starbucks Frappuccino Mocha 13.7z	1
Innovation (Mt Dew Kick Start)	2	Starbucks Frappuccino Vanilla 13.7z	1
		Starbucks Double Shot Mocha	1
		Starbucks Double Shot Vanilla	1
Shelf 3 - Left		Shelf 3 - Right	
Mtn Dew	4	Minute Maid OJ	2
Diet Mt Dew	1	Minute Maid Apple	1
Mt Dew Live Wire	1	Ocean Spray Cran Grape	1
Mt Dew Code Red	1	Lipton Brisk Strawberry Melon	1
Sprite	1	Lipton Brisk Lemonade	1
		Snapple Kiwi Strawberry	1
		Snapple Peach Tea	1
Shelf 4 - Left		Shelf 4 - Right	
		Schweppes Lem Lime	1
A&W Root Beer	1	Pure Leaf Tea Sweetened 18.5z	2
Canada Dry Ginger Ale	1	Pure Leaf Tea Extra Sweet 18.5z	2
Mt Dew KickStart Orange	1	Pure Leaf Tea Unsweetened 18.5z	1
Mt Dew KickStart BlackCherry	1	Lipton Green Tea Citrus 20z	2
Vitamin water XXX Acai BB Pomegranate	1	Lipton Diet Green Tea Citrus 20z	1
Smartwater	2	Lipton Ice Tea wLemon	1
		Lipton Brisk Ice Tea w/Lemon	1
Shelf 5 - Left		Shelf 5 - Right	
Aquafina 20z	4	Gatorade Glacier Freeze or Cool Blue	2
Dasani	3	Gatorade Fruit Punch	2
Fiji	1	Gatorade Lemon Lime	1
		Gatorade Orange	1
		Muscle Milk Chocolate	1
		Muscle Milk Vanilla	1

Regional beverage choices may require some substitutions. Innovation products should be rotated often. Be sure to order your quarterly allotment of Pepsi Innovation products.

USG Member Owned Two Door Beverage Set

Manufacturer	Category	Ranking	Item Name	Distribution	Sales/Mkt/Wk
CSD					
Pepsico	CSD	1	Mt Dew 20oz PET	83.405%	\$ 25.68
Pepsico	CSD	2	Pepsi 20oz PET	77.635%	\$ 15.60
Dr Pepper Snapple	CSD	3	Dr Pepper 20oz PET	80.177%	\$ 15.65
Coca-Cola	CSD	4	Coke 20oz PET	83.776%	\$ 19.29
Coca-Cola	CSD	5	Sprite 20oz PET	47.929%	\$ 8.41
Pepsico	CSD	6	Mt Dew Code Red 20oz PET	40.588%	\$ 7.13
Pepsico	CSD	7	Mt Dew Livewire 20oz PET	20.051%	\$ 7.17
Pepsico	CSD	8	Pepsi Cherry 20oz PET	37.989%	\$ 5.40
Pepsico	Enhanced	9	Mt Dew Kickstart 16oz Can	47.015%	\$ 6.00
Dr Pepper Snapple	CSD	10	Canada Dry Ginger Ale 20oz PET	20.965%	\$ 4.53
Dr Pepper Snapple	CSD	11	Sunkist 20oz PET	25.821%	\$ 3.59
Dr Pepper Snapple	CSD	12	A&W RB 20oz PET	30.734%	\$ 3.39
SF CSD					
Pepsico	SF CSD	1	Mt Dew Diet 20zo PET	77.806%	\$ 10.53
Pepsico	SF CSD	2	Pepsi Diet 20oz PET	69.209%	\$ 8.56
Dr Pepper Snapple	SF CSD	3	Dr Pepper Diet 20oz PET	75.664%	\$ 7.72
Coca-Cola	SF CSD	4	Coke Diet 20oz PET	82.948%	\$ 13.61
Water					
Pepsico	Water	1	Aquafina 20oz PET	48.272%	\$ 11.75
Coca-Cola	Water	2	Dasani 20oz PET	35.476%	\$ 17.46
Nestle	Water	3	Fiji Water 500 ml	53.785%	\$ 8.52
Pepsico	Water	4	Schwepps Seltzer Lemon Lime 20oz	0.571%	\$ 3.44
Juice and Juice Drinks					
Coca-Cola	Juices	1	MMaid Orange 15.2oz PET	35.333%	\$ 11.15
Dr Pepper Snapple	Juices	2	MMaid Appl 15.2oz PET	29.306%	\$ 6.57
Coca-Cola	Juices	3	Snapple Apple 20oz	5.998%	\$ 6.53
Pepsico	Juices	4	Oceanspray CranGrape 16oz Bottle	19.480%	\$ 4.69
Pepsico	Juices	5	Lipton Brisk Lemonade 20 oz. Bottle	14.881%	\$ 3.60
Pepsico	Juices	6	Lipton Straw Melon 20oz	5.627%	\$ 1.96

This page and the next page show the distribution and sales per market per week for the recommended product set.

Distribution – percentage of USG markets that submit data that stock the product.

Sales/Mkt/Wk – Number of sales per week of the listed item in USG markets that submit data.

USG Member Owned Two Door Beverage Set

ENERGY				Distribution	Sales/Mkt/Wk
Red Bull	Enhanced	1	Red Bull	11.282% \$	29.68
Coca-Cola	Enhanced	2	Monster Energy 16oz Can	73.151% \$	26.87
Red Bull	Enhanced	3	Red Bull Diet	6.570% \$	13.13
Coca-Cola	Enhanced	4	Monster Zero 16oz Can	7.112% \$	12.24
Pepsico	Enhanced	5	AMP Energy 16oz Can	27.135% \$	6.52
SPORTS DRINKS					
Pepsico	Enhanced	1	Gatorade Glacier Freeze 20oz PET	18.880% \$	5.71
Pepsico	Enhanced	2	Gatorade FruitPunch 20oz PET	50.071% \$	5.30
Pepsico	Enhanced	3	Gatorade Orange 20oz PET	48.529% \$	4.66
Pepsico	Enhanced	4	Gatorade LemonLime 20oz PET	42.931% \$	4.55
RTD TEA					
Pepsico	RTD Tea	1	Lipton Pure Leaf Unsw Tea	0.514% \$	10.75
Pepsico	RTD Tea	2	Pure Leaf Extra Sweet Tea 18.5oz PET	38.618% \$	7.38
Pepsico	RTD Tea	3	Lipton Citrus Green Tea 20oz PET	50.328% \$	6.24
Pepsico	RTD Tea	4	Lipton Pure Leaf Sweet Tea	26.592% \$	6.12
Dr Pepper Snapple	RTD Tea	5	Snapple Peach Tea 11.5 oz	3.428% \$	10.66
Pepsico	RTD Tea	6	Lipton Peach 20oz	22.394% \$	5.74
Dr Pepper Snapple	RTD Tea	7	Snapple KiwiStrawberry 20oz PET	27.335% \$	5.03
Pepsico	RTD Tea	8	Lipton Diet Green Tea 20oz PET	27.421% \$	4.39
Pepsico	RTD Tea	9	Lipton Tea 20oz PET	33.476% \$	3.94
RTD COFFEE					
Pepsico	RTD Cof	1	Starbucks Frapp Van	4.427% \$	9.58
Pepsico	RTD Cof	2	Starbucks Frapp Mocha	63.639% \$	7.12
Pepsico	RTD Cof	3	Starbucks DS Van 16oz Can	22.365% \$	6.86
Pepsico	RTD Cof	4	Starbucks DS Mocha 16oz Can	35.476% \$	6.73
Pepsico	RTD Cof	5	Starbucks Refresh	14.653% \$	5.90
ENHANCED WATER					
Coca-Cola	Enhanced	1	Smartwater 20oz PET	4.941% \$	26.96
Coca-Cola	Enhanced	2	VitWater XXX 20oz PET	4.827% \$	8.03
ENGINEERED NUTRITION (SPORTS)					
Muscle Milk	Enhanced	1	Muscle Milk Chocolate	3.542% \$	7.25
Muscle Milk	Enhanced	2	Muscle Milk Vanilla	4.799% \$	4.84

PEPSI Single Door Set - Pepsi owned equipment

If you have a location with a single cooler door of space for Pepsi, this is the recommended product mix and grouping.



PEPSICO



Foodservice

PEPSI Two Door Set - Pepsi owned equipment

If you have a location with two cooler doors of space for Pepsi, this is the recommended product mix and grouping.



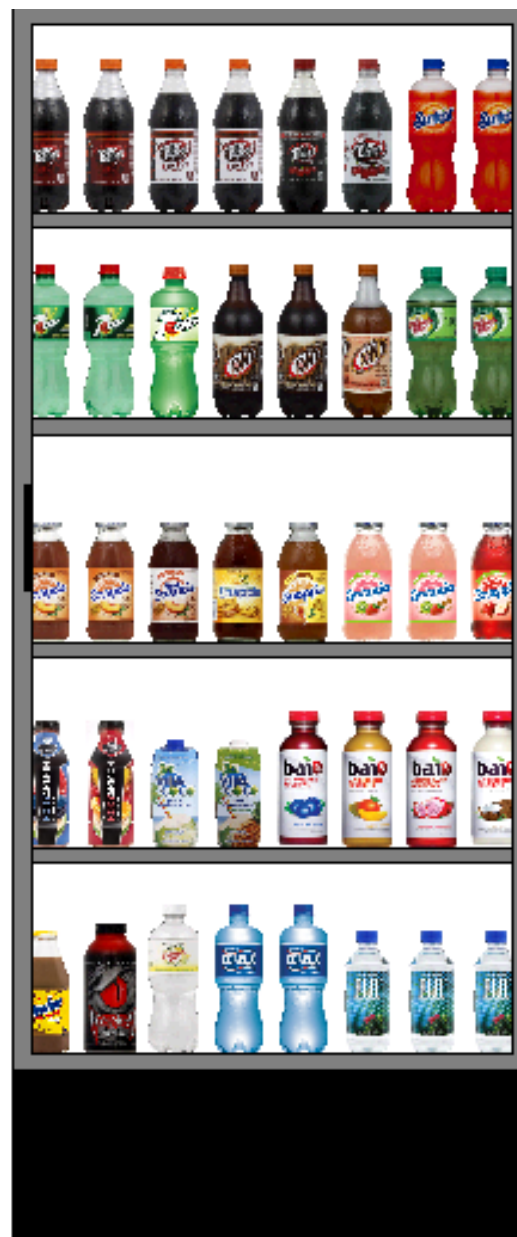
PEPSICO



Foodservice

DPSG Single Door Set - DPSG owned equipment

If you have a location with a single cooler door of space for DPSG Brands, this is the recommended product mix and grouping.



Cold Food



Top Shelf: Fresh, Premium, Better-for-You items:

- Seen from a distance, attracts attention for a closer look
- Salads (with protein), parfaits, premium yogurts, hummus

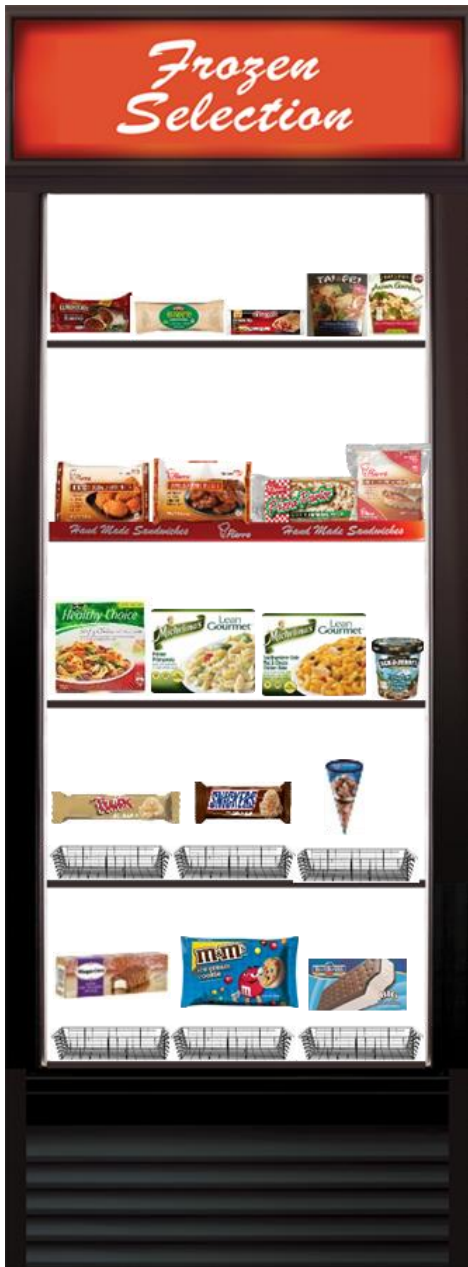
Eye level Middle Shelves (higher price, higher margin items):

- Breakfast items: Opportunity for growth, 5-6 varieties, 1 shelf; sandwiches sell best – Sausage biscuit varieties are top sellers
- Heat & Eat Lunch Sandwiches with fresh appeal packaging: Burgers (Cheeseburger minimum, bacon Cheeseburger also recommended), breaded chicken sandwich, premium heat & eat sandwiches (1 to 2 shelves)
- Cold Deli, upscale and “healthier” options (but good size) visual quality. Basics include turkey & Cheese, ham & Cheese, Italian meat combination, flatbread or wrap varieties
- Consider shelf life needs.

Lower Shelf(s)– Snacks and Lower value items, snacks, commodity items – 1 to 2 shelves

- Cheese sticks, hard boiled eggs, Cheese/crackers, Milk, pre-made fruit cups & veggies

Frozen Food and Ice Cream



Top Shelf: Trending Foods, Ethnic Favorites:

- Seen from a distance, attracts attention for a closer look
- Suggest premium Asian Foods, wraps, specialty items
- Keep mainstream, consider heating times

Eye level Middle Shelves (higher price, higher margin items):

- Premium protein items, specialty appetizers & finger foods
- Pizzas (pepperoni top seller), Paninis, entrees (stay with mainstream favorites such as pastas, chicken & rice, lasagna, etc.)
- Dessert items with higher price points
- Caution: consumer will compare pricing with grocery – try to avoid items that are easy to “shop” and price compare

Lower Shelves (about 40%-50% of freezer) – Ice cream novelties (6 to 9 baskets)

- Drum sticks, ice cream sandwiches, Snickers and Twix bars, ice cream bars.
- Use baskets to keep assortment neat
- and minimize damage

Ice Cream

6 Basket Set in the Freezer

#1 Novelty in C-Stores, 26% of Micro Market Novelty Sales

#2 Novelty in C-Store, Offers Cone Format
ALTERNATIVES:

- Good Humor GT KS Cone (unit velocity 93% of Drumstick)
- Wells Champ Cone (unit velocity 104% of Drumstick)

#5 Novelty in C-Stores, #2 in Micro Markets, PROVEN Item



Super Premium & Stick Offering, up +10% in C-Stores
ALTERNATES:

- Magnum Double Caramel (unit velocity 74% of HD)
- Blue Bunny Turtle Bar (unit velocity 77% of HD)

Classic Wafer Sandwich
ALTERNATES:

- Nestle Van Sandwich (unit velocity 108% of Blue Bunny)
- Good Humor Sandwich (unit velocity 118% of Blue Bunny)

M&M's Cookie Sandwich – +17.9% YTD
ALTERNATES:

- Chips Galore
- Nestle Tollhouse



Ice Cream

9 Basket Set in the Freezer

Super Premium & Stick Offering, up +10% in C-Stores
 ALTERNATES:
 •Magnum Double Caramel (unit velocity 74% of HD)
 •Blue Bunny Turtle Bar (unit velocity 77% of HD)

#1 Novelty in C-Stores, 26% of Micro Market Novelty Sales

#2 Novelty in C-Store, Offers Cone Format
 ALTERNATES:
 • Good Humor GT KS Cone (unit velocity 93% of Drumstick)
 • Wells Champ Cone (unit velocity 104% of Drumstick)

Adds Stick to the Set
 ALTERNATES:
 •Good Humor Oreo Bar (unit velocity 114% of Nestle)



#5 Novelty in C-Stores, #2 in Micro Markets, PROVEN Item

BFY Option with Fruit Profile, Highest Selling Fruit type Novelty in C-Stores

Proven Flavor Profile always in Top 10
 ALTERNATES:
 •Good Humor SS Bar (unit velocity 96% of Nestle)
 •Blue Bunny SS Bar (unit velocity 114% of Nestle)

Classic Wafer Sandwich
 ALTERNATES:
 • Nestle Van Sandwich (unit velocity 108% of Blue Bunny)
 • Good Humor Sandwich (unit velocity 118% of Blue Bunny)

M&M's Cookie Sandwich – +17.9% YTD
 ALTERNATES:
 • Chips Galore
 • Nestle Tollhouse



Dry Goods

The category space allocation was determined by an analysis of data for about 4,000 micro markets operated by USG members nationwide. The space allocation was tested against other retail venues like convenience and drug stores. The five supplier partners below represented various categories and established the “ideal” product selection in order to maximize market sales. USG made some minor adjustments to make sure we properly spaced our partners who we have programs with.

Category space management dictates that you face products from as many sub-categories as possible. The goal is to have a product mix that every customer can make a choice that he is happy with.

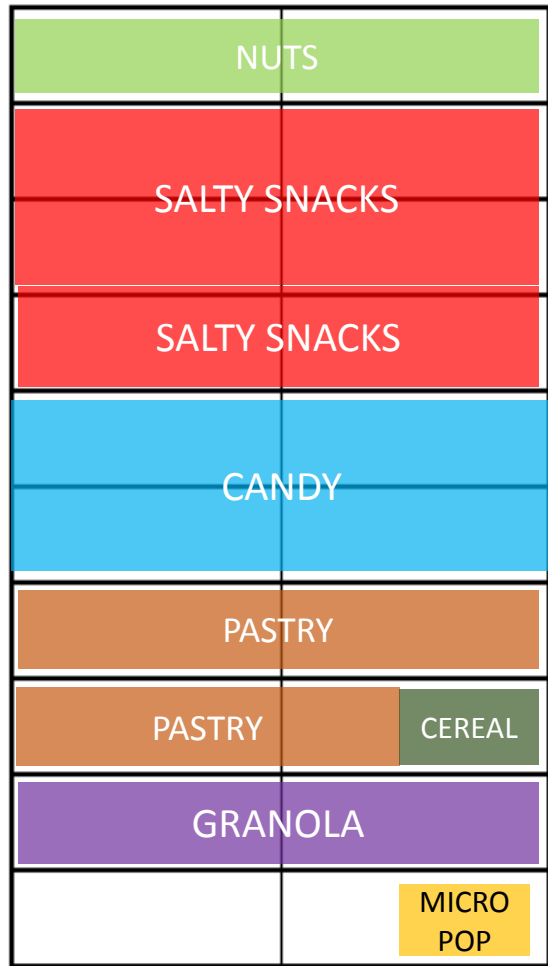
Items with a yellow background at the bottom of categories, called parking lot items, are a combination of items that just missed the cut-off and/or are “healthier alternatives” for the category. As USG continues to build the portfolio of healthier products, we will revise both the recommended products as well as the parking lot items to provide you with choices for locations demanding a healthier set.

Based on the testing so far, we can't make a recommendation regarding horizontal or vertical category grouping, but we can recommend a reset during which you create smarter categories!



Dry Goods Horizontal Product Category Layout

Salty Snacks 16.2	Nuts 3.9	Energy 1.8	Micro pop .3	Crackers 2.4
Candy 12.3	Meat 3.6	Sundry .9	Cookie 3.9	Cereal .6
Pastry 7.2	Gum & Mints 2.7	Shelf Stable 1.2	Granola 3.0	



Dry Goods Product Vertical Layout Final

Salty Snacks 16.2	Nuts 3.9	Energy 1.8	Micro pop .3	Crackers 2.4
Candy 12.3	Meat 3.6	Sundry .9	Cookie 3.9	Cereal .6
Pastry 7.2	Gum & Mints 2.7	Shelf Stable 1.2	Granola 3.0	

NUTS	
NUTS	
	BREAKFAST COOKIE
	COOKIE
	GRANOLA BARS
PASTRY	
	ENERGY BARS
Cereal	Micro Pop
	SHELF STABLE

MEAT PEG PKS	
BAGGED CRACKERS	
SALTY SNACKS	

CANDY	CANDY Sundry
GUM & MINTS	
CANDY	
CANDY	
CANDY	
CANDY	
INDULGENT COOKIE	
SANDWICH CRACKERS	MEAT STICKS & JERKEY

Horizontal Category Layout



Salty Snacks

Candy

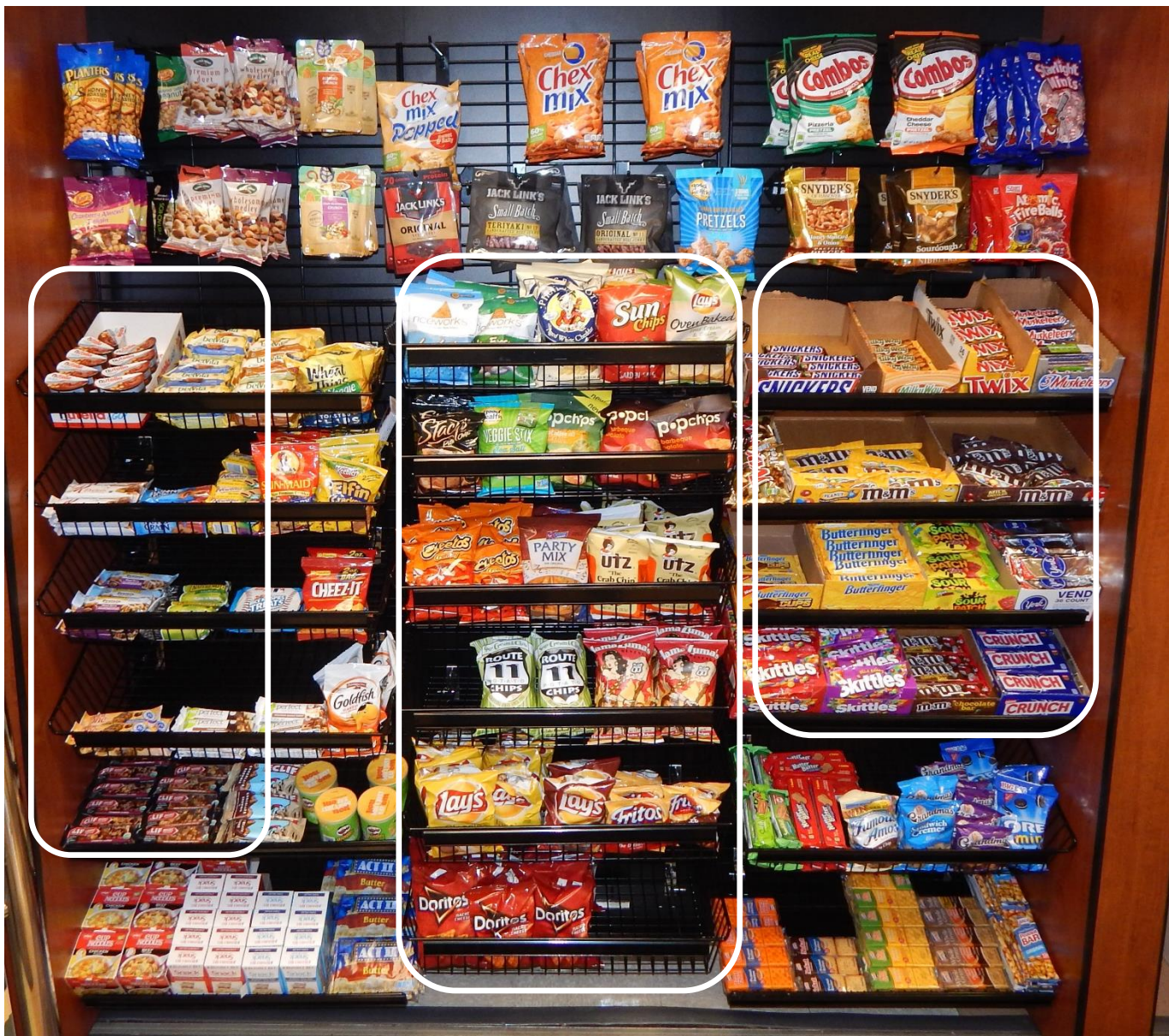
Pastry

Vertical Category Layout

Pastry

Salty Snacks

Candy



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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Salty Snacks					
Frito Lay	Lays Classic LSS	2840009156	Large Chips	80.2%	5.17	\$0.96
Frito Lay	Lays BBQ LSS	2840000300	Large Chips	30.3%	3.01	\$0.93
Frito Lay	Lays Sour Cream and Onion LSS	2840000174	Large Chips	28.2%	3.42	\$0.94
Frito Lay	Ruffles Cheddar/Sour Cream LSS	2840000291	Large Chips	76.5%	5.83	\$0.97
Frito Lay	Lays Kettle Cook Jalapeno LSS	2840003844	Large Chips	20.8%	2.70	\$1.04
Frito Lay	Lays Kettle Chips Lattice Cut LSS	2840024713	Large Chips			
Frito Lay	Lays Kettle Chips 40% Less Fat LSS	2840023934	Large Chips			
Frito Lay	Lays Kettle Cook Applwd Smk BBQ LSS	2840006902	Large Chips			
Frito Lay	Lays Baked Sour Cream/Onion LSS	2840008278	Large Chips			
Frito Lay	Lays Baked BBQ LSS	2840007189	Large Chips	57.3%	2.51	\$0.95
Frito Lay	Baked! Ruffles Ridged Potato Chips LSS	2840005945	Large Chips			
Frito Lay	Doritos Nacho Cheese LSS	2840070560	Large Chips	89.6%	6.56	\$0.95
Frito Lay	Dorito Cool Ranch LSS	2840070546	Large Chips	62.8%	4.04	\$0.97
Frito Lay	Cheetos Crunchy LSS	2840047906	Large Chips	82.1%	4.87	\$1.00
Frito Lay	Cheetos Crunchy Flamin Hot LSS	2840047913	Large Chips	41.1%	4.84	\$0.99
Frito Lay	Cheetos Crunchy Chdr Jalapeno LSS	2840065535	Large Chips	54.1%	3.35	\$0.99
Frito Lay	Funyuns Onion Flvr Ring LSS	2840000666	Large Chips	31.2%	3.77	\$1.05
Frito Lay	Fritos Corn Chips Original LSS	2840047937	Large Chips	64.6%	3.61	\$0.94
Frito Lay	Fritos Flvr Twist Honey BBQ LSS	2840047951	Large Chips	25.1%	3.55	\$0.93
Frito Lay	Fritos Corn Chips Chili Cheese LSS	2840004794	Large Chips	62.3%	3.79	\$0.97
Frito Lay	Lays Bacon Mac and Cheese LSS	NEWS	Large Chips			
Frito Lay	Rold Gold Pretzel Tiny Twist LSS	2840004506	Large Chips	50.6%	3.57	\$1.02
Frito Lay	Smartfood White Cheddar Popcorn	2840002000	Large Chips	28.1%	2.99	\$1.02
Frito Lay	Sun Chips Harvest Cheddar LSS	2840007326	Large Chips	54.1%	2.71	\$0.96
General Mills	Gardettos Snak-ens Original LSS	16000160101	Large Chips	37.1%	2.18	\$1.40
Kellogg	Pringles Grab/Go Original	3800084524	Sm Chips	55.4%	2.55	\$1.53
Kellogg	Pringles Grab/Go SC/O	3800084525	Sm Chips	49.8%	1.95	\$1.54
Kellogg	Cheez-Its Crackers	2410019134	Cracker	60.4%	4.12	\$1.03
Mars Chocolate	Combos Cheddar Pretzels 6.3 oz	41419420055	Cracker	16.6%	1.89	\$2.90
Mars Chocolate	Combos Pizza Pretzel 6.3 oz	41419420062	Crackers			
Inventure Group	Boulder MaltVinegar LSS	708163972157	Large Chips	7.4%	2.15	\$1.13
Enjoy Life	Pentils Light Sea Salt Lentil Chips .8 oz.	853522000092	Healthier Solution			
Beanito's	Beanitos Original Black Bean Chips 1.5 oz	852834002084	Healthier Solution			
I Heart Keenwah	Aged Cheddar Quinoa Puffs 1.5 oz.	861782000141	Healthier Solution			
Boom Chicka Pop	BOOMCHICKAPOP® Sweet & Salty Kettle Corn 1 oz	818780012133	Healthier Solution			
Popcorn Indiana	Aged White Cheddar Popcorn .8 oz	639476214132	Healthier Solution			
Skinny Pop	Skinny Pop Original Popcorn 1 oz.	850251004087	Healthier Solution			
Kettle Chips	1.5oz Sea Salt Potato Chips	84114125842	Healthier Solution			
Kettle Chips	1.5oz Vinegar Potato Chips	84114112750	Healthier Solution			
Kettle Chips	1.5oz Jalapeno Potato Chips	678213585227	Healthier Solution			

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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Cereal					
Kellogg	Kellogg Frosted Flakes Cereal	3800001569	Food	43.4%	1.13	\$1.54
Kellogg	Kellogg Rasin Bran Cereal	38000008207	Food	49.3%	0.83	\$1.53
Kellogg	Kellogg Frosted Mini-Wheats Cereal	38000015694	Food	25.0%	0.87	\$1.36
Kellogg	Kellogg Cocoa Puffs Cereal	38000011610	Food	14.1%	0.70	\$1.48
Kellogg	Kellogg Fruit Loops Cereal	38000017674	Food	16.5%	0.53	\$1.60
	Cookies Breakfast					
Kellogg	Pop Tarts Strawberry	38000317316	Pastry	86.8%	2.69	\$1.12
Kellogg	Pop Tarts Frosted Blueberry	3800031031	Pastry	37.5%	1.41	\$1.16
Kellogg	Pop Tarts Brown Sugr Cinn	38000311314	Pastry	67.2%	2.27	\$1.13
Mondelez	Belvita Blueberry Bar	44000028282	Granola & Cereal Bars	44.4%	2.04	\$1.40
	Cookies Indulgent					
Frito Lay	Grandmas Mini Van 3.7oz	28400079570	Cookies	65.8%	2.63	\$1.20
Frito Lay	Grandmas Peanut Butter	28400079150	Cookies	50.6%	2.36	\$0.92
Frito Lay	Grandmas Oatmeal Rasin	28400079174	Cookies	48.2%	1.64	\$0.91
Kellogg	Fam Amos Choc Chip (3oz)	76677191372	Cookies	40.7%	2.89	\$1.17
Kellogg	Austin Zoo Crackers	79783409751	Crackers	29.0%	1.50	\$0.95
Mondelez	Nutter Butter	44000037451	Cookies	54.3%	2.00	\$1.04
Mondelez	Fig Newtons	44000037444	Cookies	30.8%	2.59	\$1.05
Mondelez	Oreo	44000037420	Cookies	48.6%	1.45	\$1.08
Mondelez	Oreo Minis	44000008536	Cookies	24.8%	1.08	\$1.34
Kellogg	Keebler Vanilla Wafer	30100125877	Cookies	12.1%	2.59	\$1.10
Mondelez	Chips Ahoy	44000037437	Cookies	9.5%	1.45	\$1.53
Kellogg	Soft Batch Cookie	30100199434	Cookies	13.2%	2.41	\$1.04
Mondelez	Lorna Doone	19320015441	Cookies	13.0%	1.87	\$0.89
Home Free	Gluten Free Chocolate Chip Mini Cookies	857313001961	Healthier Solution			
Lucy's	Lucy's GF Brownie Crisps Grab 'n Go -1.25 oz	853771005268	Healthier Solution			

The data shown is primarily from Q2 2015.

Products listed without data are either new items, items in too small a distribution at the time of this data collection, or items where we experienced UPC issues and could not properly identify the items.

We will do a new recap of the dry goods section after we close our Q1 2016 Micro Market data collection.

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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Crackers					
Frito Lay	Frito Lay Cheese PB Cracker	28400046411	Crackers	33.3%	3.18	\$0.67
Frito Lay	Frito Lay Toast PB Cracker	28400046428	Crackers	21.7%	2.95	\$0.81
Kellogg	Cheez-it LSS	24100191345	Crackers	64.6%	4.08	\$1.04
Mars Chocolate	Mars Combos Cheddar Pretzel 6.3 oz	41419162835	Crackers	14.8%	2.38	\$1.04
Mars Chocolate	Combos Pretzel Pizzeria 6.3 oz	4149420065	Crackers	6.3%	1.60	\$1.00
Mondelez	Wheat Thins Toast Chip Veggie	1932000080	Cookies	58.6%	1.70	\$1.02
Mondelez	Ritz Bits Cheese Big Bag	44000006778	Crackers	19.6%	1.62	\$1.32
Mondelez	Ritz Toasted Chips SC&O	19320111914	Crackers	31.5%	1.34	\$1.00
Kellogg	Cheez-Its	24100122615	Crackers	14.5%	3.46	\$0.96
Kellogg	Cheez-Its RF SS	24100122264	Crackers	14.9%	2.89	\$0.88
Kellogg	Keebler Cheddar Cheese Cracker	30100125150	Crackers	7.6%	5.13	\$0.87
Mars Chocolate	Mars Combos Cheddar Pretzel 1.5	41419714713	Crackers	14.8%	2.38	\$1.04
Mars Chocolate	Mars Combos Pizzeria Pretzel 1.5 oz.	41419714751	Crackers	15.4%	1.73	\$1.09
Mary's Gone Crackers	Super Seed Crackers 1.25 oz.	89758000106	Healthier Solution			
	Granola and Cereal Bars					
General Mills	Nature Valley Oats&Honey	16000264694	Granola & Cereal Bars	79.0%	2.12	\$0.94
General Mills	Nature Vallet SWT/SLT BR PNUIT	1600044282	Granola & Cereal Bars	33.6%	1.58	\$0.91
General Mills	Fiber One Bar Oats Chocolate	16000504622	Granola & Cereal Bars	49.9%	2.11	\$1.01
Kellogg	Rice Krispie Treats 2.13oz	38000524028	Granola & Cereal Bars	63.7%	3.59	\$1.07
Kellogg	Special K Protein Bar	38000291791	Granola & Cereal Bars	27.8%	2.09	\$1.86
Kellogg	Nutri-grain Strawberry	38000359217	Granola & Cereal Bars	37.7%	1.33	\$0.93
Kellogg	Rice Krispie Treats	38000030659	Granola & Cereal Bars	32.9%	2.40	\$1.22
General Mills	Nature Valley Peanut Bar	16000442825	Granola & Cereal Bars	30.6%	2.16	\$1.06
General Mills	Cinnamon Toast Crunch Bars	16000660991	Granola & Cereal Bars	32.9%	1.16	\$1.39
General Mills	Nature Valley PB Bar	16000264793	Granola & Cereal Bars	33.6%	1.58	\$0.91
Mondelez	Belvita Oat Bar	44000028268	Granola & Cereal Bars	20.6%	1.24	\$1.49
General Mills	Nature Valley StrwYogurt	16000247093	Granola & Cereal Bars	23.6%	1.60	\$0.96
Kellogg	Nutri-grain Apple	38000356216	Granola & Cereal Bars	26.0%	1.07	\$0.91
	Micro Pop					
Conagra	Act II Butter	76150721058	Mico Pop	37.1%	0.95	\$1.03
Rhythm	Kool Ranch Kale Chips .75 oz.	829739020529	Healthier Solution			

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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Energy Bars					
Kind	Kind Bar PB Choc	60265217651	Energy Bar			
Kind	Kind PNT BTR DRK CHCL WRP	60265217056	Energy Bar			
Kind	Kind Cran Almond	60265217001	Energy Bar	7.7%	1.07	\$2.16
Clif	Clif Bar Peanut	722252101204	Energy Bar	42.0%	2.05	\$1.87
Clif	Clif Bar Choc Chip	722252100900	Energy Bar	45.4%	1.78	\$1.88
Luna	Luna Bar Lemon Zest	722252103307	Energy Bar	9.3%	0.84	\$1.85
Nature Bakery	Natures Bakery Whole Wheat Blueberry Fig Bar	047495112917	Healthier Solution			
	Gum and Mint					
Ferrero	Tic Tac	9800007615	Gum & Mints	17.5%	0.91	\$1.53
Hershey	Hershey Ice Breakers Cool Mint	34000001873	Gum & Mints	38.9%	1.25	\$2.80
Mondelez	Trident Original	125466122900	Gum & Mints	28.7%	1.51	\$1.55
Mondelez	Dentyne Peppermint	125463125500	Gum & Mints	30.0%	1.37	\$1.65
Mondelez	Trident Tropical	12546619592	Gum & Mints	26.4%	0.90	\$1.57
Wrigley	Wrigley Altoids Peppermint	22000159335	Gum & Mints	18.3%	0.54	\$2.50
Wrigley	Wrigley Orbit Spearmint	220000048400	Gum & Mints	20.1%	1.78	\$1.70
Wrigley	Wrigley Doublemint	22000006660	Gum & Mints	18.7%	1.38	\$1.55
	Nuts					
Kars	Kars Sweet N' Salty 2oz	9999999000556	Nuts	35.2%	2.32	\$1.00
Kars	Kars Salted Cashews	77034002058	Nuts	31.0%	1.68	\$1.66
Kraft	Planters Peanuts	29000013681	Nuts	50.0%	2.61	\$0.92
Kraft	Planters Trail Mix	29000013308	Nuts	8.7%	0.95	\$3.16
Emerald	Jalapeno Cashews, 1.25 oz	10300942191	Nuts			
Emerald	Salt & Pepper Cashews, 1.25 oz	10300938118	Nuts			
Wonderful	Wonderful Almonds Roasted Salted Tube Pack 1 oz.	014113210362	Nuts			
Wonderful	Roasted & Salted Wonderful Pistachios 1 oz.	014113912839	Nuts			
Wonderful	Wonderful Pistachios Salt & Pepper Tube Pack 1.25 oz	014113913317	Nuts			
Seapoint Farms	Edamame Dry Roasted Spicy Wasabi 1 oz	678213588501	Healthier Solutions			
	Meat Snacks					
Conagra	Slim Jim Spicy	26200110707	Meat Snacks	21.7%	8.07	\$1.28
Jack Links	Jack Links Beef Sticks	17082000033	Meat Snacks	66.1%	3.78	\$2.07
Jack Links	JCK LNK TRYK BF MT SNCK BAG 3.25 OZ	1708200795	Meat Snacks	9.5%	1.17	\$1.84
Jack Links	Jack Links Beef Nuggets	17082110022	Meat Snacks	25.3%	1.30	\$2.82
Jack Links	JCK LNK ORGN JRKY BF MT SNCK BAG 3.25 OZ	1708200787	Meat Snacks			
Organic Valley Dairy	Mighty Bar Uncured Bacon & Apple 1 oz.	093966307900	Healthier Solutions			
	Shelf Stable					
Nissin	Nissin Big Cup Noodles Chicken	7066203043	Shelf Stable			
Nissin	Nissin Chow Mein Spicy Chicken, 4 oz	70662087244	Shelf Stable			
Nissin	Nissin Hot & Spict Shrimp Big Noodles	70662096321	Shelf Stable			
Kraft	Easy Mac & Cheese	42100001087	Shelf Stable			
Dr McDougalls	Lower Sodium Chicken Noodle Soup 1.4 oz	767335000821	Healthier Solution			

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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Candy					
Haribo	Haribo Gummy Bears Pouch 5oz	004223830221	Bagged Candy	37.8%	1.68	\$1.97
Hershey	Reeses Original Peanut Butter Cups Vend Size	3400044060	Candy	72.8%	4.50	\$1.08
Hershey	Kit Kat LSC	34000246728	Large Candy	3.0%	3.70	\$1.34
Hershey	Hershey Bar with Almonds LSC	3400027121	Large Candy	3.6%	2.09	\$1.25
Hershey	Hershey Bar Chocolate Vend Size	3400000240	Candy	12.1%	2.01	\$1.07
Hershey	Twizzler Strawberry 5 oz	3400053103	Candy	14.7%	1.45	\$1.50
Hershey	Cookies and Crème Vend Size	34000002399	Candy	14.9%	1.49	\$1.16
Hershey	Reeses Peanut Butter Cups 4 pack - King Size	3400048000	Bagged Candy	12.6%	1.84	\$1.93
Hershey	Payday Vend Size	1070080750	Candy	48.2%	2.28	\$1.05
Hershey	Almond Joy Vend Size	3400002629	Candy	15.3%	1.69	\$1.08
Mars Chocolate	Snickers Vend Size	4000042431	Candy	88.3%	6.29	\$1.06
Mars Chocolate	Snicker's To Go Retail	40000322525	Bagged Candy			
Mars Chocolate	M&M Peanut 3.27 oz	40000044328	Bagged Candy			
Mars Chocolate	Twix Caramel Vend	40000353918	Candy	83.9%	3.72	\$1.06
Mars Chocolate	M&M Peanut Butter 3.27 oz	4000038060	Bagged Candy			
Mars Chocolate	Three Musketeer Original Vend Size	40000422089	Candy	63.9%	2.38	\$1.05
Mars Chocolate	Milky Way Vend Size	40000422065	Candy	47.6%	2.00	\$1.02
Mars Chocolate	M&M Chocolate 3.27 oz	4000004311	Bagged Candy			
Mars Chocolate	Twix Bites 2.83 oz	4000048339	Bagged Candy	16.1%	1.09	\$2.05
Mars Chocolate	Dove Fruit Vend Size	40000491641	Candy			
Mondelez	Mondelez Swedish Fish Pouch	70462035988	Bagged Candy	31.1%	1.53	\$1.67
Mondelez	Mondelez Sour Patch Peg Bag	70462098617	Bagged Candy	17.7%	1.02	\$1.82
Nestle	Butterfinger Vend Size	28000011598	Candy	62.9%	2.00	\$1.03
Nestle	Baby Ruth Vend Size	28000010775	Candy	39.5%	2.02	\$1.05
Promo in Motion	Welchs Fruit Snacks	34856028987	Fruit Snacks	59.9%	2.98	\$1.11
Wrigley	Skittles Original Vend Size	40000001607	Candy	55.3%	1.89	\$1.07
Wrigley	Starburst Original Vend Size	40000000518	Candy	46.7%	1.41	\$1.19
Mamma Chia	Chia Vitality Bar Coconut Almond & Dark Chocolate 1.4 oz	856516002768	Healthier Solution			
Dang	Original Toasted Coconut Chips - Snack Size	859908003022	Healthier Solution			
Fruttata	FRUTTATA APPLE 8 gr.	689466418521	Healthier Solution			

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Manufacturer	Description	UPC	Category	Dist	Turns	Unit \$
	Pastry					
Cloverhill	Roll Big Texas Cinnamon	8526404370	Pastry			
Freshley's	Buddy Bar 3 ct Value Line	7225000110	Pastry			
Freshley's	Honey Bun Jumbo	7225000723	Pastry			
Freshley's	Donut Chocolate Mini	7225003062	Pastry			
Freshley's	Cupcake Chocolate	7225000820	Pastry			
Freshley's	Donut Stick 3 ct	7225001041	Pastry			
Freshley's	Donut Powdered Mini	7225003063	Pastry			
Freshley's	Pie Apple	7225000817	Pastry			
Freshley's	Danish Cheese Round	7225090870	Pastry			
Freshley's	Danish Claw Big Cherry Cheese	7225000824	Pastry			
Hostess	Zinger Iced Chocolate SS 3Ct	8810930003	Pastry			
Hostess	Ho Ho Chocolate SS 3Ct WhtBox	8810901006	Pastry			
Hostess	Zinger Iced Vanilla SS 3Ct	8810930002	Pastry			
Hostess	Twinkies SS 2Ct WhBx	8810901010	Pastry			
Little Debbie	Cookie Oatmeal Double Decker	2430083561	Pastry			
Little Debbie	Zebra Cake	2430083593	Pastry			
	Danish Claw Big Cherry Cheese	7225000824	Pastry			
	Bon Appetit Banana Nut Muffin	3575111304	Pastry			
	Brownie Fudge Choc Chip	7225090639	Pastry			
	Honey Bun Grand Iced	7225000765	Pastry			
	Pie Cherry	7225000815	Pastry			
	Sundry					
	5 hour energy	2271941050001	Sundry			
	Advil	9071003	Sundry			
	Tylenol	9071002	Sundry			
	Bayer	94187010174	Sundry			
	Halls Cherry Cough Drops	312546633391	Sundry			
	Benadryl 4 ct.	209418701007	Sundry			
	Clear Eye Card Single	249418701139	Sundry			
	Dayquil Soft Gel 2 ct.	229418702827	Sundry			

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Moving forward.....



HOW CAN YOU PARTICIPATE?

- 1) Only Avanti Market and 365 Market kiosks can participate. Kiosks must be reporting daily.
- 2) Select a few markets that you would like to reset.
- 3) Send the Kiosk IDs to mmdata@usgvend.com
- 4) USG will review the data and make recommendations regarding the product selections, both in and out.
- 5) When we send you the recommendations, do the reset at your convenience.
- 6) Notify USG of the exact week during which you did the reset.

It's that easy!

We need to test and validate our enhanced Micro Market merchandising. The next project is to do market resets, either vertical or horizontal, plus remove a few non-selling items and fill the market up with the national best sellers that are currently not in the market.

Based on our limited earlier testing, you should pick up a few points just from the reset.

Let's see what you pick up from the product selection enhancement?

