



# OPTIMIZE SALES IN YOUR FRESH COOLER WITH THE RIGHT PRODUCT ASSORTMENT.

## Grab-and-Go Cooler Facts<sup>1</sup>

**2** OUT OF **5**

GRAB-AND-GO COOLER SHOPPERS BUY

**yogurt**

OVER OTHER CATEGORIES, SUCH AS CHEESE, HUMMUS, SANDWICHES AND SALADS\*

BASED ON THIS PURCHASE PATTERN, UP TO

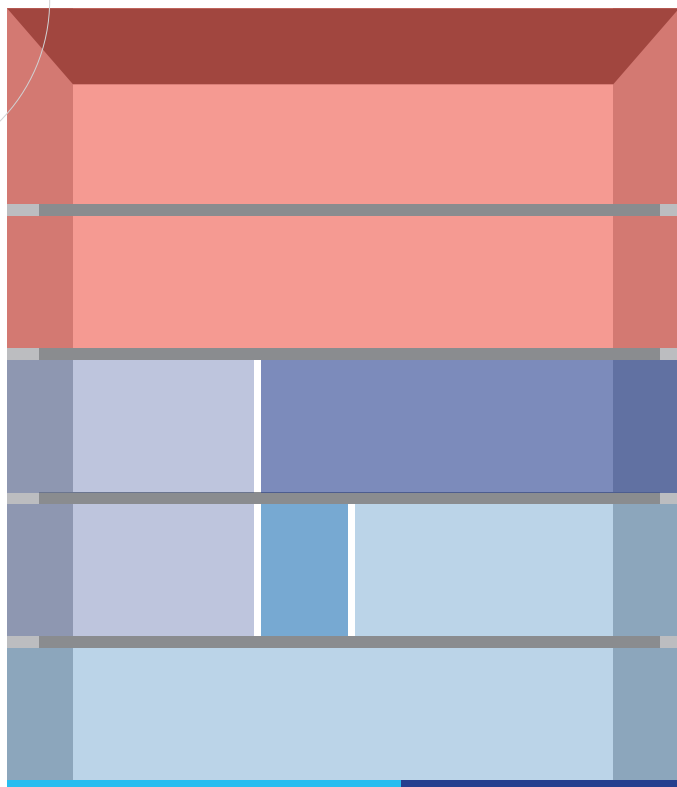
**40%**

OF THE FRESH COOLER SHOULD FEATURE

**yogurt**

OVER LESS IN-DEMAND ITEMS

The fresh cooler holds many different offerings, and getting the right selection is key to helping grow your profits. It's important to give space to in-demand, faster-moving products, and with a finite amount of shelf space, you have to know where that extra space comes from.



## OPTIMAL COOLER ASSORTMENT BY CATEGORY<sup>1</sup>

- 40% YOGURT
- 15% OTHER DAIRY/ PROTEIN
- 13% FRUIT
- 3% SIDES
- 29% LUNCH MEALS



INSPIRE goodness™

\*Applies to foodservice cafeterias.

<sup>1</sup>InContext Foodservice Cafeteria Shopper Decision Research, 2016.

Build your grab-and-go cooler assortment based on the yogurt categories and products that satisfy the most customers.

**TOP 3 YOGURT PURCHASE DRIVERS<sup>1</sup>:**

1. CONVENIENT
2. FRESH
3. HEALTHY

**WE'RE REFORMULATING SELECTED OIKOS<sup>®</sup> AND BRAND DANNON<sup>®</sup> PRODUCTS TO CONTAIN:**

ALL NATURAL INGREDIENTS WITH VITAMIN D

NON GMO INGREDIENTS\*\*

**DANNON'S INDUSTRY-LEADING PRODUCT PORTFOLIO INCLUDES:**

**OIKOS, #1 IN GREEK CATEGORY GROWTH<sup>2</sup>**

**STONYFIELD<sup>™</sup>, #1 ORGANIC YOGURT BRAND<sup>3</sup>**

**LIGHT & FIT<sup>®</sup>, THE TOP-SELLING LIGHT YOGURT BRAND<sup>3</sup>**

**TRIPLE ZERO, #1 YOGURT CATEGORY INNOVATION OF 2015<sup>4</sup>**



\*\*DANNON.COM/INGREDIENTS

Let us help you create the perfect product mix for your patrons.

USE THIS GUIDE TO SELECT THE MOST PROFITABLE, MOST IN-DEMAND YOGURT OPTIONS.

Categories/ Facings	Core Greek	Core Non-Greek	Light Greek	Triple Zero	Light Non-Greek	Yogurt Drinks	Organic
<b>Brands</b>							
<b>1</b>	✓						
<b>2</b>	✓	✓					
<b>3</b>	✓	✓	✓				
<b>4</b>	✓	✓	✓	✓			
<b>5</b>	✓	✓	✓	✓	✓		
<b>6</b>	✓	✓	✓	✓	✓	✓	
<b>7</b>	✓	✓	✓	✓	✓	✓	✓



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<sup>1</sup>InContext Foodservice Cafeteria Shopper Decision Research, 2016. <sup>2</sup>FRI MWLO, YTD ending 1/13/16. <sup>3</sup>FRI MWLO, YTD ending 1/13/16. <sup>4</sup>FRI MWLO, YTD ending 1/13/16. ©2016 The Dannon Company, Inc. FSCPOSM1679