

RETAIL NEWS INSIDER

RETAIL IN THE DIGITAL AGE Consumer Trends Driving Innovation



[Editor's Corner]

A Mid-Year Review



Angelica Martinez
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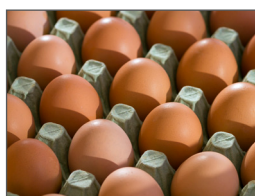
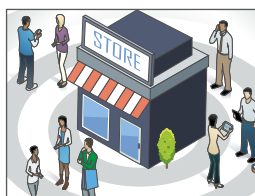
We are more than halfway through the year and yet it seems it was just last month we launched this year's refreshed *Retail News Insider*—expanding our Market Watch feature from two pages to four, and adding more content from our in-house experts at Interactions and SAS Retail Services. With six months under our belts, it seems like a good time to take stock of where we stand today.

The feedback we've received on this year's issues has been overwhelmingly positive—both from our associates and our external readers. In April, we received a Platinum Award from the Hermes Creative Awards—the highest distinction awarded to creative professionals involved in the concept, writing and design of traditional and emerging media. Readership is up over last year, and you particularly seem to be enjoying our Expert Viewpoints features—which consistently gets some of the highest “click throughs” online.

To keep up the positive momentum, we've packed this issue with more great information and insights, which we hope you'll find just as useful.

Want to see other topics or experts featured in *Retail News Insider*? Don't hesitate to reach out to us on Facebook at www.facebook.com/InteractionsMarketing.

All the best,
Angelica Martinez
Angelica Martinez



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Our Culinary Secret Weapon

Daymon is a company lucky enough to have industry-leading experts such as Nicole Peranick, our Director of Global Culinary Strategy. Nicole is one of our secret weapons, though the last thing we want to do is keep her expertise a secret. Nicole helps our Daymon associates, retail customers and supplier partners around the world “see around the corner” to guide how we as retail leaders prepare for and act on the future of food and flavor.



Nicole Peranick
Director of Global
Culinary Strategy

This month Nicole was kind enough to answer a few questions on her role, her advice for our retail partners, and tips for associates.

Can you share a little bit about your background?

Prior to Daymon, I was the Owner and Executive Pastry

Chef of With Love From The Cupboard® Inc., a premium baked goods company that sold into wholesale and specialty retail outlets. As part of this, I worked day-to-day with retailers on strategy, product development and store operations within the Bakery department. Additionally, I served as an active member of the local food and women’s entrepreneur community, mentoring and consulting for new start-ups.

What are some of the food trends that consumers will see this summer?

As we all know, there is massive movement around the world to get healthier, but we still want to enjoy our food and indulge every now and again. Now that summer is here, cookouts and BBQs are all the rage, though they are not always the best for your diet. However, thanks to the creativity of chefs and food enthusiasts on social media, we are seeing new and innovative ways to hold onto these delicious seasonal traditions, while making them healthier. Specifically, here are a few trends that bring this idea to life:

- Using vegetables in “meaty” ways as alternatives to traditional proteins and carbs. For example, replacing

some of the ground beef in burgers with ground mushrooms, or a cauliflower couscous salad instead of a mayonnaise-y potato salad.

- Taking inspiration from the many BBQ styles from around the world to healthify the traditional cookout. For example, the flavors of Korean, Cuban and Hawaiian style BBQ (think kimchi, mango, citrus, pineapple, etc.) are becoming particularly popular.
- Using the grilling method to dial up flavor and health in non-traditional foods. For example, grilling pizza with seasonal veggies, rather than packing on the cheese; or charring fresh fruits for dessert, instead of indulging in a sweet pie.
- Serving bubbly without the buzz. Even though we are a culture that loves our cocktails, we are also trying to be more moderate. Thanks to the creativity of today’s mixologists, fizzy health drinks like kombucha and shrubs are being incorporated into cookouts as alternatives to the traditional beverage assortment.

How can our Sales Advisors incorporate these trends into their demos?

Shoppers love to be inspired by new flavors, ingredients and “twists” on familiar recipes that marry flavor and health. We can take cue from these trends to add a bit of the “unexpected” to our summer demos. Here are a few examples to consider:

- New marinade recipes with spicy Korean gochujang
- Kimchi instead of the usual relish for burgers and hot dogs
- Fresh Cuban citrus mojo sauce instead of a sugary BBQ sauce
- Veggie noodle salad instead of traditional pasta salad
- Charred peaches topped with frozen Greek yogurt for a lighter dessert
- Kombucha flight tasting for a twist on the traditional beer flight

What’s your favorite food to make?

Breakfast is by far my favorite meal of the day. As a little girl, I would wake my parents up early in the morning on weekends, so that I could stand on a chair alongside them while they made pancakes at the stove. My Dad would always let me add the vanilla



Bharat Rupani
President, Retail Services

(his secret ingredient!) to the batter. My grandmother, who was my inspiration for becoming a pastry chef, taught me how to make morning breads from scratch. To this day, my favorite foods to make (and eat) involve breakfast/brunch. However, with severe food allergies, I have had to make some modifications to the recipes I grew up with. [Here is my updated recipe](#) for a classic morning bread. You won’t even know that it is gluten and dairy free!

What tips can you give our Sales Advisors who need to multitask—primarily with cooking or preparing food and engaging shoppers at the same time?

I completely appreciate the challenge—I’ve been there too! While it’s no easy task by any means, here are 3 tips that helped me and I hope they work for you too:

- 1. Keep It Simple:** Shoppers want easy and approachable. If it looks daunting, more often than not, they will not attempt to replicate at home.
- 2. Inspire through the 80/20 Rule:** Shoppers seek inspiration from the store, but it’s important to strike the right balance. Seek to incorporate the “unexpected” through the 80/20 rule—80 percent approachable, 20 percent inventive—to pique interest while reducing barriers to trial.
- 3. Smile, Have Fun and Improvise!** Shopping is not always enjoyable, but you have the ability to lighten and liven up the experience, so just keep it fun. Even if something goes wrong, improvise and keep smiling. Remember, you are the only one who knows the difference.

[From the Front Lines]

Developing Enthusiastic Brand Ambassadors

“Create a great day on purpose” —that’s Event Manager Elizabeth Jones Johnson’s motto for work, and life. Jones Johnson supervises a busy team of Sales Advisors and is known for both her engaging personality and her ability to develop dynamic brand ambassadors—no matter what they’re selling.

Jones Johnson says the success of her and her team, ultimately comes down to attitude. “The thing I emphasize the most is that you have to treat everyone the way that you want to be treated,” she says. “You also have to start each day with a drive and passion for what you do. I try to set the stage by creating an atmosphere of enthusiasm and excitement.”

As part of that, every day before her team hits the sales floor, Jones Johnson reminds them to have fun. And she follows up with them throughout the day, providing encouragement, high-fives and hands-on help, when needed. “If someone is struggling, I’ll get in there and work alongside them—praising them for the things they’re doing well and modeling other ways they can engage with shoppers,” she says. She also role-plays with Sales Advisors so they can practice their approach and get feedback.

One strategy Jones Johnson says her team has found especially effective is seeking out shoppers and inviting them over, not only with their voice but also an inviting wave. She also encourages her Sales Advisors to keep talking about the product, how good it is and ways to use it—whether there’s a shopper there or not.

Even when a Sales Advisor is struggling, she encourages them not to give up and reminds them of the successes they are having, no matter how small. “I tell them not to give up,” she says. “Tomorrow is a new day and an opportunity to improve.”

“You also have to start each day with a drive and passion for what you do.”



Elizabeth Jones Johnson
Event Manager

Help Shoppers Turn Vacations into Culinary Adventures!

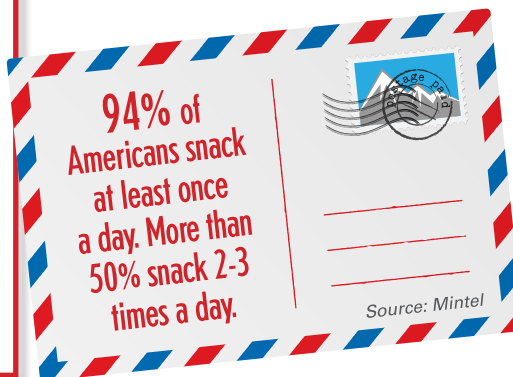


Summer has finally arrived, and that means millions of Americans are gearing up for vacation fun. According to AAA, more than one-third of Americans have family vacation plans this year. Top on the list are road trips, trips to national parks and visits to theme parks. As a Sales Advisor, you can capitalize on the popularity of summer vacations by showing shoppers how to make the products you’re sampling part of their adventure.

Open the conversation with shoppers by learning how they are spending their summer. Are they planning beach days, camping or mini getaways or simply on the go with busy summer activities? Being out and about is a great way to help you highlight the attributes of some of the products you’re sampling.

Once you learn what shoppers’ plans are, you can offer tailored ideas for incorporating the product you’re sampling into their vacations. For example, suggest ways they can take your product along as a road trip snack or an affordable alternative to theme park concession stands. Granola bars, crackers, cookies, popcorn and nuts are natural fits. But you can also get creative. For example, suggest making breakfast bars with the cereal or marshmallows you’re sampling, or rolling up easy snack wraps with the tortillas, lunch meat or cheese on your cart.

For shoppers planning to camp or rent a vacation home, suggest ways to create simple yet tasty meals that can be made without all of the luxuries of a well-stocked home kitchen. For example, suggest using the spice rub, marinade or fruit juice on your cart to create tasty foil dinners (wrapping vegetables and a protein in an aluminum foil and cooking over the fire or grill). Or point out how the heat-and-serve side dish or frozen breakfast item you’re sampling will make meal prep and cleanup a snap—not to mention helping shoppers save big versus eating out.



THE MILLENNIAL REVOLUTION

By Vasco Brinca, President – International, Daymon Worldwide



MEET THE EXPERT



TRAITS THAT INFLUENCE MILLENNIAL SHOPPING BEHAVIOR

The top 5 traits that influence Millennials' shopping behavior—and that retailers and brands must recognize—are:

1

Worldwide Sharing Tribe

Millennials crave meaningful experiences they can share via social media.

2

Eat to Be Healthy/Social-Driven Diets

Millennials are health conscious and more willing to follow diets based on their beliefs (like animal welfare).

3

Eco(nomic) Consumers

Millennials are driven by ecological values (such as sustainability) but also economic factors (such as price).

4

Unstructured Shopping

Millennials' shopping trips are less planned and often tied to immediate needs or moods.

5

Brand Disaffected

Millennials are less brand loyal and more willing to try private brands, particularly those with a good price/quality ratio.

The world of retail is on the cusp of major change. Our view of the “typical” consumer is being turned on its side as the first wave of Millennials (loosely defined as the generation shaped by the political, social and digital changes of the late 20th century) begin to reach peak buying power. Millennials are a significant demographic cohort in almost every market around the world. In the U.S., they already account for an estimated \$1.3 trillion in annual spending—and their impact is only set to grow.



In a landmark global study, Daymon Worldwide has identified Four Pillars of Change that drive Millennials' attitudes and behaviors, and that will have a significant influence on the retail environment in the coming years:

1. Peer-to-peer community—Millennials are wary of institutions, politics and big business. Technology has become their safety net, and their peers are the reference for what they believe in, what they feel and what they do.

2. A world which is always on—Millennials are the first generation to grow up in a hyper-connected digital society. They incorporate technology and social media into every aspect of their daily life.

3. Post-overconsumption behavior—Millennials are redefining the value equation for products and services. They take into account time, money, social relevance and many other factors.

4. Entrepreneurship and flexibility—Millennials seek versatility, flexibility, trust, transparency and independence to allow for self-expression and creativity at work.

With these pillars in mind, there are numerous ways in which retailers can—and must—adapt to the Millennial consumer. Keeping Millennials' affinity for technology and experiences in mind, retailers have already started adopting new in-store technologies in order to provide a relevant and engaging personal shopping experience. For example, some retailers are using interactive displays to respond to and engage with shoppers based on their movements. Others are opening pop-ups where visitors can use virtual reality headsets to create their ideal living space from items in the retailer's homeware collection.

The next step is developing a robust omnichannel strategy that makes consumers' lives easier. The most complex omnichannel strategies can engage with the consumer through many different anchors (such as online education, social responsibility through social media, innovation through crowdsourcing) and offer multiple digital solutions. This meets the needs of Millennials on multiple levels—through peer-to-peer engagement, always-on connectivity and more.

To be clear, Millennials are driving not just a reinvention of the retail industry, but a full revolution. The generations that follow will also be influenced and driven by many of the same beliefs and attitudes that make Millennials different from previous generations. Ultimately, Millennials are pioneers of the new world—and retail—paradigm.

To learn more, visit www.thenextworldinretail.com.



RETAIL IN THE DIGITAL AGE

Consumer Trends Driving Innovation

By Retail News Insider



The explosion of technology that society has experienced over the past 20 to 30 years has been nothing short of transformational. It's to the point that the youngest generations are now defined not by world events, but by their use of technology. No one has been immune from this exponential growth of innovation, and that includes retailers. Many of retail's top trends in the last decade have been driven by technology—think coupon apps, online click-and-collect ordering and mobile wallets.



To learn what's driving technology innovation in retail today and where retailers and brands are headed next, *Retail News Insider* sat down with Rekha Ramesh, Senior Vice President of IT for Interactions and Daymon Worldwide.

THE CURRENT WAVE OF INNOVATION

With the rapid pace of technology advancements, it's not possible or practical for retailers and brands to chase every trend. So how do they decide what to pursue and how? According to Ramesh, "it's always consumer behavior that starts technology trends. As consumers' attitudes and behaviors change, the retail industry evolves to keep up."

With this in mind, Ramesh points to the following five key consumer trends driving the current wave of innovation.

- Demand for transparency
- Desire for customization/personalization
- Focus on experience
- Rise of social media
- Demand for convenience

DEMAND FOR TRANSPARENCY

"Consumers are more concerned than ever with the impact of the goods they purchase, especially Generation Z and Millennials," says Ramesh. "This age group is most committed to supporting companies that are committed to positive social and environmental impact."

For many consumers, this means understanding exactly what ingredients are in a product, where they come from and how the product is made. There is also increased focus on local and fresh produce by socially conscious consumers. And according to Ramesh, the technologies to facilitate this are not particularly new.

PLM (product life cycle management) solutions are one of the key components in achieving transparency. However, PLM alone is not enough. The level of transparency consumers are demanding requires new information standards, integration with end-to-end supply chain systems, levels of collaboration with supply partners and customers, and the stitching together of the multiple data elements needed for a chain of custody.

"With advent of Internet of Things technologies, rapidly falling price of sensors, better GPS data feeds, dropping network costs and ever increasing traceability solutions from technology firms, we are in a perfect storm when it comes to better track and trace of consumer goods," says Ramesh.

She points to Vermont-based natural cosmetics brand Tata Harper as one company leading the way in transparency. Each Tata Harper product is labeled with a unique batch code. Enter the code on the company's website and you can see the exact date your product was made and even

More than three-quarters of consumers would like to know more about where their goods come from. And over half currently believe manufacturers aren't as transparent as they should be.

Source: Procurement Leader

who made it. You can also virtually tour the company's lab to see how ingredients are grown, harvested and manufactured.

This system not only satisfies consumers' demands for transparency, it also encourages longer interactions with the brand. The company reports consumers who use the product tracing tools stay on the website twice as long as other visitors.

DESIRE FOR CUSTOMIZATION

It's a well-known fact that consumers are turning away from one-size-fits-all products and services. "They are looking for more personalization and customization options. And they are willing to pay higher price for products which are catered to their needs," says Ramesh.

There are already numerous examples of customization in the retail space—from brands offering products in a variety of different formats (think single-serving meals, meals for two and family-size) to online retailers allowing shoppers to customize products (such as choosing the fabric design for a shoe). But there is still room for growth—which Ramesh says **Big Data** holds the key to.

"Used properly, Big Data can help retailers and brands understand consumers' wants and needs and offer customization at the individual level," she explains. "It can also help them identify trends for research and development of new products and services for the future."

Fortunately for retailers and brands, the power of Big Data is quickly becoming more accessible thanks to the cloud. The cloud (or cloud computing) allows companies to store and access their data and programs from remote locations over the internet, instead of having their own infrastructure. It is a much less expensive option, and enables retailers and brands to be more nimble in their response to technology innovations.

FOCUS ON EXPERIENCE

Many consumers, particularly younger generations, are seeking out retailers that turn the task of shopping into an experience. Sensory stimulation is a particularly effective way to create a memorable experience for consumers, as proven by the success of in-store events and product demonstrations. As the next evolution, retailers are now finding ways to use technology to stimulate the senses—even virtually.

Ramesh points to a grocery chain from Denmark that created a viral video for its new online grocery shopping service featuring fresh fruits and vegetables as musical instruments ([check out a clip here](#)). The video allows consumers to see and hear the freshness, without ever touching the product.

Several major retailers are also beginning to use virtual reality (VR) to create stimulating experiences for consumers. For example, one large home improvement chain is testing out a VR kitchen remodeling program that allows shoppers wearing a VR headset to walk through a 3D mockup of their own kitchen, seeing what different products would look like. With the recent launch of the first commercial VR system, the use of this technology in the retail space is likely to become even more common.

RISE OF SOCIAL MEDIA

According to the Pew Research Center, social media use has risen more than 10 fold in the last decade. In 2015, 90 percent of Americans ages 18-29 and 77 percent of those ages 30-49 were active social media users.

As part of this, consumers increasingly look to social media before buying new products, says Ramesh. "Millennials in particular are looking for validation. Before they buy something, they want to see who else is buying it and what are they saying about it."



Ramesh points to yogurt maker Chobani as a best-in-class example of how brands can engage with consumers and convert them into brand ambassadors. For example, when the company introduced a new product accompanied by a customized hashtag in 2015, 90 percent of the social media posts related to the product in the first month came from consumers, not the company itself, according to a study by social analytics firm Simply Measured.

While many retailers now view social media as a necessary platform, Ramesh believes few have yet to fully utilize it. She notes that capitalizing on social

media is more than simply posting circulars and responding to comments. Ramesh says retailers should be adding more gamification to their social media efforts and driving more conversion with buy buttons linked to products and recipes. “This would help retailers better understand consumers and drive e-commerce,” she explains.

DEMAND FOR CONVENIENCE

Today, not only do consumers expect retailers to have the products they want in stock when they want them, they also expect the shopping experience to be quick and efficient. This is one of the key factors driving the rise of mobile technology in retail.

Many retailers have already begun to integrate mobile into their consumer strategies, offering coupon apps and mobile order/in-store pickup services. Some are also using mobile POS (point-of-sale) systems, which allow consumers to scan items and pay for them with a mobile device—essentially a high-tech version of self-checkout.

But there is still much more for retailers to do. “Retailers have to come up with a mobile strategy to create a seamless experience between the physical store and digital environment,” says Ramesh. Such an experience is currently a rarity, according to a survey by consulting firm Accenture. For example, only 23 percent of retailers offer in-store availability information via their mobile apps—a service that more than a third of consumers want.

THE DIGITAL FUTURE

Just as today’s retail technology trends are being driven by consumer behaviors, so too will the innovations of the future. “The biggest thing that is going to drive and further disrupt retail is the connected life,” predicts Ramesh.

As more appliances and products become connected through the Internet of Things, Ramesh ultimately envisions a landscape of hands-free retail where, for example, a connected refrigerator could sense when you’re out of eggs and milk and not simply add them to a shopping list, but actually order them directly from the retailer.

To be sure, the pace of innovation in retail shows no signs of slowing. Whatever the future may bring, retailers and brands can begin preparing now by building an agile IT framework and developing strategies to stay keenly aware of their customers’ ever-changing needs and wants.



ENHANCING THE IN-STORE EXPERIENCE THROUGH MOBILE

More than 90 percent of shoppers use mobile devices in-store. Currently, they mainly compare prices and check reviews. But they say retailers could also capitalize on mobile to provide a better in-store experience by:

- Creating interactive displays for obtaining product information
- Allowing consumers to scan products and have them shipped to their homes
- Pushing mobile offers and discounts when consumers are in-store
- Allowing consumers to order in-store out-of-stocks via mobile.

Sources: Retail TouchPoints, Accenture

MARKET WATCH CALENDAR

January	Merchandising & Big Data
February	Experiential Marketing
March	Bottom Line: Investing in Technology
April	The Cost of Crime, Part 1
May	The Cost of Crime, Part 2
June	The Cost of Crime, Part 3
July	Exponential Innovation
August	Generation Z
September	Giving Back: The New Marketing Cause
October	Engaging Innovation
November	Voice of the Consumer
December	2017 Trends

2016

Up Next

SUSTAINABLE AND HUMANE

Good for Consumers,
Good for
the Food Supply



Cage-free eggs, free-range chickens, pasture-raised beef—

the hyphenated superlatives for fresh meat and poultry products today can rival that of any padded college essay. But what do they mean? And why are consumers flocking to products with such labels in droves? The simplest explanation is that they're part of the larger whole food and back-to-nature movement. The longer explanation is, of course, a bit more complicated.

First, a few quick definitions. While there is no official regulation on the term, sustainable foods are generally considered those that are produced in a way that protects the environment, human health and animal welfare. The pasture-raised and free-range labels are part of the sustainable movement. Humanely-raised foods typically have a narrower focus on animal welfare—ensuring chickens and cows have adequate access to the outdoors and aren't kept in crowded pens, for example. Cage-free is one element of producing humanely-raised eggs.

What often stands out from these definitions is an aspect of morality. But proponents of the practices, including the American Society for the Prevention of Cruelty to Animals, say the benefits go well beyond the moral implications. For example, humanely-raised chickens are typically healthier than "factory-farmed" chickens, and less likely to spread disease. Pasture-raised beef can help improve soil quality and reduce a farm's reliance on chemical fertilizers thanks to their ability to spread natural fertilizer (manure). Pasture-raised animals also tend to be lower in calories and saturated fat than their grain-fed counterparts—a boon to human health.

The push for more sustainable and humanely-raised options is in part due to the back-to-nature movement, but also more broadly a result of consumer demand for greater transparency from manufacturers. This demand has already begun to cause major shifts in the food supply. For example, California voters recently passed a proposition requiring egg-laying chickens be given more space and better treatment. In response, many egg manufacturers have made the switch to full-on cage-free habitats.

Faced with similar pressures from consumers, several big-name CPGs and restaurant chains, including Nestle, McDonald's and Denny's, have pledged to move to 100% cage-free eggs across their operations over the next several years. The mainstream shift to humanely-raised meats is moving more slowly, but there is progress. For example, many top U.S. pork producers, including Smithfield, Tyson and Hormel, are taking steps to remove gestation crates (cages that immobilize breeding pigs) from their operations.

Not only are sustainable and humanely-raised foods better for the environment, animal health and our own health—consumers are also often willing to pay more for them. According to survey firm Nielsen, two-thirds of all consumers are willing to pay more for sustainable products—a trend that crosses all income levels and categories.

Two-thirds of all consumers are willing to pay more for sustainable products—a trend that crosses all income levels and categories.

SAS RETAIL SERVICES

Taps into EXPERIENCE and INNOVATION to Deliver Success

As announced in December, SAS Retail Services landed a contract in late 2015 to become the dedicated retail services provider at Harris Teeter, a Southeastern grocery chain. In only 12 short weeks, from the announcement date to the program launch, SAS became the Southeastern grocery chain's single source provider for retail services—including the execution of all new items, category resets, new store, remodels and planogram development.

"I always like new challenges," says Mario Dominguez, a 12-year associate of SAS Retail Services and Program Manager for the Harris Teeter account.

As one of the largest SAS accounts, Dominguez and his team were tasked with bringing on 400 new employees to staff the new program in 235 stores across 7 different states, including Maryland, Virginia, Georgia and South Carolina. Harris Teeter was also very interested in understanding and implementing the customized technology that could be provided by the SAS teams.

Thanks to their commitment and in-depth experience, Dominguez and his team were able to deliver on all points. "Our success is because of the team," says Dominguez. "They worked through the holidays and weekends to prepare, and I definitely want to give a shout-out to them."

When it came to providing the retailer with the technology and data it was looking for, Dominguez was able to employ SAS' Retail Logic platform. As with all dedicated programs, SAS equipped their Harris Teeter merchandising team members with wireless tablets to record the details of all merchandising activities. "Then we worked with Harris Teeter to understand exactly what they were looking for and what they wanted to



It was all-hands on deck for the fast launch headed by SAS Retail Services Program Manager, Mario Dominguez.

know, and we customized the reports to fit their needs, using the data entered into the Retail Logic system via the wireless tablets," explains Dominguez.

Now at the mid-year point, the partnership with Harris Teeter is going strong. What's more, according to Dominguez, it's been beneficial for all parties involved—including himself. Having just moved from the year before for an SAS program based in Kansas, Dominguez packed his bags once again to head the Harris Teeter program from North Carolina. This came after previous moves from California to Chicago, then Chicago to Kansas. And though the latest relocation was initially a tough call, Dominguez knows it was the right decision.

"When I started out with SAS back in 2004, it was a part-time job to help me get through school," he says. "It never crossed my mind that this would be my career. But every minute and every day I do this job, it gets better. At the end of the day, I really feel like I accomplished something."


Dominguez credits a significant part of his success as a program manager to his experience working his way up through the SAS ranks. "I started out as a merchandiser, so I'm able to understand our people in the field. They're the ones who go out and make it happen for us. To be a great leader at SAS, you need to know where your team is coming from."

To learn more about SAS Retail Services in-store execution and merchandising capabilities, contact Michael Bellman – President SAS Retail Services – at mbellman@sasretailservices.com.



The SAS Retail Services team at Harris Teeter helps deliver a high-end shopping experience.

DAYMON DOES: DEMOS



Recently, CJ Foods, a U.S.-based vendor, needed to introduce items in Mexico for the first time. Daymon Sales Manager **MARIANA MANZANO** proposed a series of in-store events to take place over three consecutive days featuring three different products.



Mariana and a team of 40 Daymon associates supported CJ Foods with special events at each store. The vendor saw a 353 percent return on investment with a total sales lift of 2,076 percent. Minori Matsushita, Sales Manager for CJ Foods said: "We feel confident that launching a new item has a better chance of success when the Daymon teams conduct our demos."



To learn more, please contact
our CEO, Jim Holbrook, at
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FOR YOU.