ECR Cat Man Network

ECR COMMUNITY WEBINAR SERIES
8 STEP APPROACH TO CATEGORY MANAGEMENT

Musgrave
Paul Corcoran
Head of Range & Space Planning.

Danone
Sarah Hanley,
Senior Category Manager.

Webinar #4
Step 7 & 8 Implementation & Review
27th February
@ 12.00 - 13.00 CET

LIVE WEBINAR

SuperValu Ireland partnered with Danone Ireland to revolutionise their category management approach implementing a new process that enhanced planogram compliance across the entire network, achieved exceptional results and developed a more effective framework for the implementation and review steps.

#CatManNetwork

NEW!

ECR COMMUNITY WEBINAR SERIES 8 STEPS CATEGORY MANAGEMENT APPROACH

Webinar #1
06th November
@ 12.00 - 13.00 CET

LIVE WEBINAR

Missed it?
Video & Presentationss @ www.ecr-community.org

Step 1- Strategic alignment

Step 2 - Category insight & definition

Steffen Rutter

GS1 Switzerland

Christian Belz

WANDER AG

#CatManNetwork

NEW!

ECR COMMUNITY WEBINAR SERIES
8 STEPS CATEGORY MANAGEMENT APPROACH

Webinar #2
28th Novemberr
@ 12.00 - 13.00 CET

LIVE WEBINAR

Step 3 - Category role

Step 4 – Category assessment

Carrefour
Frederic Hu,
Head of Analytics and Strategy.

Lindt
Antoine Federici,
Key Account Manager.

ECR in France
Francoise Acca,
Institut du Commerce.

Lindt
Chandra Nightingale,
Global Shopper Strategy Manager.

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ECR COMMUNITY WEBINAR SERIES
8 STEP APPROACH TO CATEGORY MANAGEMENT

Webinar #3

Step 6
Category Tactics

30th January

@ 12.00 - 13.00 CET

LIVE WEBINAR

CatManNetwork

ECR COMMUNITY
EFFICIENT CONSUMER RESPONSE

Moderation & Panel Discussion

8 STEP APPROACH TO CATEGORY MANAGEMENT

Step 6 - “Category Tactics”

Hoffrogge GmbH
Julian Plötz,
Sales & Marketing Director.

Arla Foods Deutschland GmbH
Leonie Schürmann,
Senior Commercial Manager
Milka DE / AT.

Yagora GmbH
Steffen Schöne,
Chief Operating Officer.

Kaufland Stiftung
Patrick Fortner,
Head of Category
Management & Analytics.

GS1 Germany,
Sofia Allerby,
Senior Manager Shopper
Experience.

Henkel Consumer Brands
Udo Töpel,
Head of Category
Management.

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ECR CAT MAN NETWORK

2025

Establish
ECR Cat Man Network
as a global association

ECR CAT MAN NETWORK

Create an ECR Cat Man Network
Expert Forum

Develop an ECR Cat Man Network website featuring a resource library & a solution provider database

Publish a Global Review of Current Practices in Category Management 2025

ECR CAT MAN NETWORK EXPERT FORUM

Retailers (6)
- Birgit Schroeder, Lead Corporate Development, Marketing and Sustainability, **Buenting**, Germany

Suppliers (18)
- Frank Bonnamour, Global Category Management Director, **Groupe Lactalis**
- Anna Ametova, Global Category Manager, **Mars Petcare**
- Alessia Vercesi, Head of Trade Marketing and Category Development, **Red Bull Italy**

Service Providers (6)
- Steffen Schöne, Chief Operating Officer, **Yagora**
- Felix Rosen, Global Account Director, **You Gov**
- Julian Ploetz, Sales & Marketing Director, **Hoffrogge**

Category Management Experts
- Dr. Brian Harris, US
- Fatima Merlin, Brazil
- Luc Demeulenaere, Belgium
- Sarah Miskell, UK
- Georges Mirza, US
- Michael Forhez, US

ECR representatives
- Antonella Altavilla, ECR Italy
- Sofia Allerby, ECR Germany
- Marilyne Broennimann, ECR Switzerland
- Francoise Acca, ECR France

ECR CAT MAN NETWORK

Expert Forum Subgroups

1. Tools & Technologies
2. Insights & Research
3. CM 8 Step Process
4. The CM Dept
5. Role of AI in CM
6. Retail Media

Focus on how collaboration is relevant for each

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LIVE WEBINAR

Who we are and what we do

- Founded in 1876 in Cork
- Family business – 6th generation
- Ireland's leading multichannel food business
  - Feeding 1 in 3 people every day
  - Largest private sector employer
  - 41,000+ jobs
  - 30,000 SME's
  - 2,000+ suppliers

Long history of innovation and change

Musgrave

SuperValu Centra DONNYBROOK·FAIR DAYBREAK MACE Dialprix FRANK AND HONEST GOURMET COFFEE COMPANY Elevate

MUSGRAVE MarketPlace LA ROUSSE FOODS Dialsur DRINKS INC. ITALICATESSEN TOWN & COUNTRY FINE FOODS

Ritter Courivaud Ltd dvp DOYLES VEG PREP FEBVRE WINES ROBB BROTHERS WINE MERCHANTS LTD

.....to a €5bn+ business across 18 brands in retail, wholesale & foodservice

Confidential

MUSGRAVE RETAIL PARTNERS IRELAND

SuperValu

- Leading grocery retailer renowned for quality ranges, value for money, a strong commitment to local producers, as well as community ties.
- **222 STORES**
- **14.5K EMPLOYEES**

Centra

- Leading convenience retailer offering nutritious and convenient on-the-go food options
- **505 STORES**
- **13K EMPLOYEES**

Our Brands

CLEANCUTMEALS professionalmealprep

CARAMICO AUTHENTIC ITALIAN PIZZA

Mood DAIRY ICE CREAM

D|F

DONNYBROOK · FAIR

The Happy Pear

FRANK AND HONEST GOURMET COFFEE COMPANY

Community

SuperValu TidyTowns

SuperValu Let's GROW

GAA FOOTBALL ALL-IRELAND SENIOR CHAMPIONSHIP

SuperValu PROUD SPONSOR

Maximising the core

Developing International markets

DESTINATION 2030

Growing sustainably every day

Transforming for the future

Transforming Range “What we set out to do”

Improve customer proposition through customer centric, data led decisions

Drive sales and improve overall margin

Strengthen implementation

Improve range capability

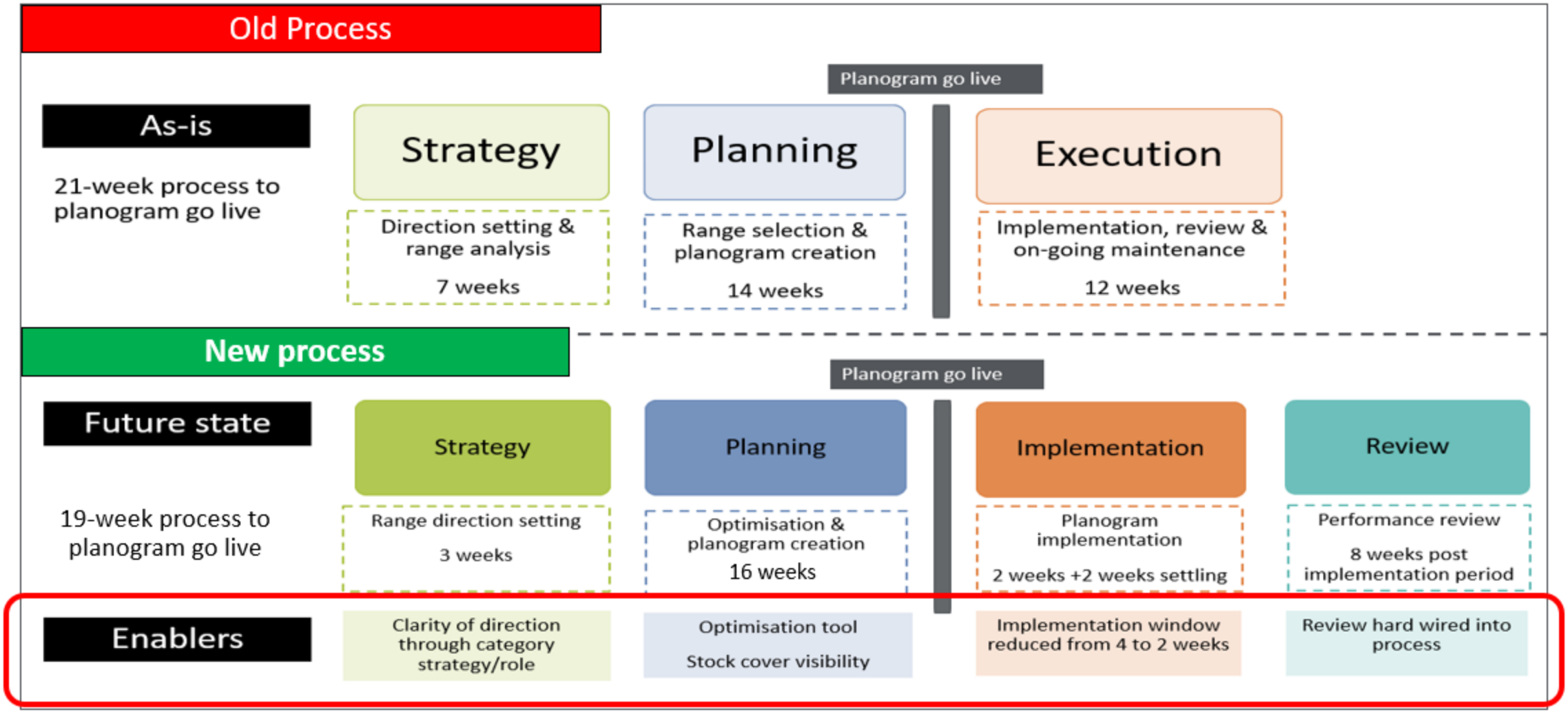
Reposition range as the foundation of the offer

Musgrave

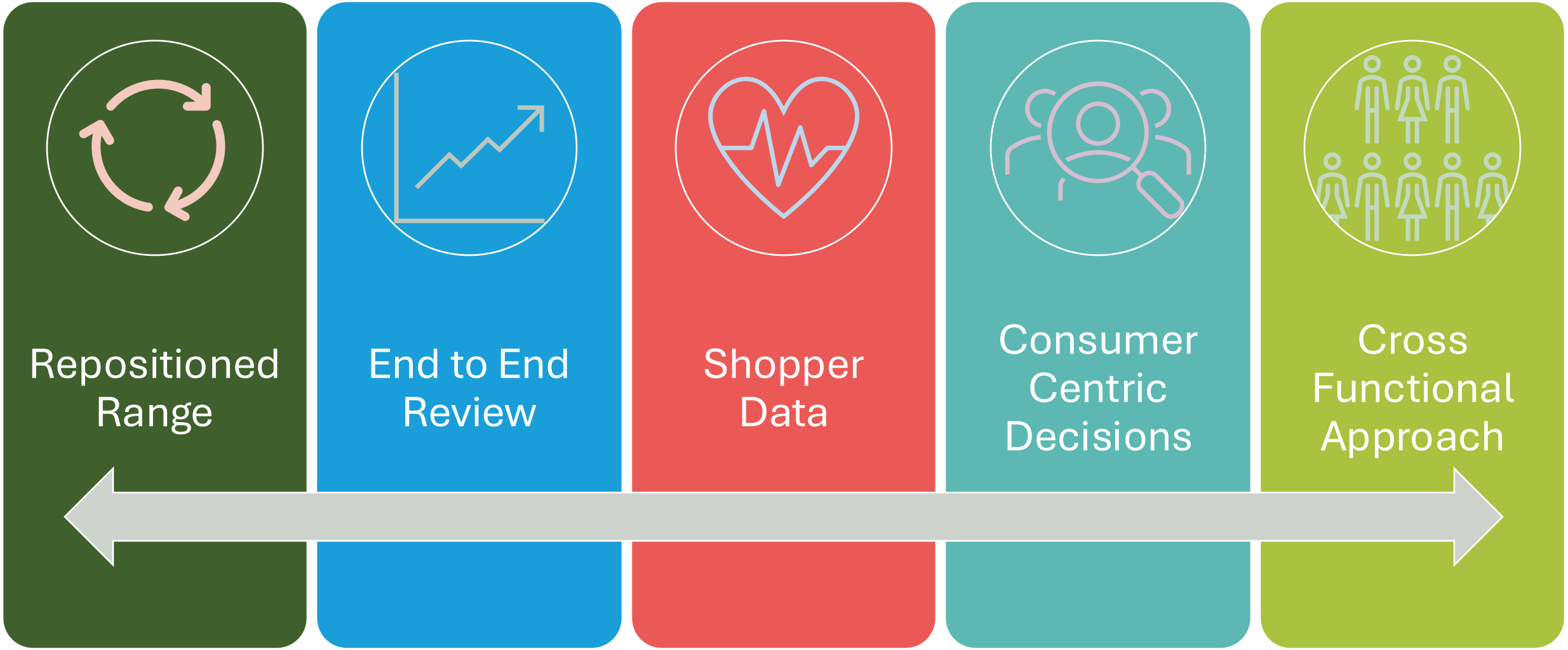
Our range vision

- Through customer centric, data led decisions, our ranges inspire and excel at meeting shopper needs.
- They are easier to shop, implement and maintain and deliver sustainable, profitable sales performance for Musgrave, our Retail Partners and our Suppliers.
- Our technology enabled process is simpler, faster and more efficient for all, underpinned by clear and compelling communications.
- Range is embraced as the foundation of the offer by all stakeholders and our approach is now trusted and endorsed.

Range process – Old vs New Process



5 Key Step Changes

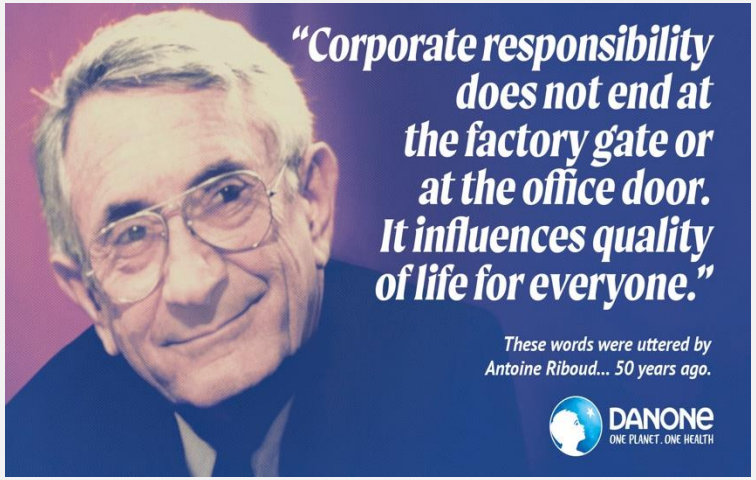


What has been delivered - overview

Improve customer proposition through customer centric, data led decisions • **Optimisation approach, harnessing our Real Reward loyalty data** • Objective approach to define category priorities for annual range review calendar *(based on performance, time since last year, opportunity)*	**Drive sales and improve overall margin** • **Category strategy pre-requisite for range review – range is a driver of delivery** • Sales & margin growth outcomes as part of optimisation process
Strengthen implementation • Refocused the wider business on range, not just Trading • **Sales implementation responsibility agreed** • Range at the heart of Retail Excellence • Scorecards bringing transparency & driving action • **Focus on removing barriers to implementation through improved retailer communications, easier access to planograms, focus on admin accuracy, missed sales opportunity reports by store** • Some improvements but more to do	**Improve range capability** • Streamlined process & tools inc Microsoft Planner & optimiser • **Optimisation approach, bringing loyalty data into decision making** • Early TD input to build/sign-off direction & deliverables • Early Sales alignment • Consumer Forum engagement pre-launch

Range has been repositioned as the foundation of the offer

DANONE: A DUAL PURPOSE BUSINESS



OUR FRAME OF ACTION

One Planet. One Health

OUR MISSION

"Bringing health through food to as many people as possible."

Certified B Corporation

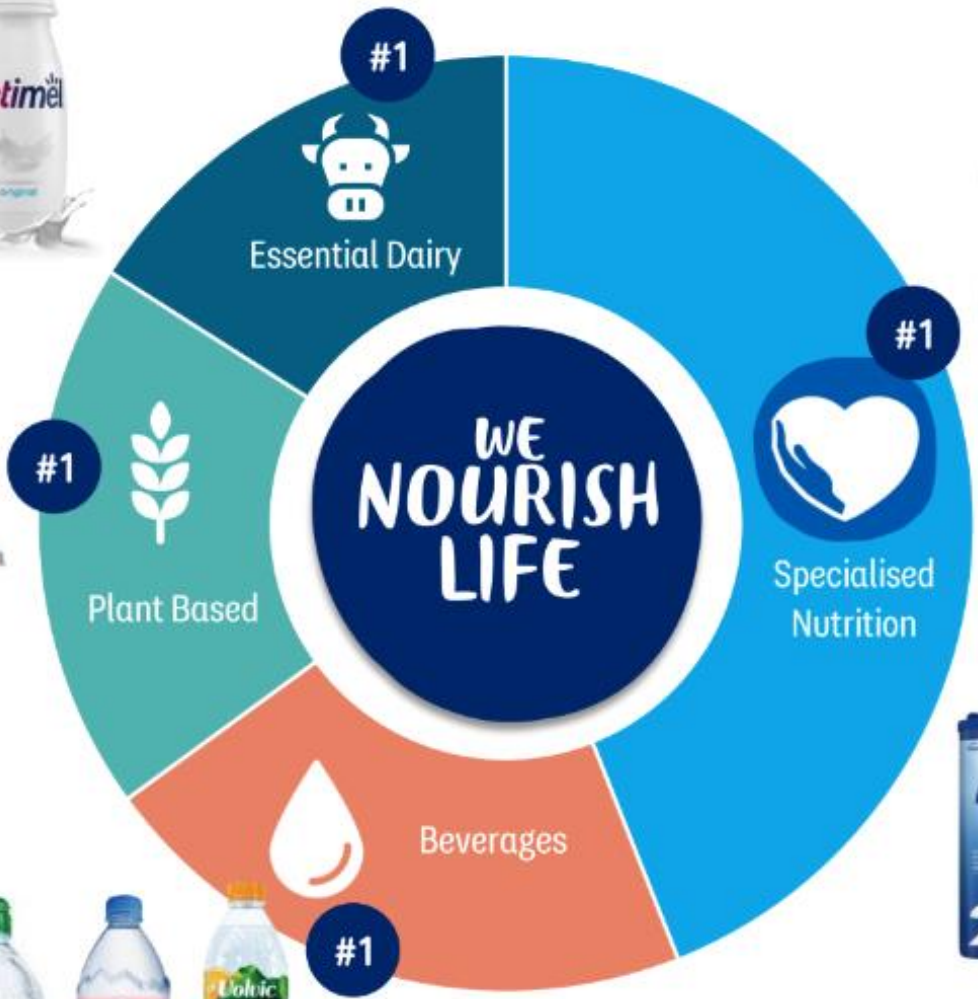
35 ENTITIES CERTIFIED TO DATE

~70% of our global business covered by the certification

FACTORY & OFFICE LOCATIONS IN IRELAND

- Over 700 Danoners
- €100M+ contribution to Irish dairy annually
- 2050 Net-Zero Carbon ambition; climate targets aligned to 1.5deg trajectory
- €250M investment in 10 years

OUR HEALTH-FOCUSED PORTFOLIO



Medical nutrition

Early life nutrition

OUR DANONE UK-IRELAND HEALTH COMMITMENTS

90% of our portfolio of products by sales volume will not be high in sugar, salt or fat (HFSS)

90% will be rated as "healthy" – receiving a score of at least 3.5 stars out of 5 – within the health star rating (HSR) index.

We will never produce a product for children that is high in sugar, salt or fat (HFSS).

DANONE
ONE PLANET. ONE HEALTH

DANONE CATEGORY PARTNERSHIP WITH MUSGRAVE

1. STRATEGY MEETING (PRE RANGE REVIEW)

- TWO WAY SESSION
- ESTABLISH PRIORITIES FOR RANGE REVIEW
- DISCUSS SCOPE AND RESTRICTIONS

2. INSIGHT MEETING (PRE RANGE REVIEW)

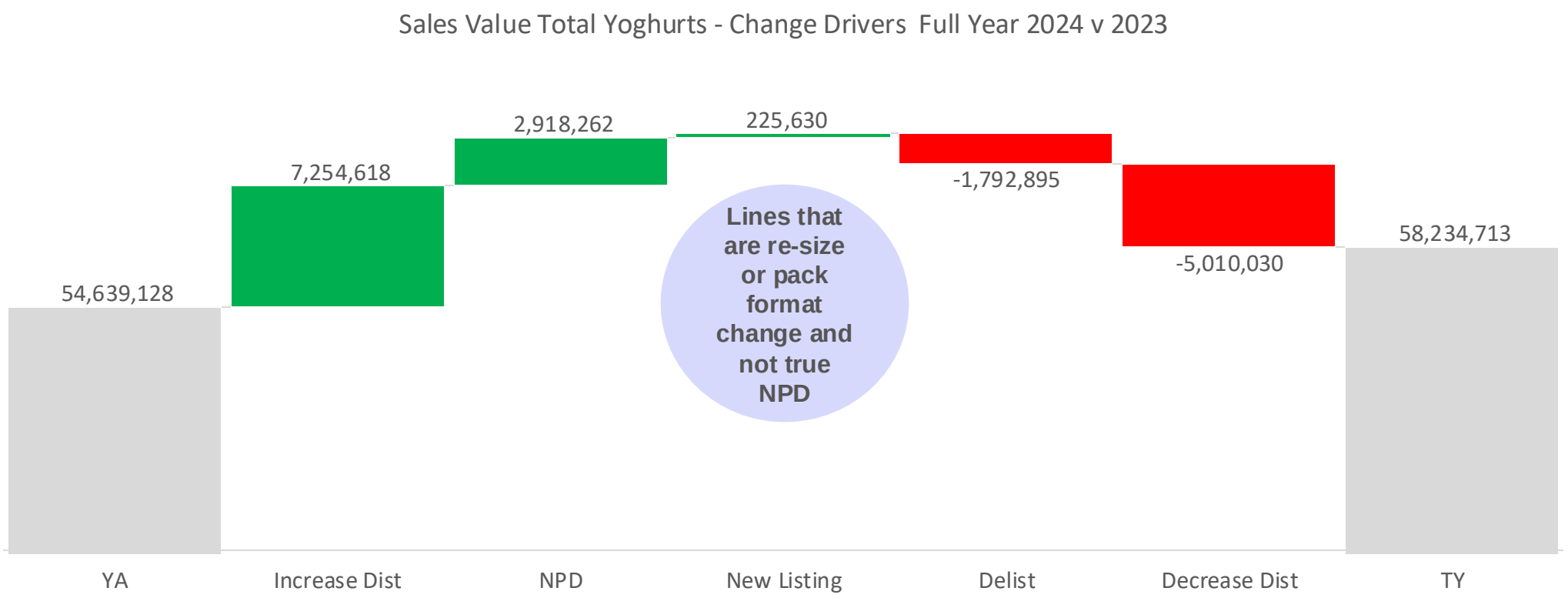
- DELIVER CATEGORY INSIGHTS BOTH GLOBAL AND MORE LOCAL
- FOCUS ON PRIORITY AREAS
- CATEGORY BASED SUGGESTIONS ON SPACE/FLOW OF SEGMENTS MOVING WITH TRENDS

3. REVIEW (POST RANGE REVIEW)

- AFTER IMPLEMENTATION AND TIME TO EMBED
- USE AGENCY TO GET FULL UPLIFT AND IMPACT OF NEW PLANS

DEMONSTRATING THAT NEW LINES/INCREASED DISTRIBUTION REPLACED DELISTS/REDUCED DISTRIBUTION WITH MORE THAN €2M ADDITIONAL SALES

Source NIQ ROI Scantrack – Supervalu



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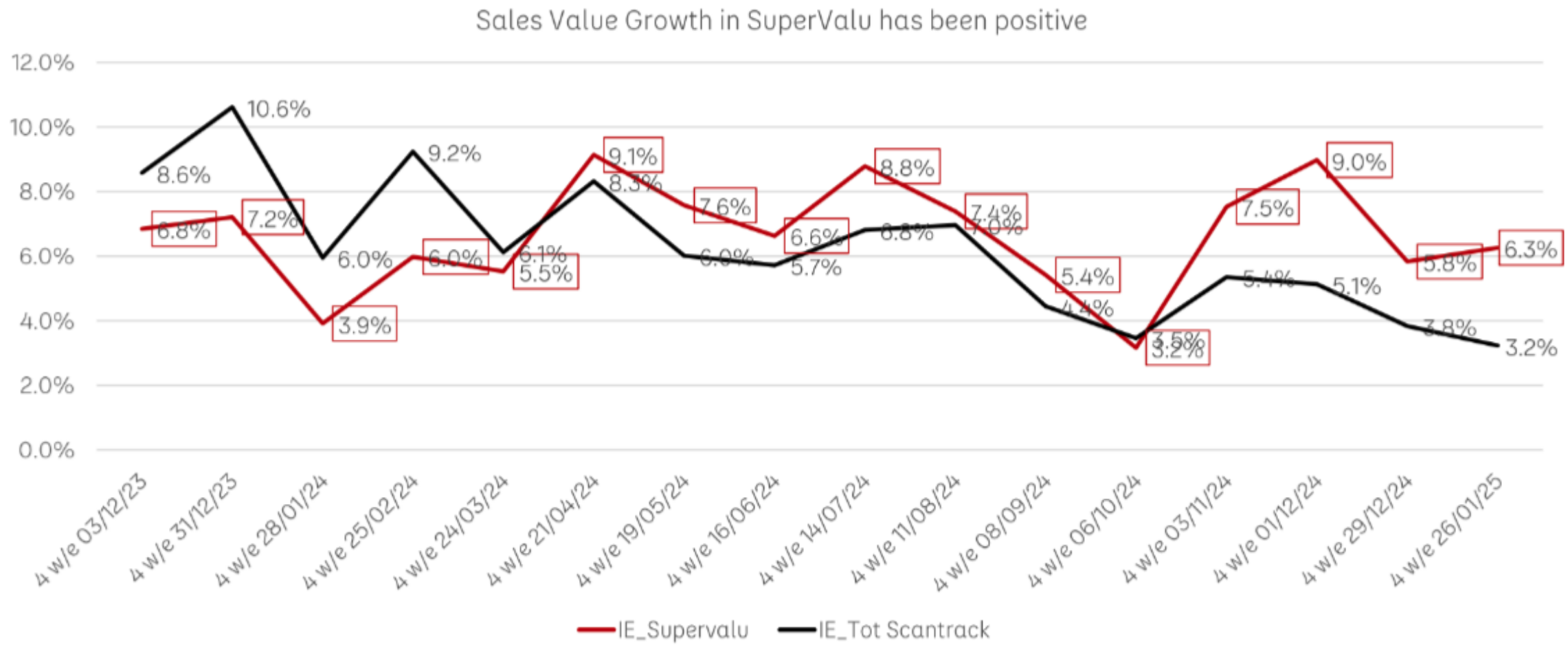
RECENT SALES PERIODS HAVE SHOWN SUPERVALU GROWTH OUTPACE THE MARKET GROWTH AND CHANGES TO PLANOGRAMS REALLY START TO MAKE AN IMPACT



Yogurt & Desserts Performance

Annual Sales €77m
Value +7%
Volume +8%

Promotional Participation
30% of Sales

Top 3 suppliers
1. *Danone*
2. *Yoplait*
3. *Glenisk*

Average Plan
4 x 1.25m
69 Stores

Own Brand Participation
20% of Sales

Average Spend
€2

Range Execution
81%

SKU Count
405 Ranged SKUs

Priority Shopper Segments
Young Free Females & Males

Yogurts & Desserts – *Range Optimisation Ambition and Outcomes*

Drive a more profitable range - Grow Sales by +10% and Margin by +1%

Make the fixture **easier to shop** and better segment using the new Customer groups using shopper data

Drive health and sustainability – be the number 1 for **Protein and Plant Based** current mega trends

Maintain core Value for Money, through Own Brand Innovation and Market Leading Real Rewards Offers

What Yogurt Products do our different Shoppers buy?

- **Very different need states** across our shopper types, e.g. Kids Yogurt, Cholesterol, Low Fat, Protein, Greek, Desserts
- Clear Planogram Segmentation & Layout vital to ensure **ease of shop and implementation**

Category range tactic to Win on Protein…

Protein Packed

First to Market Own Brand

New SV Protein Bays

Yogurts & Desserts operational scorecard

Availability	Target %	Actual %	Actual No. lines unavailable
At launch	98%	99%	3
At week +5	98%	99%	1
At week +12	98%	100%	
Planogram downloads	**%**	**%**	**No. of stores**
At week 1	50%	24%	53
At week +5	95%	57%	126
At week +12	95%	83%	184
Range execution at week +5	**%**	**%**	**Comments**
Most important products	95%	97%	
Own brand *(inc company owned brands)*	90%	85%	
NPD	90%	47%	
Smallest Range	90%	84%	
Most Common range	80%	78%	
Largest Range	80%	76%	
Range execution at week +12	**%**	**%**	**Comments**
Most important products	100%	97%	
Own brand *(inc company owned brands)*	90%	88%	
NPD	90%	68%	Stronger Range Execution on OB NPD
Smallest Range	90%	91%	
Most Common range	90%	82%	
Largest Range	80%	81%	

Musgrave

SuperValu Operational Scorecard - Summary

Go live date	Target	Prep Veg 22-Apr	Chilled Fruit 13-May	TH Confect 13-May	Fruit 20-May	Veg 20-May	Breakfast Meats 27-May	Wine 24-Jun	Pet 24-Jun	Cleaning 29-Jul	Homebaking 09-Sep	THSD 14-Oct
Availability	%	%	%	%	%	%	%	%	%	%	%	
At launch	98%	99%	96%	99%	94%	92%	99%	98%	95%	98%	98%	96%
At week +5	98%	98%	100%	98%	92%	85%	100%	99%	97%	98%	98%	98%
At week +12	98%	96%	100%	99%	92%	89%	100%	99%	100%	95%	98%	98%
Planogram downloads	%	%	%	%	%	%	%	%	%	%	%	%
At week 1	50%	15%	10%	21%	15%	10%	17%	24%	14%	22%	32%	31%
At week +5	95%	42%	19%	47%	42%	31%	47%	70%	17%	49%	42%	65%
At week +12	95%	67%	53%	87%	64%	58%	59%	85%	23%	72%	73%	72%
Range execution at wk +5	%	%	%	%	%	%	%	%	%	%	%	
Most important products	95%	95%	96%	85%	90%	98%	87%	98%	95%	97%	96%	99%
Own brand *(inc company owned brands)*	90%	60%	83%	95%	77%	74%	74%	65%	80%	95%	92%	87%
NPD	90%	24%	76%	74%	N/A	23%	36%	51%	52%	31%	60%	59%
Smallest planogram	90%	77%	91%	91%	82%	97%	84%	83%	87%	82%	82%	91%
Most common plan	80%	64%	91%	79%	82%	79%	74%	74%	83%	77%	78%	87%
Largest plan	80%	60%	75%	77%	76%	72%	64%	70%	78%	74%	70%	85%
Range execution at wk +12	%	%	%	%	%	%	%	%	%	%	%	
Most important products	95%	95%	95%	86%	89%	95%	87%	98%	95%	98%	100%	99%
Own brand *(inc company owned brands)*	90%	62%	88%	96%	69%	74%	71%	69%	86%	97%	95%	91%
NPD	90%	43%	88%	75%	N/A	27%	35%	53%	46%	35%	83%	63%
Smallest planogram	90%	74%	88%	94%	78%	94%	82%	84%	88%	83%	82%	90%
Most common plan	80%	65%	88%	82%	78%	78%	76%	77%	84%	78%	80%	87%
Largest plan	80%	62%	80%	80%	68%	74%	63%	74%	78%	74%	76%	84%
Range Execution (wk 47 2024 last 6wks)	**80%**	**65.00%**	**86.00%**	**82.00%**	**76.00%**		**71.00%**	**78.00%**	**81.00%**	**74.00%**	**70.00%**	**85.00%**

rules vs target	
Reaching or within 3% of target	green
Within 15% of target	amber
Not reaching within 15% of target	red

- Positive trend in range execution as the weeks progress post implementation
- Continued focus on 2024 rollouts for Q1 of 2025

Musgrave

MRPI Yogurt Category Performance

**	Pre-changes	Post-changes	Difference
Overall Experience	4.08	4.56	11.8%
Layout	3.46	4.44	28.3%
Value for Money	4.5	4.06	-9.8%
Range	4.31	4.44	3.0%
Choice	4.23	4.38	3.5%
Relevancy	3.92	4	2.0%
Ease of shopping	3.69	4.44	20.3%

Scores are an average marked out of 5, each shopper completed the survey directly after shopping the category.

Customer Feedback on the New Planograms

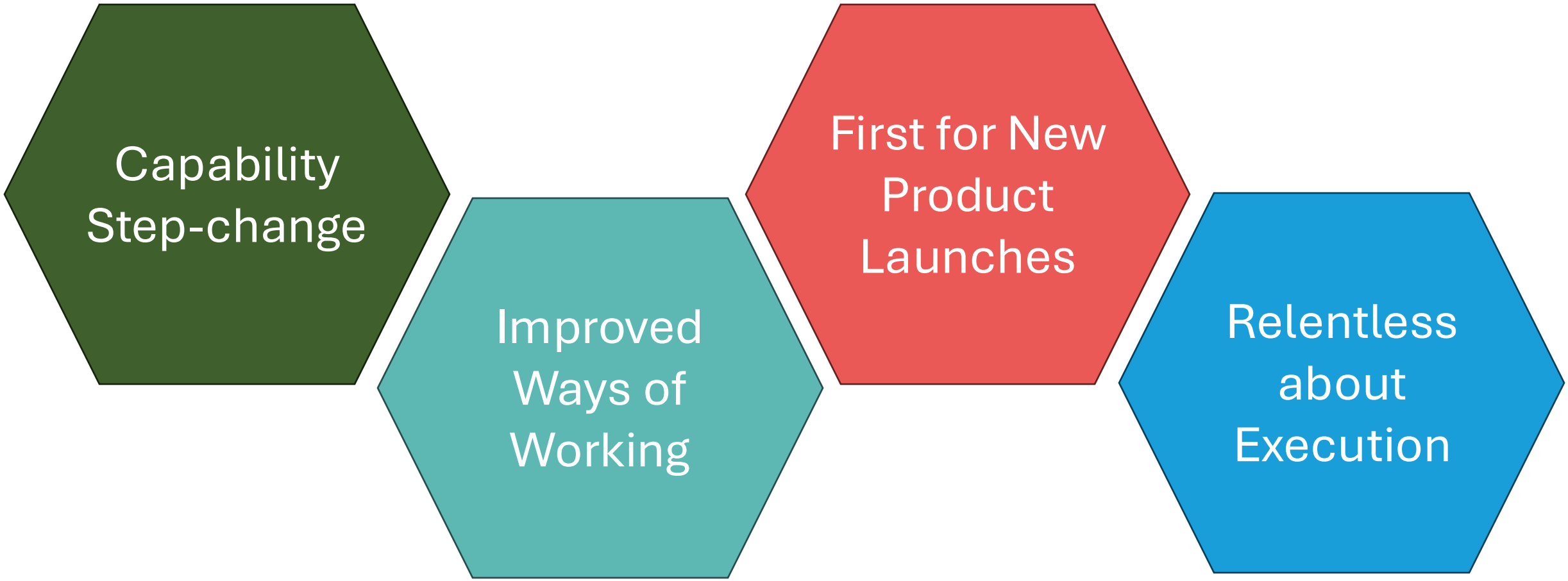
Supervalu Real Rewards

- **Importance of Range Execution:** Products selected for RR Cycles must be Ranged for and Stocked in at least 75% of the estate.

SuperValu New Average Plan 4 Bay - Feb 2025

- **Full Case on Shelf** achieved for operational efficiency
- Clear segmentation for various shopper missions incl growth areas **Protein, Greek & Natural, Gut Health**
- 3 x Refresh per year **(additional 2 windows)** due to volume of change and innovation - assist retailers compliance scores and frustrations surrounding listing outside process i.e., products launching but non planogrammed.

What's Next


Capability
Step-change
Improved
Ways of
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品类管理
CATEGORY MANAGEMENT
IN EIGHT STEPS
TO MORE SUCCESS AT THE POINT-OF-SALE