

# **Hunger Satisfaction Through Snacks**

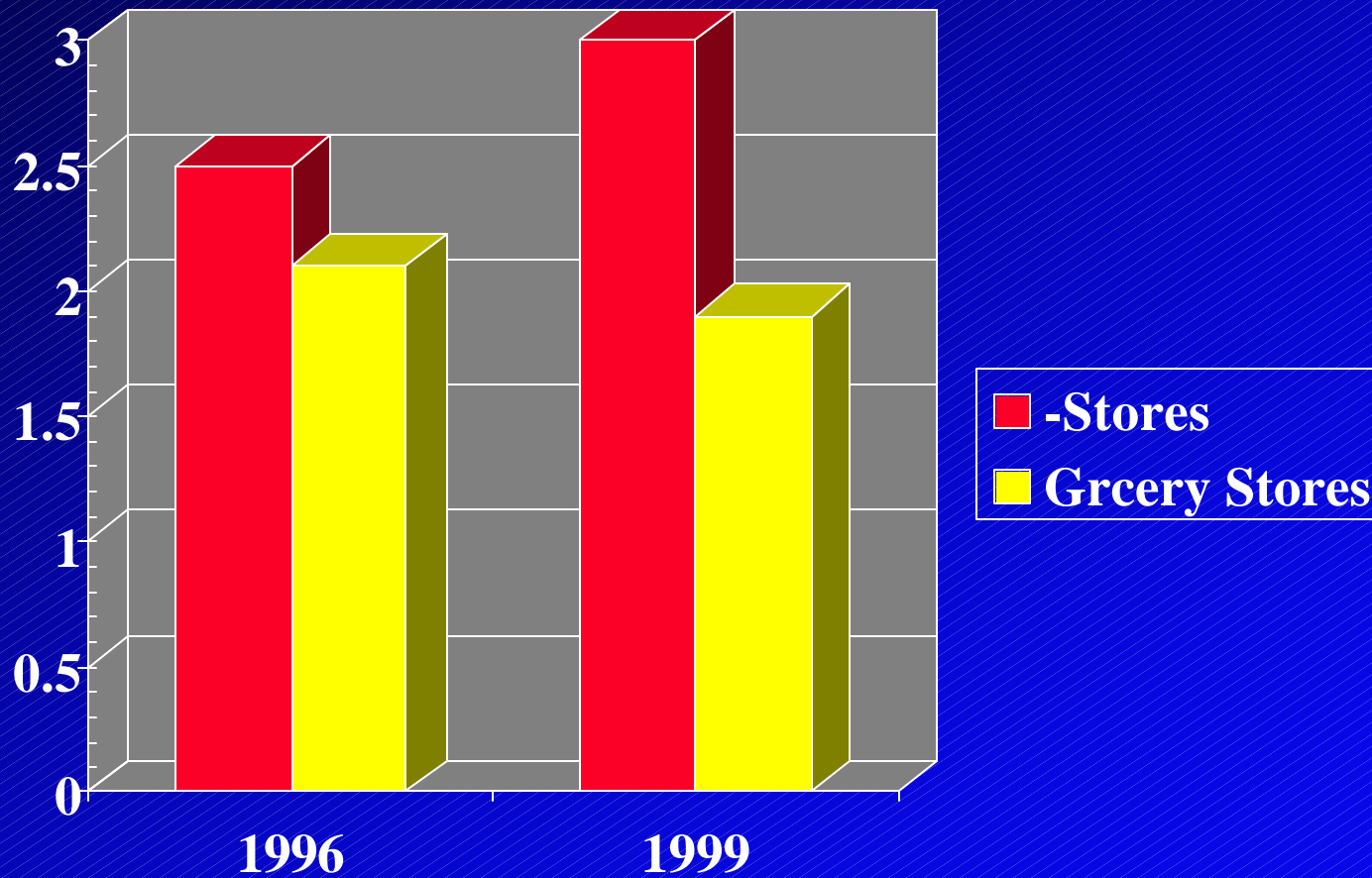
**Convenience Retailing Conference  
February 9, 2000**

**Steven J. Montgomery  
b2b Solutions, LLC**

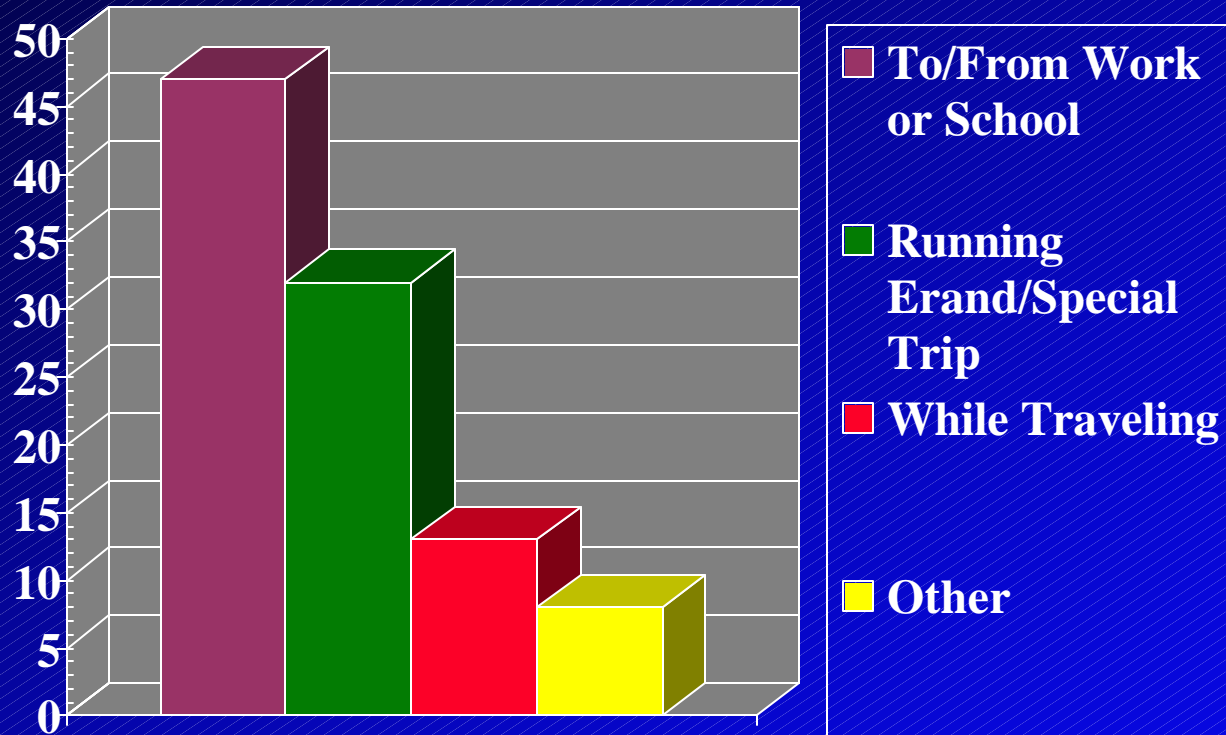
# Agenda

- ✍ **Consumer Trends**
- ✍ **Snacks Defined**
- ✍ **Trends - Candy, Cookies Crackers**
- ✍ **Trends - Salty Snacks**
- ✍ **Best Practices**

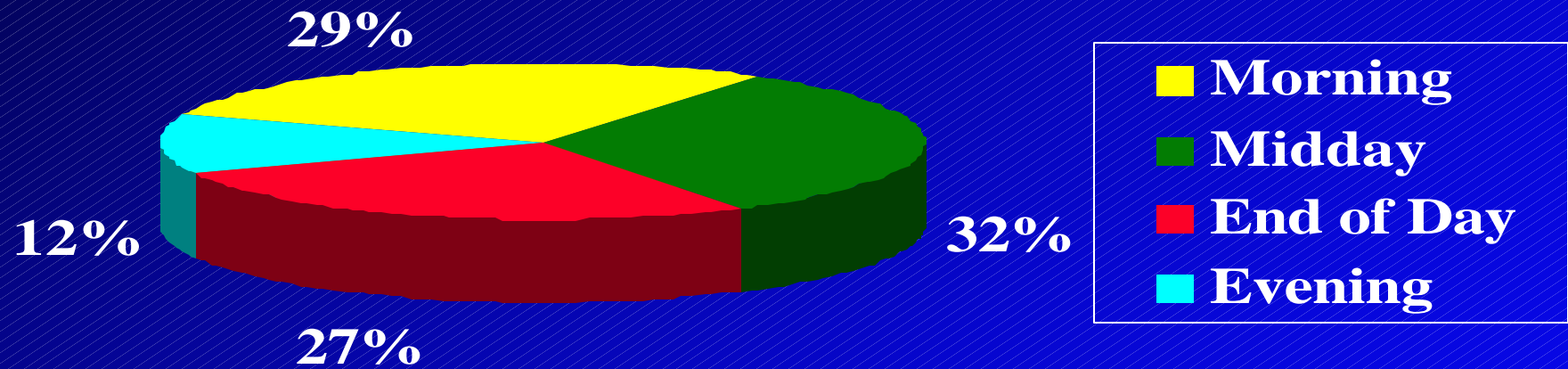
# Consumer Trips



# Shoppers By Occasion



# Shoppers By Day Part



# Changing Lifestyles

## Consumers' Lives Are Getting Busier

55% of workers take less than 15 minutes for lunch

## Americans Are Doing More Snacking

33% increase in snacking since 1988

## Consumers Are Carrying More Snacks From Home

350% since 1988

## Convenience Is Now More Important Than Taste

46% versus 42%

NPD, Inc.; Yankelovich Monitor, 1998  
National Eating Trends



# Snack Purchase Frequency

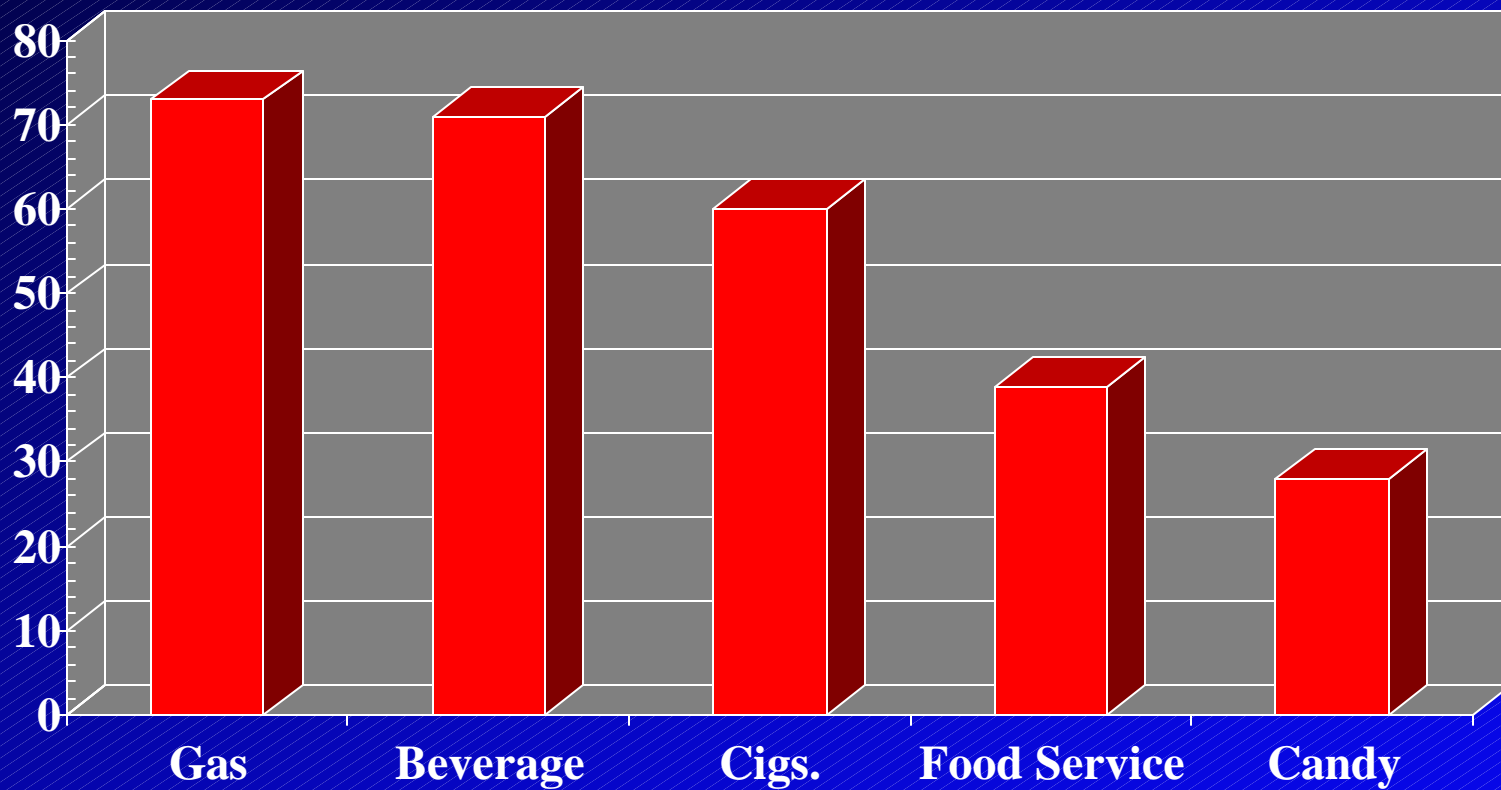
## ✍ Heavy Users (almost daily)

- Candy (47%)
- Salty Snacks (37%)
- Packaged Sweet Snacks (23%)

## ✍ Moderate Users (1-3 times per week)

- Candy (52%)
- Salty Snacks (38%)
- Packaged Sweet Snacks (18%)

# Reason for C-Store Trip





# Best Practices

## Process Not a Program

- Continuous
- Refined/improved
- Redefined

## Someone Has to Take Ownership Of Process

## NACCS Has Generated a Category Management Process That Can Be Applied

# Best Practices

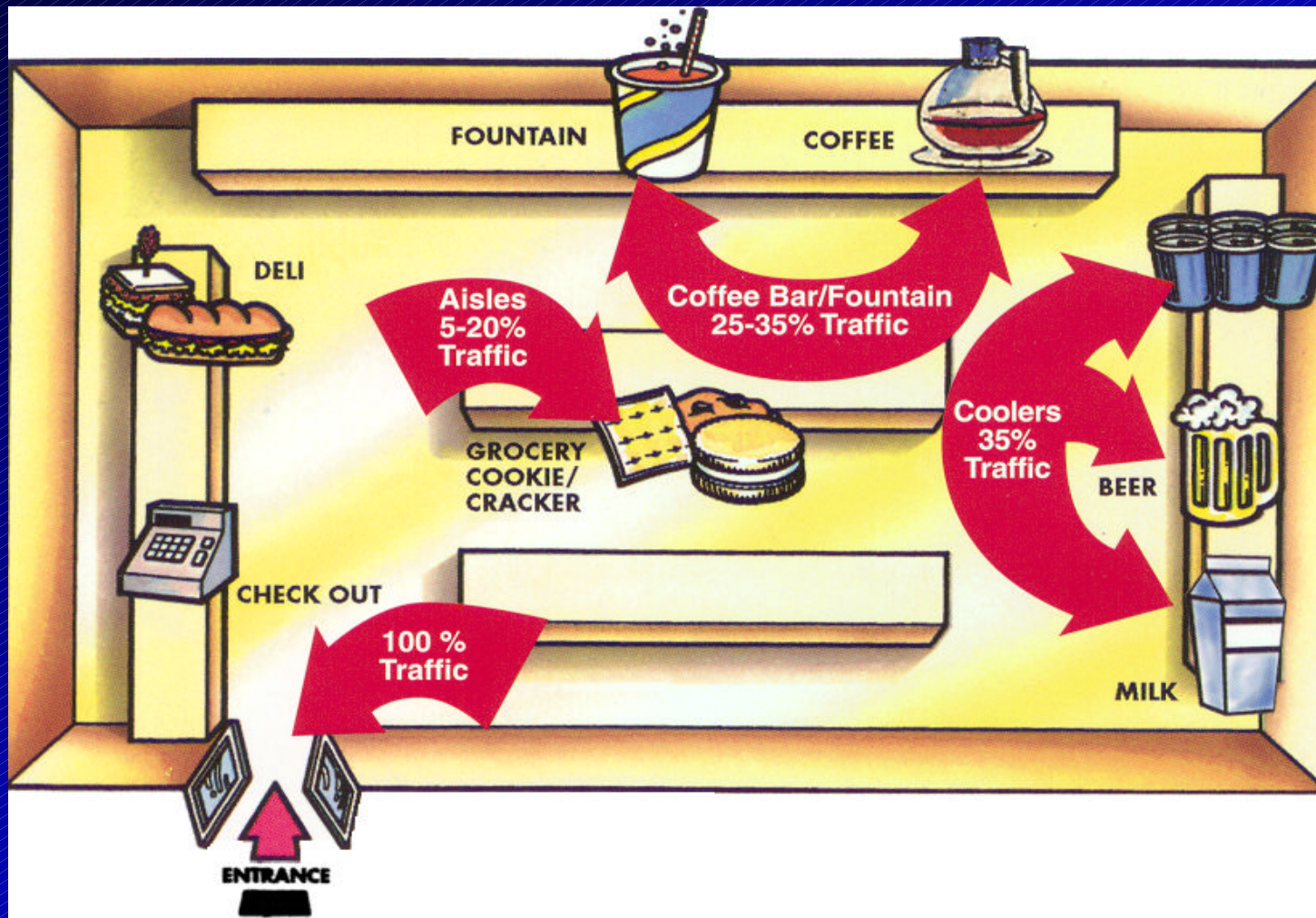
## Reduce Out of Stocks!

- ✍ Candy - 3.1%
- ✍ Salty Snacks (large) - 8.0 %
- ✍ Salty Snacks (single serve) - 7.8%
- ✍ Snack Cakes - 14.4%

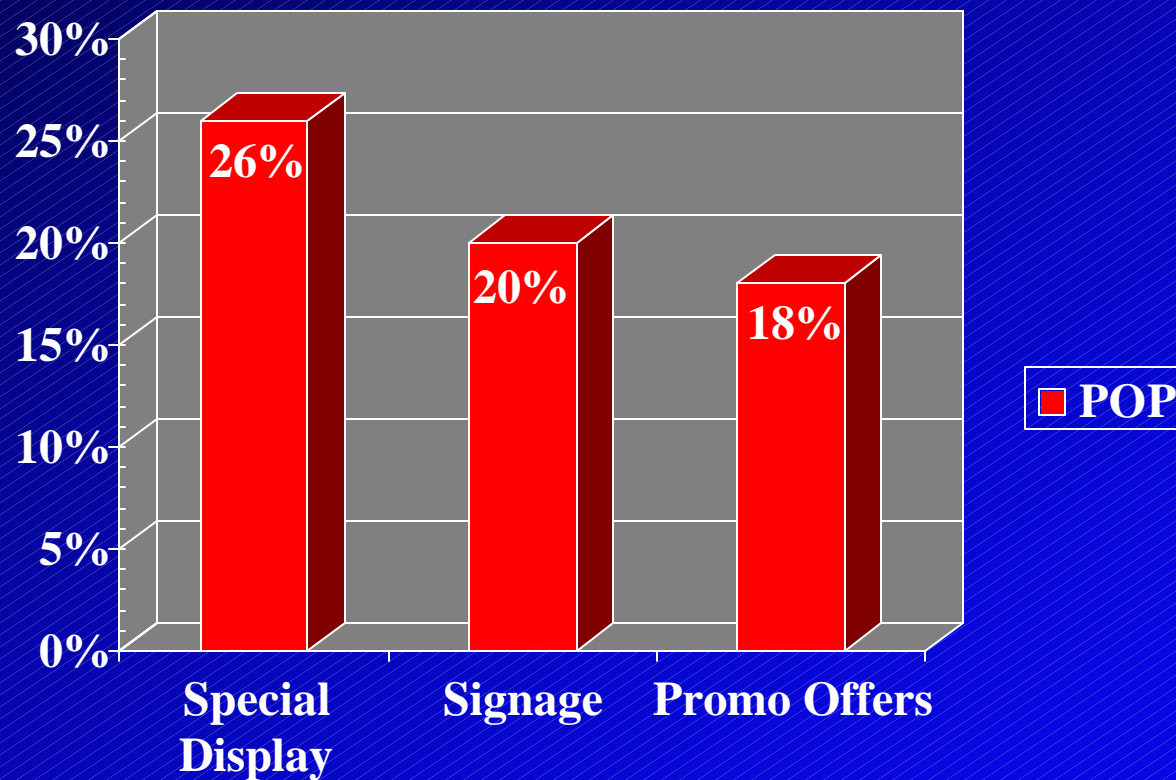
# Best Practices

- ✍ **Have a Defined Permanent Section**
- ✍ **Cross Merchandise**
  - cookies / milk
  - salty snacks beer / soda
  - coffee / sweet snacks
- ✍ **Use Secondary Displays (by / not around)**
- ✍ **Update Planogram(s) at Least Once a Year**

# Store Traffic Patterns



# Candy Best Practices - POP Impact



**For More Information on**  
**Hunger Satisfaction Through Snacks**  
**Contact**

**Steve Montgomery**

**b2b Solutions**

**847.295.2418**

**or**

**[sjm@b2bsolutionsllc.com](mailto:sjm@b2bsolutionsllc.com)**