



# Sell Story Fundamentals

powered by SPINS

A guide on using SPINS Point of Sale data to craft a data-driven retailer narrative.

# How The SPINS Syndicated Data Network Operates

Retailers report four data points for each item sold: UPC, Description, Units Sold and Price. This data is aggregated and additional measures are calculated. New data is released every 28 days.

| Proprietary to SPINS           |   |   |   |   | Total |
|--------------------------------|---|---|---|---|-------|
| Regional & Independent Grocery |    |    |    |    | 90+   |
| Natural Channel                |    |    |    |    | 135+  |
| Vitamins & Supplements         |    |    |    |    | 6+    |
| eCommerce                      |    |    |    |    | 7+    |
| SPINS Pet Channel              |   |   |   |   |       |
| Pet                            |  |  |  |  | 20+   |
| In partnership with Circana    |   |   |   |   |       |
| Conventional                   |  |  |  |  | 84+   |

# Four Tips To Remember



## Know Your Audience

Are they data savvy?  
What are their goals?  
How will they interact?  
How much time do you have?



## Use Relevant Data

Use the right channel for the story – show Natural retailers Natural Channel data; Conventional retailers FOOD, MULO or Convenience.



## Clean & Clear

What's the insight?  
Highlight that. Use visuals, not just tables.  
Simplify your charts, then exaggerate the implication.



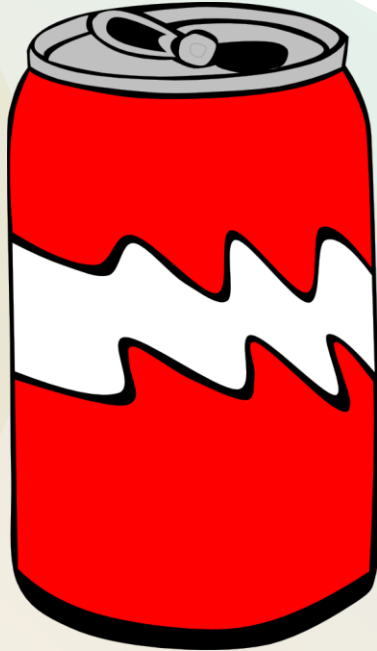
## The 4P's & Opp Gaps

Include positive data on Product, Placement, Pricing and Promotions if you can. Add additional detail on opportunity gaps.

Total US Natural Channel  
**SS Functional Beverages**

## BRAND HIGHLIGHT

# Brand X Is a Top Performer In The Natural Channel



### #1 Brand In The Elixir Segment

Brand X Is the leading brand in the segment, growing +95% YOY.

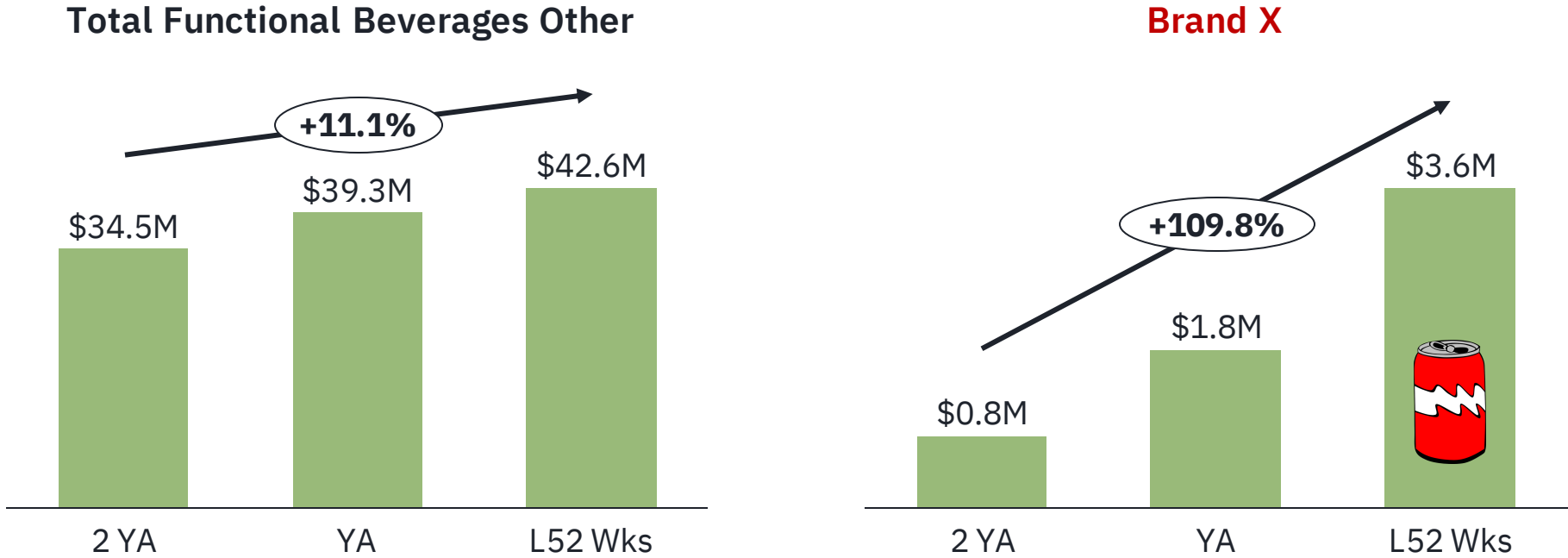
### #1 Brand In Velocity

Brand X's Dollars per Store per Week are the highest out of all brands today at \$37. The next closest competitor sells \$10 \$/S/W on average.

### Leading in Key Functional Beverage Attributes

Brand X checks all boxes when it comes to certified organic, low sugar content, low calories, and sustainable packaging, unlike other key competitors in the space.

# Functional Beverages Continue To Ramp Up In Sales Year Over Year, With Brand X **Outpacing The Subcategory In Growth by 9.9X**



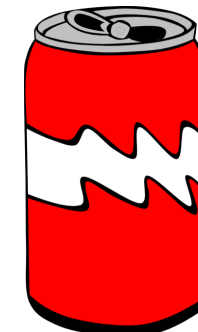
# Brand X Is The **Fastest Growing** Top Brand In Functional Beverages, And The **#1 Brand In The Elixir Segment**, Leading In Velocity

Functional Beverages Subcategory

| Functional Beverage Brands | Sales         | Sales % Chg  | Max ACV     | Avg Weekly Dols Per Store Per Week |
|----------------------------|---------------|--------------|-------------|------------------------------------|
| Brand A                    | \$8.0M        | -16.1%       | 95.7        | \$92.37                            |
| Brand B                    | \$7.1M        | -10.2%       | 86.4        | \$76.90                            |
| Brand C                    | \$6.0M        | 58.7%        | 75.8        | \$77.01                            |
| Brand D                    | \$4.2M        | 10.5%        | 68.8        | \$60.11                            |
| Brand E                    | \$3.8M        | -1.2%        | 89.3        | \$26.41                            |
| <b>Brand X</b>             | <b>\$3.6M</b> | <b>95.0%</b> | <b>46.6</b> | <b>\$37.18</b>                     |
| Brand F                    | \$1.3M        | 11.0%        | 13.0        | \$117.67                           |

Elixirs Segment

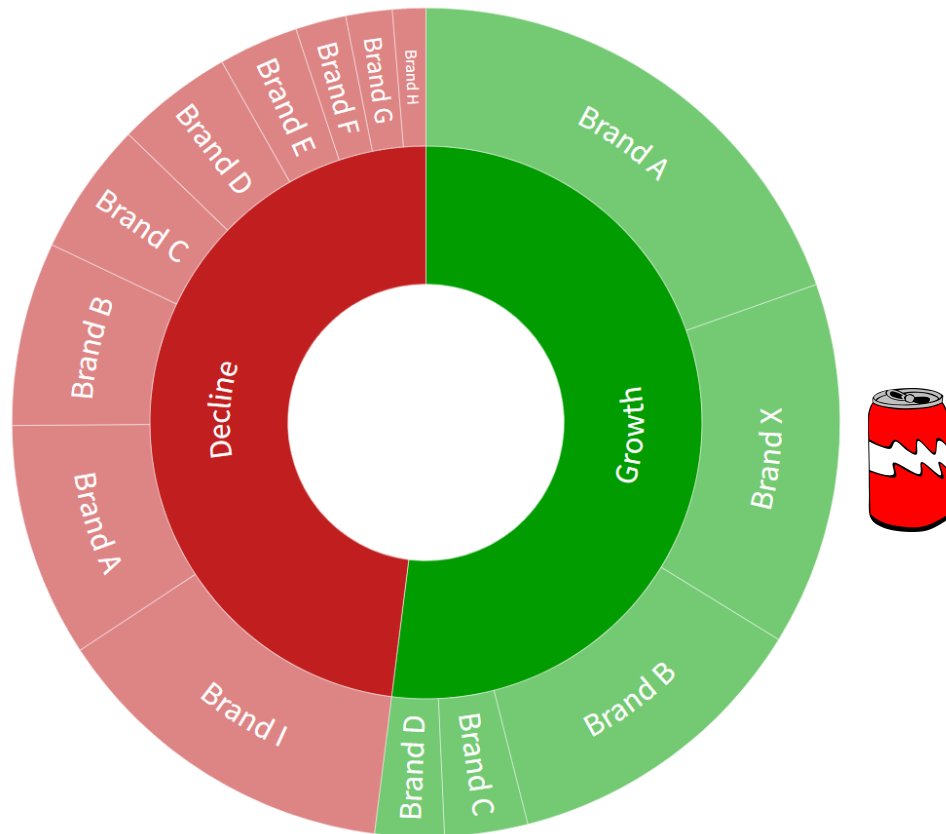
| Elixir Brands  | Sales         | Sales % Chg  | Max ACV     | Avg Weekly Dols Per Store Per Week |
|----------------|---------------|--------------|-------------|------------------------------------|
| <b>Brand X</b> | <b>\$3.6M</b> | <b>95.0%</b> | <b>10.6</b> | <b>\$37.18</b>                     |
| Brand A        | \$1.2M        | -67.4%       | 7.6         | \$5.72                             |
| Brand B        | \$0.9M        | 203.7%       | 3.4         | \$10.22                            |
| Brand C        | \$0.3M        | -51.0%       | 0.3         | \$1.46                             |



The **#1 Elixir** Brand in The **Natural Channel**

## CONTRIBUTION TO GROWTH

# Brand X Over-Contributed To Growth In Functional Beverages



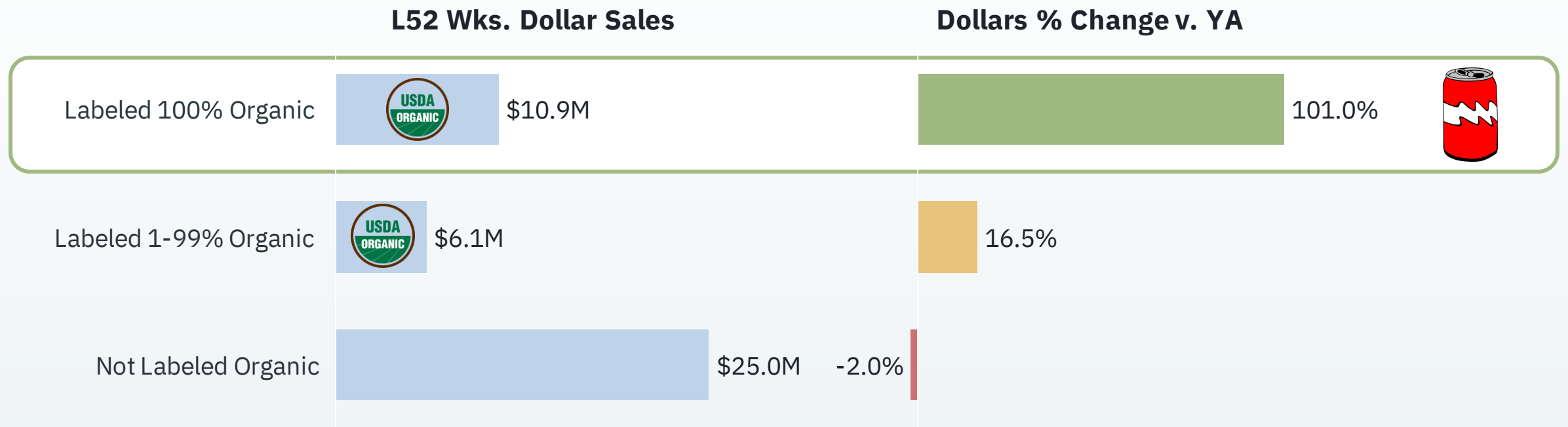
| Top Brands Driving Growth | % Contribution |
|---------------------------|----------------|
| Brand A                   | 27.5%          |
| <b>Brand X</b>            | <b>15.1%</b>   |
| Brand B                   | 11.2%          |
| Brand C                   | 9.4%           |
| Brand D                   | 7.4%           |

Contribution to growth is calculated by taking a brand's **absolute positive dollar growth** and then dividing by total combined dollar growth.



## Functional Beverages

# Functional Beverages Labeled **100% Organic**, Like Brand X, Are Driving **101% Growth** To The Subcategory



# Premium Priced Functional Beverages At \$5 Or Higher, Like Brand X, Are Driving Sales Growth YOY, While Lower Priced Items Are Slowing Down

| ARP Bucket                 | Sales          | \$ % Chg.    |
|----------------------------|----------------|--------------|
| Low<br><\$3.00             | \$10.2M        | -12.0%       |
| Med<br>\$3.01 - \$5.00     | \$15.8M        | 1.5%         |
| <b>High<br/>&gt;\$5.01</b> | <b>\$16.0M</b> | <b>28.2%</b> |

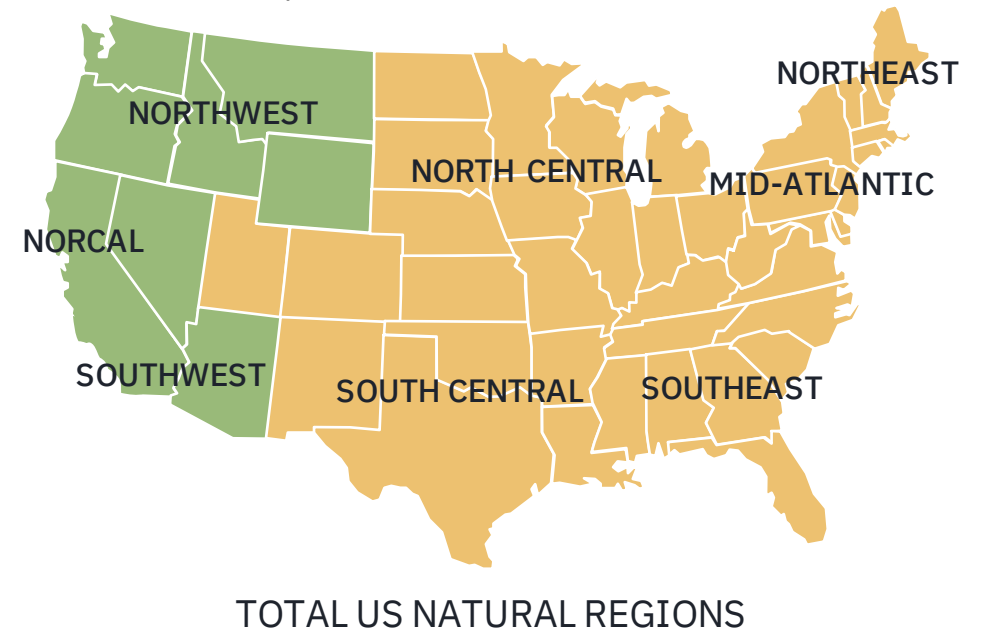


# Functional Beverages Over-Index In **Western Regions** of the US

| Region                   | Share  | Dol/HH | Sales % Change | CDI Value | Major Retailers  |
|--------------------------|--------|--------|----------------|-----------|--|
| MID-ATLANTIC             | 8.9%   | \$0.15 | -0.4%          | 45        | KINGS  |
| NOR. CALIFORNIA          | 11.8%  | \$0.94 | 11.4%          | 278       | Andronico's<br>COMMUNITY MARKETS                           |
| NORTH CENTRAL            | 13.3%  | \$0.20 | 12.0%          | 60        | FRESH THYME<br>MARKET                                      |
| NORTHEAST                | 3.7%   | \$0.34 | 3.4%           | 101       | infra<br>Independent Natural Food<br>Retailers Association |
| NORTHWEST                | 15.0%  | \$1.04 | 7.5%           | 308       | PCC<br>COMMUNITY<br>MARKETS                                |
| SOUTH CENTRAL            | 17.3%  | \$0.36 | 4.5%           | 107       | GREEN ACRES MARKET<br>Eat healthy food experts             |
| SOUTHEAST                | 9.5%   | \$0.16 | 16.9%          | 48        | EARTH<br>FARE<br>HEALTHY FOOD FOR EVERYONE                 |
| SOUTHWEST                | 20.5%  | \$0.73 | 10.0%          | 216       | EREWON   |
| Total US Natural Channel | 100.0% | \$0.34 | 8.4%           | 100       | SPROUTS<br>FARMERS MARKET                                  |

## Category Development Index (CDI)

A CDI relates the percent of a category or subcategory's sales in a region to the percent of the US population in the same market. The CDI is calculated by dividing a region's dollars per household by the total dollars per household. Values **over 120** indicate overperformance relative to population, and values **under 80** indicate the underperformance.



## PROMO COMPARISON

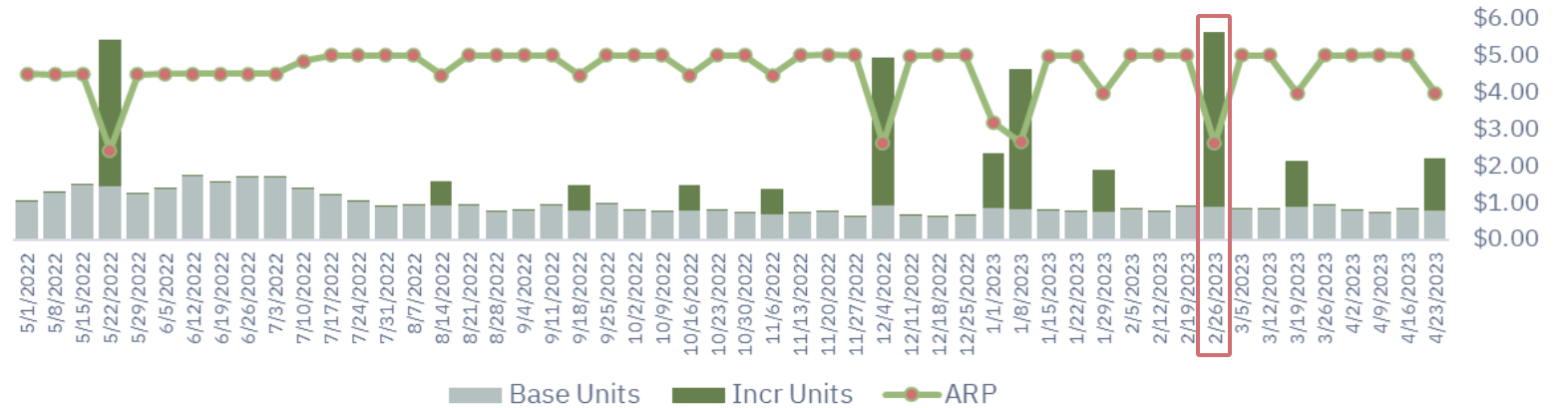
### Brand X's Deep, Short-Term Promos Are More Effective Than The Competition

**Brand X pulses (4) 1-week promotions throughout the year at ~50% off.** The most productive promotion ran for 1 week in February 2023 at 48% off, generating 224% dollar lifts.

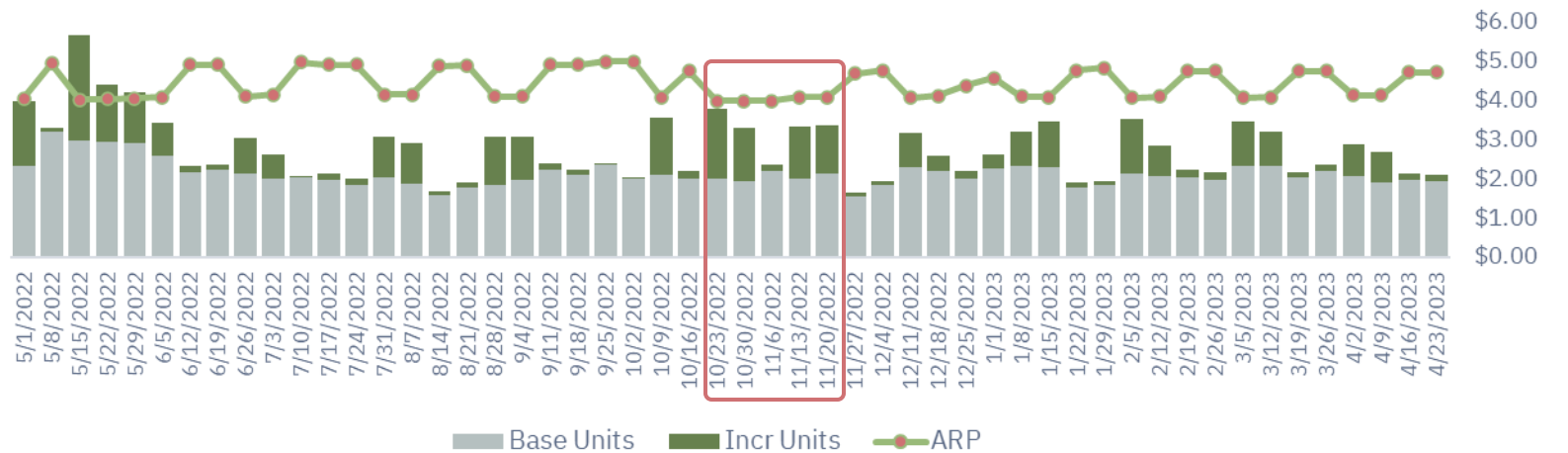
**Competitor A ran (12) 2+ week promotions at ~15% off.** The most effective promo ran for 5-weeks, discounting 15% on average and generating 44% dollar lifts.

| Brand   | Most Effective Discount | Most Effective Max Dols % Lift | Most Effective Promo Length |
|---------|-------------------------|--------------------------------|-----------------------------|
| Brand X | ~48%                    | <b>224%</b>                    | 1                           |
| Comp A  | ~15%                    | 44%                            | 5                           |

### Brand X Promotional Activity



### Competitor A Promotional Activity



## Functional Beverages

# Brand X Launched 3 Of The Top Performing Innovation Items



**3 Innovation Items Avg Weekly Dols:**

**\$3,340**

### TOP 10 NEW ITEMS LAUNCHED

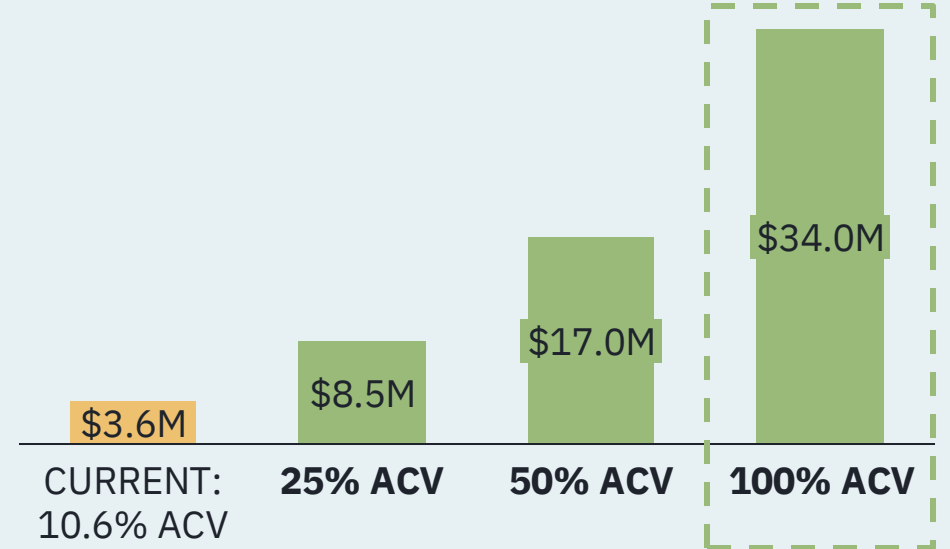
| Brand          | Description                       | Avg Weekly Dol | ARP           | % of Stores Selling | First Week Selling | # Weeks Selling |
|----------------|-----------------------------------|----------------|---------------|---------------------|--------------------|-----------------|
| XXX            | XXX                               | \$4,473        | \$3.12        | 24.7%               | 5/15/2022          | 50.0            |
| XXX            | XXX                               | \$2,204        | \$3.71        | 9.8%                | 3/12/2023          | 7.0             |
| <b>Brand X</b> | <b>Orange Flavored Elixir</b>     | <b>\$1,993</b> | <b>\$5.55</b> | <b>5.8%</b>         | <b>1/22/2023</b>   | <b>14.0</b>     |
| XXX            | XXX                               | \$1,682        | \$6.54        | 5.1%                | 5/22/2022          | 49.0            |
| <b>Brand X</b> | <b>Strawberry Flavored Elixir</b> | <b>\$795</b>   | <b>\$5.55</b> | <b>0.3%</b>         | <b>1/22/2023</b>   | <b>14.0</b>     |
| XXX            | XXX                               | \$777          | \$6.74        | 1.3%                | 5/1/2022           | 52.0            |
| <b>Brand X</b> | <b>Lemon Flavored Elixir</b>      | <b>\$551</b>   | <b>\$5.55</b> | <b>0.2%</b>         | <b>1/22/2023</b>   | <b>14.0</b>     |
| XXX            | XXX                               | \$517          | \$6.83        | 1.3%                | 5/1/2022           | 52.0            |
| XXX            | XXX                               | \$499          | \$3.38        | 2.0%                | 5/22/2022          | 49.0            |
| XXX            | XXX                               | \$467          | \$3.32        | 2.3%                | 5/22/2022          | 49.0            |

# Expanding Brand X To 100% ACV In The Natural Channel Could Result In A **\$34.0M Annual Dollar Opportunity**, Based on Current Velocities

## Natural And Regional Retail Opportunities



## Annual Distribution Opportunity



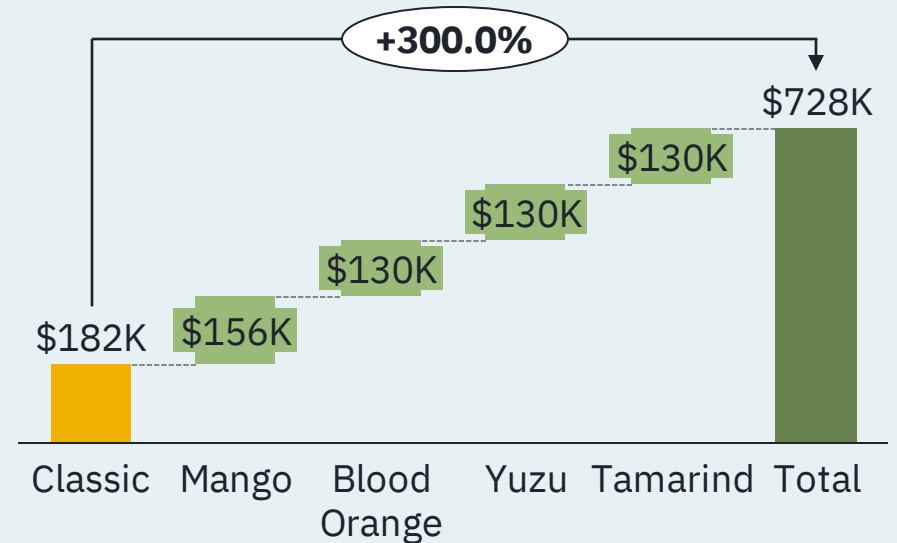
**Based on Current Dollars SPP**  
 \*This measure reports the total product dollar sales per point of ACV within the Geography

# Expanding Brand X To 5 Items Could **Increase Sales By 300%**

## Average Weekly Dols Per Store Selling Per Week



## Annual Opportunity @ 100 Stores



**Projection Calculation**  
Avg Wkly Dols Per Store Selling Per Item x  
Number of Stores x 52 Weeks



THANK YOU!

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