

Unwrapping the Latest in Sustainable Packaging

Presented by

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Account Manager, Channel Partners SPINS



Empowering the industry with wellness-focused data technology



Full market visibility

Understand the retail landscape to plan your next move and scale



Innovative retailers

Exclusive access to performance insights at natural, specialty & pet retailers integral to your growth



Product intelligence

Uncover unseen drivers of wellness consumer purchase behavior



Leading Technology

Dynamic insights at your fingertips to inform your strategy

SPINS WORKS WITH

233 Ingredi Broker Associ

Ingredient Supplier, Broker, and Association Partners



SPINS codes for 617 different Functional Ingredients



1500+ Brands

SPINS codes every UPC scanned at our retail partners for 583 different types of attributes

583

SPINS clients launched over 100,000+ items in the last 3 years

SPINS HAS

76+

Exclusive Retail

Partnerships

REPRESENTING



In Sales

380+ Ecosystem Partners

(excluding brands & retailers)

*per Whipstitch top 60 deals



Connecting Shopper Values to Product Innovation

SPINS helps **shoppers** find products that match their preferences by helping:

- **Retailers** get the right assortment on their shelves
- Brands innovate and tell their story
- **Ecosystem partners** better serve their customers



SPINS Expansive Network

PROPRIETARY RETAIL CHANNELS AND PARTNERSHIPS

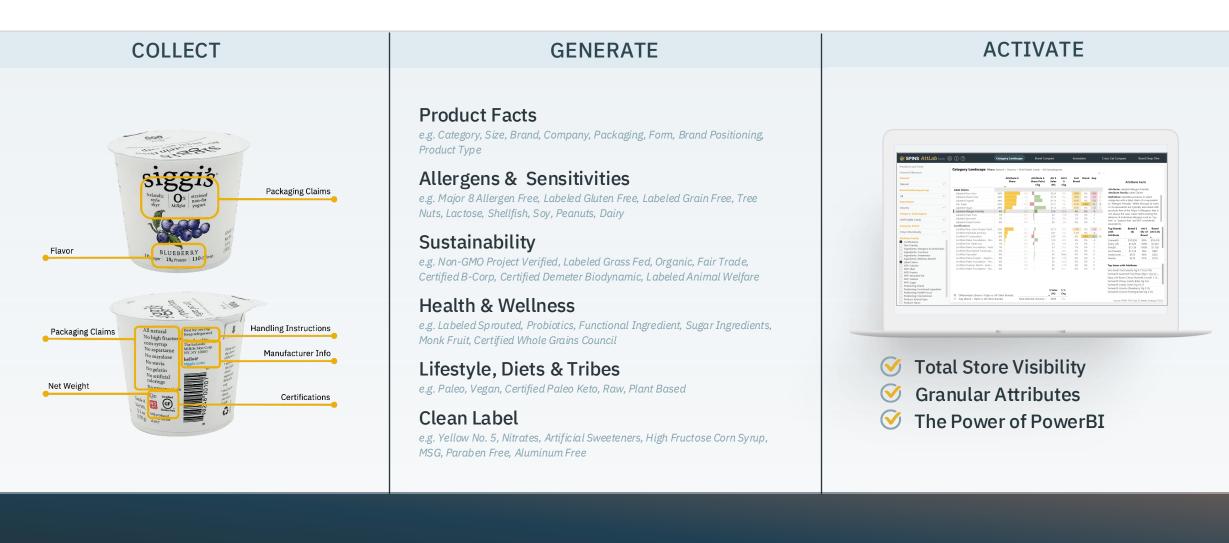


The Natural Channel is a hub for innovation, and a lens for future trends in the Natural Products Industry



Identify Attributes Driving Performance

SPINS product library is the common language for the Natural Products Industry



We empower the community to interact and transact with **efficiency**, transparency, and trust.



A gap often exists between what matters to consumers and what we actually see in retail sales



Source: SPINS' Values Oriented Shopper Survey, fielded Mar 2023. *N = 401 "For each of the product and packaging characteristics, please rate the level of importance to you when shopping for groceries."

Why don't shoppers always reflect their stated values in what they buy? Several Barriers Exist to Sustainable Shopping



Availability

Sustainable options may not be widely distributed or as prominent in channels where you shop



Sustainable products can come with a price premium that is not accessible for every shopper



Quality & Efficacy

Sustainable alternatives are sometimes falsely perceived as less effective, e.g., bar shampoo vs liquid



Durability & Ease

As seen with paper straws, eco-friendly packaging can be fragile or more complicated for everyday use



Familiarity Higher brand awareness among conventional brands AND lack of education (what IS sustainable?)

Moral of the story: It isn't necessarily the consumer's fault! We are often limited by tight wallets or a lack of viable options

Yeah, but can't plastic be recycled?

Among US Containers & Packaging...

BEBEREBEREBEREBEREBEREBEREBEREBEREBEREB	81% of paper is recycled
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35% of aluminum is recycled

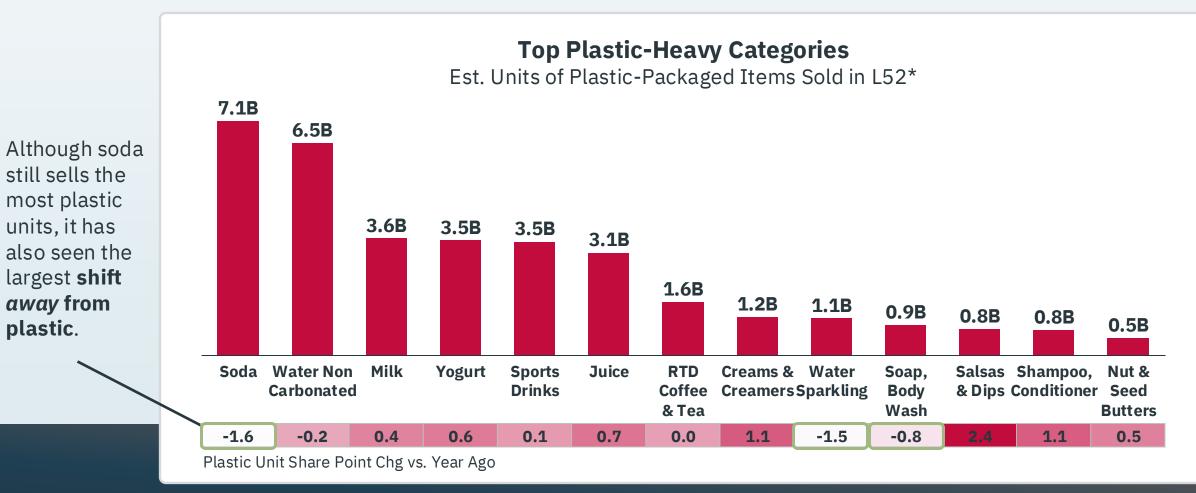
31% of glass is recycled

14% of plastic is recycled

Out of **82 million** tons of containers & packaging municipal solid waste, **30 million tons go to a landfill** 44 million tons recycled, 7.4 million tons combusted for energy recovery

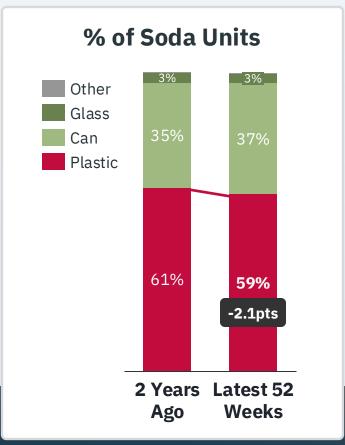
Source: The US EPA: <u>https://www.epa.gov/facts-and-figures-about-materials-</u> <u>waste-and-recycling/containers-and-packaging-product-specific</u> Based on the weight of municipal solid waste (MSW) that was recycled as a percent of the weight generated in 2018.

Soda and Water are Top Plastic Offenders in Retail



*Plastic packaging as a % of **branded** units is applied to the total category (this assumes that the same % of Private Label units are plastic). Examples of large categories where packaging type is **not available**: Bread & Baked Goods, Candy, Produce, Cheese, Cookies/Snack Bars, Condiments

What's driving the change in Soda?



Note: Packaging type as a % of **branded** units is applied to the total category (assumes Pvt Lbl has same split of packaging type).

Did you know: If the top 3 soda brands went **100% can** in retail, that'd be **25 million less plastic bottles** sold per DAY

Areado Diguarda Haraito Areado Diguarda Harai

These **100% canned** brands have taken **over 1 full share point** of the \$30B+ Soda market!



PLUS...While these brands on average are still 41% plastic, that's **down -0.5pts,** which equates to a **\$94 million** shift *away* from plastic.

What's driving the change in Soap & Body Wash?



Note: Packaging type as a % of **branded** units is applied to the total category (assumes Pvt Lbl has same split of packaging type).



Bar soaps have gained 1 share point over past 2 years, despite a decrease in the total number of brands. **Naturally positioned brands are responsible for >80% of the positive growth**!

While plastic packaging remains prevalent in liquid soap & body wash, innovative sustainable alternatives are emerging as strong competitors; **3 out** of the 5 leading new items in the Natural Channel have opted out of plastic packaging!



Legacy and Emergent Brands Play Their Own Role In Plastic Reduction

CPG Giants' Commit to Plastic Reduction or Recycling Friendly Products, while Emergent Brands Go Plastic Free



Attribute Insights: Product Intelligence

Brands and retailers need to understand attributes to win with the Values Oriented Shoppers

Our 325+ attributes each fall in an **attribute family**

Label Claims Certifications Ingredients Diet Friendly Product Facts Product Positioning Nutrition Fact Panel





Label Claims & Certifications

SPINS Label Claims Coding (Attribute Values, 29) & SPINS Certification Coding (Attribute Values, 19)

CERTIFIED - AMERICAN HEART ASSOCIATION - CHECK CERTIFIED B CORPORATION CERTIFIED DETOX PROJECT - GLYPHOSATE RESIDUE FREE CERTIFIED FAIR TRADE USA CERTIFIED FAIRTRADE AMERICA CERTIFIED GREENER WORLD - ANIMAL WELFARE CERTIFIED GREENER WORLD - GRASSFED CERTIFIED GREENER WORLD - NON GMO CERTIFIED MARINE STEWARDSHIP COUNCIL CERTIFIED NON-GMO PROJECT VERIFIED CERTIFIED PALEO FOUNDATION - GRAIN FREE **CERTIFIED PALEO FOUNDATION - KETO CERTIFIED PALEO FOUNDATION - PALEO** CERTIFIED PALEO FOUNDATION - PALEO FRIENDLY CERTIFIED PALEO FOUNDATION - PALEO VEGAN CERTIFIED PLANT BASED FOODS ASSOCIATION

CERTIFIED REGENERATIVE ORGANIC CERTIFIED UPCYCLED CERTIFIED WHOLE GRAINS COUNCIL LABELED ALCOHOL FREE LABELED ALLERGEN FRIENDLY LABELED ALUMINUM CHLOROHYDRATE FREE LABELED ALUMINUM FREE LABELED ANCIENT GRAIN LABELED ANIMAL WELFARE LABELED ANTI AGING LABELED ANTIBIOTIC FREE LABELED ANTIOXIDANT LABELED CAGE FREE LABELED CORAL REEF SAFE LABELED FAT

LABELED FLUORIDE FREE

LABELED FRAGRANCE FREE LABELED FREE RANGE LABELED GLUTEN FREE LABELED GRAIN FREE LABELED GRASS FED LABELED NITRATE FREE LABELED NO ADDED HORMONES LABELED NON-GMO LABELED ORGANIC LABELED PARABEN FREE LABELED PASTURE RAISED LABELED PROPYLENE GLYCOL FREE LABELED SODIUM LAURYL SULFATE FREE LABELED SPROUTED LABELED UNSCENTED LABELED VEGAN



Identify which attributes are most valuable to consumers *and* are brand differentiators, to optimize your **marketing**.

Plus, demonstrate your datadriven expertise on the category's attribute trends and your brand advantages in your **retailer sellstories**.

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⊗ SPINS AttLab ⊚ ①	0	Category Landscap	e Brand Co	ompare		Innova	tion	Cross-Cat Compare	Bran	d Deep [Dive
Geography	Cotomore Londonno Tit									• •	ollars
MULOC/Natural/Pet 🗸	Category Landscape Filters:	MULOC/Natural/Pet >	IPL > All Department	s > All Cate	egories >	> All Subcate	gories			οu	
Brand Positioning Group		Attribute	Attribute	Att	Att	ARP	ARP %				
All		Share	Share Point Chg	Sales (M)	Sales % Cho		Chg	Attri	bute Facts	1	
Department	Label Claims & Certifications	·							d		
All 🗸	Labeled Non-GMO Certified Non-GMO Project Verified	12% 6%	0.5	\$91,767 \$43,962	59 39			IULO + Natural are 'Certifi	ea I prod	Certificat ucts as	11
Category, Subcategory	Labeled Organic Certified B Corporation	5% 2%	0.2	\$34,709 \$15.876	6			out growing (up from 15%		ocycled Fo d Progran	
All 🗸	Certified Detox Project - Glyphos	0%	0.0	\$810	12	sales Year	Ago).		ertific	-	
	Certified Marine Stewardship Cou	0%	0.0	\$377	-10%	\$3.61	-2%	program for upcycled			
Attribute Family	Certified Regenerative Organic	0%		\$88	21%	\$7.08	9%	products. The flagship			
✓ Diet Friendly	Certified Upcycled	0%	0.0	\$70	15%	\$3.59	6%	on-package mark, wh upcycled products on			
 Ingredients 	Certified Greener World - Non-G	0%		\$1	6%	\$9.70	-1%	upcycled products on			,
Label Claims & Certifications	Sustainability Positioning										-
 Label Claims & Certifications Animal Welfare Clean Label 	Controlled Environment Agricultu	0%	0.0	\$1,800	15%	\$3.65	2%	Top Brands with Attribute	Brand Share of Att	Brand Att Sale (M)	
 Diets, Lifestyles & Allergens 									-		
Environment Welfare								Roots Farm Fresh	18%	\$12	
Other								Harmless Harvest Del Monte	17%	\$12 \$8	
Social Welfare								Uglies	12% 10%	\$8 \$7	
 Nutrient Content Nutrition Facts Part Donk by Attrib 								Rind	5%	\$7	
Rank by Attrib Rank by Attrib	oute prevalence or							Seven Sundays	5%	\$3	
	which attributes are							Seven Sundays	570	35	
✓ □ Brand Position								Top Items with Attri	oute		
 Functional Ingle "table stakes" Gender Positio 	' in your category, and							+dlmnt Grnbn Cut Ss	Can 14.5oz		
✓ ☐ Gender Position ✓ ☐ Health Focus P which are up 3	& coming.							Harmless Harvest Coo		_	
 Health Pocus P Holiday Positioning 	5							Harmless Harvest Plai			2
 International Positioning 								Del Monte Classic Cut	Green Bean	14.5 Oz	
Plant Based Diet Positioning								Uglies Bbq Kettle Coo			
 Size Positioning 				Sales	Sales			Uglies Salt & Vinegar	Kettle Chips	Ogc 6 Oz	
Sustainability Positioning				(M)	% Ch			Uglies Sea Salt Kettle	Chips 6 Oz		



With Brand Compare, benchmarkk your brand vs. key competitors to identify product advantages and gaps.

🮯 SPINS AttLab 🛛 🛈			ategory La	ndscape Brand Compare	Innovatio	n —	Cross-Cat	Compare	Brand De	on Div
			ategory La	huscape Brand Compare	Innovatio	1	CIUSS-Cat	Compare	Diditu De	ep Div
eography	Brand Compare	Filters: MULOC	··· + ·/- ·	> TPL > All Departments > Shelf Stable Fruit	Spreads & Jams & J	allies 5 All Sub	categories			Dol
1ULOC/Natural/Pet 🗸	brana compare	Inters. Moloc	0, °, …	 TPE > All Departments > Shell Stable Huit 	spreads of Jams of J	anes > An sub	categories			O Uni
and Positioning Group	Select Brands Using CTRL	Sales	Sales %							
MI ~	button	-	Chg		Bonne Maman	Chia Smash	Dalmatia	Stonewall Kitchen		
	Smuckers	\$498,916,545	-1%	Label Claims & Certifications						
epartment	Bonne Maman	\$193,353,505	8%	Labeled Non-GMO	96%	100%	94%	80%		
	Welchs	\$168,332,703	-4%	Certified Non-GMO Project Verified	93%	100%	94%	52%		
	Polaner Crofters	\$32,403,156 \$27,500,210	4% 9%	Certified Upcycled Labeled Organic	0%	90% 0%	0% 4%	0% 0%		
ategory, Subcategory	Dalmatia	\$27,300,210	11%	Labeled Organic	0%	0%	470	0%		
helf Stable Fruit Spreads & Jams & 🗸	Smuckers Natural	\$23,541,799	-7%							
	St Dalfour	\$17,286,182	30%							
ttribute Family	Stonewall Kitchen	\$13,306,064	11%				Quickly	generate a brand	l "tear ap	oart" t
Diet Friendly	Divina	\$9,669,794	0%					-		
Ingredients	Musselmans	\$7,066,745	1%				illustrate	e your a dva ntage	es to retai	ilers.
Label Claims & Certifications	Blackburns	\$6,459,752	-14%							
▲ Label Claims & Certifications	Good Good	\$5,737,421	-0%							
 Diets, Lifestyles & Allerge Environment Welfare 	Skinny Girl	\$3,594,334	9%							
Social Welfare	Trappist	\$3,035,913	0%							
 Nutrient Content 	Tiptree	\$2,947,221	-6%							
 Nutrition Facts Panel 	Goya	\$2,921,018	3%							
Positioning	Chia Smash	\$2,908,929	175%							
V II B	Braswells	\$2,636,212	22%							
View all brands in your	categony lister	\$2,416,505	-6%							
		\$2,073,854 \$2,034,210	70% 5%							
then select your compe	etitive set of hards	\$2,034,210 \$1,955,117	-8%							
	nards	\$1,955,117 \$1,861,311	-10%							
brands.		\$1,788,100	478							
	Hero	\$1,764,311	-25%							
	Murrays Cheese	\$1,708,591	-23%							
	Iberia	\$1,549,014	28%							
	Darbo	\$1,508,669	-8%							

Melindas

\$1,422,770 475...



Each month, identify which attributes are driving the latest product launches, to inform your **innovation pipeline** and **stay ahead of the competition**.

🨻 SPINS' AttLab 🛭 🙆 🔅	D 7	Category Landscape	Brand Compar	re Innovation Cross-Ca	t Compare	Brand Deep
Geography	Innovative Attributes Filte	rs: MULOC/Natural/Pet > TP	L > All Departments >	Shelf Stable Fruit Spreads & Jams & Jellies > All Subca	tegories	۲
MULOC/Natural/Pet 🗸				Д	-	0
Brand Positioning Group	Attribute	Innovation	% of % of			
All 🗸	What is unique about the 353 new	Index	New Existing Item \$ Item \$		Nitems.	# Total Items
Department Group, Department	items in this category? Certified Upcycled	1099			• • •	6,449
All	Labeled Non-GMO	114	43% 38%	In this example, 353 SS Fruit Spreads &	Jams & Jellies	, i
Category, Subcategory	Labeled Organic Certified Non-GMO Project Verified	40	1% 3% 6% 35%	items launched in the last 52 weeks.		# Total Items
Shelf Stable Fruit Spreads & Jams & 🗸			-	Hair Care	10% 4,696	45,240
Company, Brand				Sun & Insect Protection Skin Care	10% 438 10% 827	4,228 7,992
				Kombucha & Other Functional Beverages	10% 384	3,715
		Identify attributes	driving innovatio	n.		
Attribute Family Diet Friendly Ingredients Imaged claims & Costifications		In this example, Ce	tified Upcyded is	s showing up in SS Fruit Spreads & Jams & Jell	lies, with 3% of <u>n</u>	e <u>w</u> SS Fruit
 Diet Friendly Ingredients Label Claims & Certifications Label Claims & Certifications 				U		
 Diet Friendly Ingredients Label Claims & Certifications Label Claims & Certifications Diets, Lifestyles & Allergens 		Spreads & Jams & J	lellies that are Cer	s showing up in SS Fruit Spreads & Jams & Jell rtified Upcycled, compared to only 0% of <i>exi</i>		
 Diet Friendly Ingredients Label Claims & Certifications Label Claims & Certifications Diets, Lifestyles & Allergens Environment Welfare Social Welfare 			lellies that are Cer	rtified Upcycled, compared to only 0% of <i>exi</i>		
 Diet Friendly Ingredients Label Claims & Certifications Label Claims & Certifications Diets, Lifestyles & Allergens Environment Welfare 		Spreads & Jams & J	lellies that are Cer	rtified Upcycled, compared to only 0% of <i>exi</i> attribute, ranked by \$ Sales	<i>isting</i> SS Fruit Spr	eads & Jams
 Diet Friendly Ingredients Label Claims & Certifications Label Claims & Certifications Diets, Lifestyles & Allergens Environment Welfare Social Welfare Nutrient Content Nutrition Facts Panel Positioning 		Spreads & Jams & J	lellies that are Cer	rtified Upcycled, compared to only 0% of <i>exi</i> attribute, ranked by \$ Sales Chia Smash Raspberry Superfood Jam 1. Chia Smash Apricot Superfruit Jam 8 Oz	15 Oz 08-600 08-600	
 Diet Friendly Ingredients Label Claims & Certifications Diets, Lifestyles & Allergens Environment Welfare Social Welfare Nutrient Content Nutrition Facts Panel 	s Select an attribute to learn which	Spreads & Jams & J & Jellies item sales.	Iellies that are Cer	rtified Upcycled, compared to only 0% of <i>exi</i> attribute, ranked by \$ Sales Chia Smash Raspberry Superfood Jam 1. Chia Smash Apricot Superfruit Jam 8 Oz Chia Schultz Charlo Con Di	isting SS Fruit Spr 15 Oz 08-600 08-600 1.15oz 08-600	eads & Jams



Monitor attribute trends growth across **total store**, to identify your brand's top opportunities for adjacent category expansion.

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			0									
	😻 SPINS' AttLa		(?)	Category Land	scape	Brand Co	mpare	Innovation		Cross-Cat Compare	Brand	Deep Dive
	Geography	_	Cross Cotogony Company	Elle - Luis o car			Select 1 attribut	te of interest,				Dollars
Se	lect TOTAL STORE, or filter		Cross-Category Compare	Fliters: MULOC/N	atural/Pet > 1	PL > All Depa	then view its pr	evalence and				O Units
ba	used on certain department	ts.	Select 1 Attribute Value: Certifie	d Upcycled		\sim	trend across AL	.Lsubcategories				
										. Attril	oute Facts	
	-		Categories	Total Cat \$ (M)	Att \$ (M)	Att \$	Cat CI	hg Cat S	% Chg	Attribute: Certified U	pcycled	
	Department					•		% Chg	-	Attribute Family: Lab	el Claims & O	Certifications
	All	\sim	Total	\$736,002	\$70	0%	0.0	1%	15%			
	Company, Brand		Frozen Fruits & Vegetables	\$5,037	\$12	0%	0.1	1%	124%	Definition: Reflects co		
			Shelf Stable Fruit Spreads & Jams		\$3	0%	0.1	0%	180%	communicated to SPI Association. The Upcy		
	All	\sim	Shelf Stable Fruits & Vegetables	\$5,502	\$8	0%	0.0	-1%	1%	the world's first third-		
	Astrologies Francisco		Shelf Stable Nuts & Trail Mix & Dr	4 4	\$5	0%	0.0	-2%	44%	program for upcycled		
	Attribute Family		Refrigerated Yogurt & Plant Based		\$7	0%	0.0	6%	99%	products. The flagship		
	 Diet Friendly Ingredients 		Refrigerated Juices	\$6,451	\$5 \$4	0%	Example: This s	elected attribute	19% 26%	on-package mark, whi	ch helps reta	ilers feature
	△ Ingredients △ Label Claims & Certifica	tions	Pet Treats Shelf Stable Chips & Pretzels & Sn	\$5,879 acks \$30.913	\$4	0%	Livanipie. Thiss	5elected attribute 269		upcycled products on	n shelf. and indicates to	
	Label Claims & Cert		Shelf Stable Plant Based Milk	\$263	\$0	0%	we can see here	e it's growing	-35%	Top Brands with	Brand	Brand
	Animal Welfare		Shelf Stable Cold Cereals	\$9,440	\$3	0%	a survey Trade I France		157%	Attribute	Share	Att Sales
	Clean Label		Frozen Breakfast Foods	\$4,406	\$1	0%	across I otal Foo	od & Bev as well.	71%		of Att	(M)
			Refrigerated Entrees Snacks & Sid	4 4 - 5 - 5	\$2	0%	0.0	-2%	3%	Chia Smash	100%	\$3
		elfare	Shelf Stable Sweeteners	\$2,860	\$0	0%	0.0	4%	1005%	Child Shidshi	10070	\$5
	Other		Frozen Meat Poultry & Seafood	\$10,247	\$1	0%	0.0	-5%	13%			
	✓ Social Welfare ✓ □ Nutrient Content		Frozen Ice Cream & Novelties	\$12,545	\$1	0%	-0.1	3%	-95%			
	 Nutrient Content Nutrition Facts Panel 		Wellness Bars & Gels	\$3,430	\$0	0%	0.0	-1%	1255%			
	 Positioning 		Shelf Stable Juices	\$8,646	\$0	0%	0.0	-0%	5%			
	Product Facts						0.0	9%	-6%			
	_	See more	detail for a selected subcatego	ry.			0.0	4%	318%	Top Items with Attri	bute	
							0.0	-6%	-95%	Chia Smash Strawberr	v Superfood	Jam 8 Oz
							0.0	3%	6%	Chia Smash Raspberr		
		ndly Response of the second se	What are the top 'SS shelf Stab	le Fruit Spreads	& Jams &		0.0	6%	71%	Chia Smash Blueberry	Jam 8 Oz	
							0.0	5%	-39%	Chia Smash Concord	Grape Jam 8	Oz
		Jellies' bra	ands that are 'Certified Upcycleo	d' ?				5%	80%	Chia Smash Strawberr		
			onen otable ooup	\$0,057	30	0.70		1%	82%	Chia Smash Blueberry	Sprfd Jam S	nz Pk 1.150z
			Kombucha & Other Functional Be	vera \$1,167	\$0	0%	0.0	7%	194%			



Dive even further into one specific attribute, to see which brands are the top players, and which brands are driving the attributes growth.

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😻 SPINS' AttLab	@ (i) (?)	Category	Landscape B	rand Comp	are		nnovatic	on	Cross	-Cat Compare	Bra	nd Deep	o Dive
ieography		Reard Door Div	e Filters: MULOC/Natural	(Dot > TDL > All Doportm	onto a All C		ct 1 attrik	oute of i	nterest, th	ien			۲	Dolla
MULOC/Natural/Pet	\sim	Brand Deep Div	e miters. Moloc/Natural	/ret > TFE > All Departin	see in detail which bra				ands are					Units
rand Positioning Group		Select 1 Attribute V	alue: Certified Upcycled	\sim	v driving that attribute'									
All	\sim												QQ) .
epartment		Certified Upc	ycled	Brands with Attribu	ite S	hare of Att	Sales (000)	Sales % Chg	Sales Chg (000)	% of Att Growth	Fair Share Index	Att Shr of Brand	Pt Chg	,
ll	\sim	Total Attribute	69,580	Roots Farm Fresh		18%	\$12,183	124%	\$6,735	27%	154	98%	-1.8	- 1
ategory, Subcategory		Sales (000)		Harmless Harvest		17%	\$11,616	57%	\$4,226	17%	101	12%	2.8	11
I	\sim	Total Attribute	15%	Del Monte		12%	\$8,320	-2%	-\$194	0%	0	1%	0.0	
tribute Family		Sales % Chg		Uglies		10%	\$7,052	34%	\$1,800	7%	71	63%	-14.1	
Diet Friendly		# of Brands	40	Rind		5%	\$3,420	12%	-					
 Ingredients Label Claims & Certifications 		with Attribute		Seven Sundays		5%	\$3,197	79%	Selec	ta branc	d to see other	attributes	in the s	ame
👻 🗹 Label Claims & Certificatio	ons	Top Brand	Roots Farm Fresh	Spudsy		5%	\$3,144	43%	famil	v.				
Nutrient Content Nutrition Facts Panel		(Latest 52 Sales)		Chia Smash		4%	\$2,625	180%		,.				
Positioning		Top Grower	Roots Farm Fresh	Flock		3%	\$2,266	159%						
Product Facts		(Pos Sales Chg)		Prescription Chicken		3%	\$2,255	5%			le, 12% of Har	mless Har	vest is	
		Top Decliner	Dianas Bananas	Pipcorn		3%	\$2,095	598%	'Certi	fied Upc	yded'.			
		(Neg Sales Chg)	Bianas Bananas	Sweet Nothings		2%	\$1,477	87%	\$685	3%	129	58%	21.7	
				Top 10 Certified Upcycled items for Harmless Harvest:						& Certifications ss Harvest:	Att \$ Sh of Brand		ıg	
				Harmless Harvest Co	conut Smoo	thie Og	I0 Oz		Labeled	d Fair Trade	2	13%	3.9	
				Harmless Harvest Pla						d Organic		13%	3.8	
				Harmless Harvest Plain Coconut Yogrt Og 4.4oz Harmless Harvest Vanlla Coconut Ygrt Og 4.4oz Harmless Harvest Strawberry Yogurt Og 4.4 Oz					Certified Upcycled 12% 2.8 Labeled Vegan 0% 0.0					
				Harmless Harvest Str Harmless Harvest Ch										
				Harmless Harvest Ch				\rightarrow						

Consumers have more choices than ever before in products they purchase to meet their individual health goals, lifestyles, and values. AttLab puts SPINS' entire attribute database at your fingertips, so you can deliver against those trends.

PINS AttLab 🍙 🤅	<u>i</u>) (?)	Category Landscape	Brand Co	ompare		Innova
phy						
/Natural/Pet 🗸	Category Landscape Filter	s: MULOC/Natural/Pet > TPL >	All Department	s > All Cate	gories > A	I Subcate
ositioning Group		Attribute Share	Attribute Share Point	Att Sales	Att Sales	ARP
\sim		_	Chg	(M)	% Chg	
nent	Ingredients: Sweeteners	•				
	Sugars	41% -0.4		\$302,177	0%	\$3.94
\sim	Natural Sweeteners	40% -0.5		\$293,863	0%	\$3.96
y, Subcategory	Only Naturally Sweetened	33% -0.4		\$245,035	0%	\$3.98
y, subcategory	Unsweetened	24% 0.2		\$177,591	2%	\$4.19
\sim	Artificial Sweeteners	6% 0.2		\$45,118	5%	\$3.99
	Natural Low Calorie Sweeteners	3%		\$24,428	4%	\$4.25
Family	Sugar Alcohols	2%	- 1	\$15,321	-1%	\$4.32
Diet Friendly	Diet Friendly					
Z Diet Friendly	Pescatarian Diet	50% 0.3		\$369,293	2%	\$4.01
ngredients	Vegetarian Diet	49% 0.4		\$359,874	2%	\$4.02
abel Claims & Certifications	Plant Based Diet	31% 0.5		\$225,648	3%	\$3.96
lutrient Content	Keto Diet	26% 0.4		\$193,564	3%	\$4.34
Iutrition Facts Panel	FODMAP Diet	23% 0.3		\$168,050	3%	\$4.32
ositioning roduct Facts	Whole 30 Diet	12% 0.1		\$89,608	2%	\$4.30
roduct Facts	MIND Diet	12% 0.0		\$87,886	1%	\$4.24
	Mediterranean Diet	12% 0.0		\$85,407	2%	\$4.23
	Paleo Diet	11% 0.1		\$83,275	3%	\$4.59
	DASH Diet	9% 0.0		\$69,759	2%	\$4.30
	AIP Diet	8% 0.2		\$57,592	4%	\$4.21
	Plant Based Whole Food Diet	6% 0.1		\$41,464	3%	\$3.93
	Plant Based Protein Diet	2% 0.0		\$16,520	1%	\$3.64
	Heart Healthy FDA Diet	2% 0.0		\$15,592	1%	\$3.57
	Good Fats Diet	1% 0.0		\$6,450	2%	\$6.26
	Strong Bones Diet	0% 0.0		\$1,890	12%	\$3.39

Geogra

Brand

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Categ All

SPINS[°] AttLab

AttLab: Harnessing Consumer Trends for Brand Growth



Total Store Visibility

With comprehensive insight into **116 Categories**, you'll unlock a full-picture industry perspective that others might miss.

Granular Attributes

Explore the richness of our 350+ attributes that span 2M+ items to decode what drives choices in this wellness era.



The Power of PowerBI

Tap into **fast** and **easy-to-use** visuals of market trends with advanced PowerBI automation.

So you can... Innovate Confidently

Be confident in where to launch, what to launch, your competition. and the size of the opportunity.

Stand Out

Bring thought leadership to buyers and clear, convincing proof on why you deserve shelf space.



Thank you! For more information contact Lottie at llawlor@spins.com

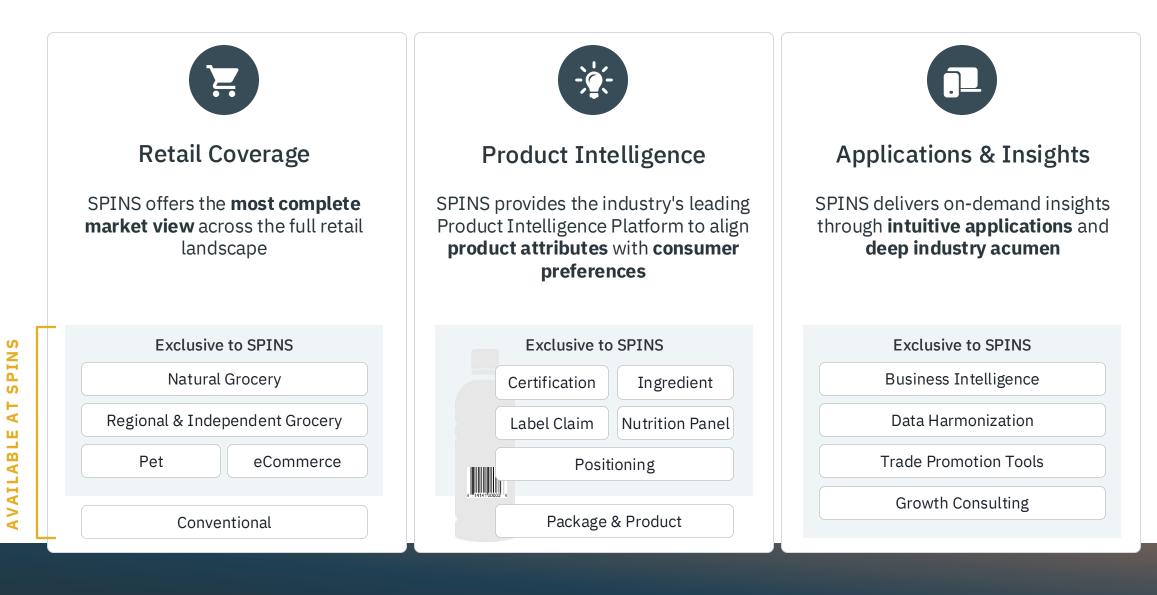


Appendix

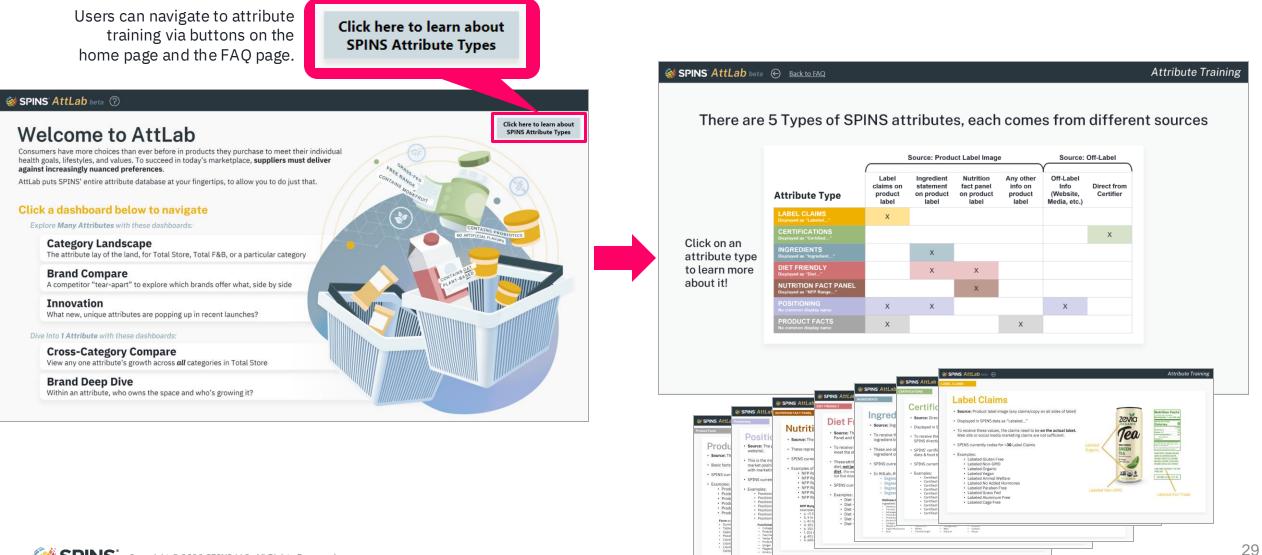
SPINS Provides a Comprehensive Solution

Omni-intelligence Data Platform	Insights & Measurement Applications	Consumer & Product Activation
 Natural, Regional, and eCommerce Channel and Key Account (Proprietary) Conventional Channel and Key Account (in partnership with IRI Worldwide) Amazon Data Store-Level Data 	 SATORI (Cross-Channel Reporting) Signals (Store-Level Reporting) PowerTabs (Excel-Based Reporting) TradeROI (CGS) 	 Omni-Commerce Where-to-Buy (Destini) Shoppable Landing Pages (Destini) Shoppable Recipes (Destini) Digital Couponing (Destini) Product Activation Manager (Pinto)
- Product Intelligence	Insights & Growth Consulting (CGS)	Data Blending Solutions (DAAP)
 Product Attributes Certifications & Label Attributes Nutrition Information High-Quality Product Images 	 Client Insight Manager Jump Start & Insight Sprint Program Price & Promo Strategy (CGS) Category Assessments (CGS) Competitive Landscape (CGS) 	 Data Extraction Data Harmonization Data Visualization Integration with 3rd-Party BI Tools

The SPINS Advantage



AttLab has built-in training to empower users to learn as they go



AttLab has built-in training to empower users to learn as they go

		Attribute \$ Share	Attribute \$ Share Point Chg	Att \$ Sales (M)	Att \$ % Chg	Excl Brand	Brand	Gap	
bel Claims									
abeled Non-Gmo	56%	-C).4	\$224	4%	58%	0%	-58	0
abeled Gluten Free	44%	1	.0	\$176	8%	45%	0%	-45	0
abeled Organic	44%	1	.3	\$174	9%	45%	0%	-45	0
air Trade	43%	-C).7	\$171	3%	41%	94%	52	*
abeled Vegan	29%	1	9	\$115	13%	30%	0%	-30	0
abeled Allergen Friendly	4%	C).5	\$16	20%	4%	0%	-4	
abeled Grain Free	1%	-0).1	\$3	-13%	1%	0%	-1	
abeled Sprouted	1%	-0).1	\$3	-9%	1%	0%	-1	
abeled Ancient Grain	0%	C	0.0	\$0	-2%	0%	0%	0	
rtifications									
Certified Non-Gmo Project Verif	33%	C).2	\$131	6%	34%	0%	-34	0
Certified Fairtrade America	12%	-C).2	\$47	4%	12%	4%	-8	
Certified B Corporation	8%	-0	0.5	\$34	-0%	6%	89%	83	*
Certified Paleo Foundation - Pal	4%	C).6	\$16	24%	4%	0%	-4	
Certified Fair Trade Usa	1%	-0).2	\$5	-9%	1%	0%	-1	
Certified Paleo Foundation - Keto	1%	C).1	\$3	15%	1%	0%	-1	
Certified Plant Based Foods Ass	0%	0).1	\$1	29%	0%	0%	0	
Certified Upcycled	0%	0).1	\$0	New	0%	0%	0	
Certified Detox Project - Glypho	0%	-0).1	\$0	-79%	0%	0%	0	
Certified Paleo Foundation - Pal	0%	C).0	\$0	146%	0%	0%	0	
Certified Greener World - Anim	0%	0).0	\$0	-17%	0%	0%	0	
Certified Paleo Foundation - Pal	0%	0	.0	\$0	164	0%	0%	0	
				\$ Sales	\$ %				
Differentiator (Brand >10pts vs. /				(M)	Chg				

Attribute Facts

Attribute: Labeled Allergen Friendly Attribute Family: Label Claims Definition: Identifies products in select categories with a label claim of or equivalent to "Allergen Friendly." While this type of claim

or its equivalents are typically associated with products free of the Major 9 Allergens, that is not always the case. Label claims stating the absence of individual allergens such as "soy free" or "peanut free" are NOT considered equivalents.

Top Brands with Attribute	Brand \$ (K)	Att \$ Shr of Brand	Brand Att \$ (K)
Yumearth	\$10,558	99%	\$10,419
Enjoy Life	\$1,423	100%	\$1,422
Free2B	\$1,126	100%	\$1,126
Surf Sweets	\$1,319	76%	\$997
Undercover	\$572	44%	\$252
Pascha	\$210	57%	\$119
Top Items with	Attribute		*

Yum Earth Fruit Snacks Og 0.7 Oz (5 Pk) Yumearth Assorted Fruit Pops 20pc+ Og 4.2 ... Enjoy Life Boom Choco Ricemilk Crunch 1.12... Yumearth Chewy Candy Bites Og 5oz Yumearth Candy Canes Og 10 Ct Yumearth Licorice Strawberry Og 5 Oz Yumearth Licorice Pomegranate Og 5 Oz

Source: SPINS POS Data 52 Weeks Ending 8/13/23

SPINS PI **definitions** are built in,

so that users can click on an attribute to see how we define it, as well as top brands and items with that attribute.

AttLab has built-in training to empower users to learn as they go



The 'info' button on each dashboard opens an overlay that explains every metric and item on the page. This gives the user the autonomy to learn *within* the tool as they are using it.

					SPINS Att ab. () () () () () () () () () () () () ()
In the second se	Category I	Landscape Brand Compare	Innovation C	Cross-Cat Compare Brand Deep Dive	universe. Read as: This attribute's \$ Share in L52 is Compare to the size and I f the category "Milk" is selected, and the brand
Prevalence and Trend	Cotomore Landscore attack to a				Prevalence and Trend Uck on this visual when you want to nds 152 Week \$ Sales within 48%, this column will show 152 Week \$ Column will show 152 Week \$ Column will show 152 Week \$ Sales within 152 We
Channel Differences	Category Landscape Filters: Natural > Gr	ocery > Shelf Stable Candy > All Subcate	egories		Channel Differences compare the same list of attribute's 5 Share of the company/brand second on the left.
Channel		ribute \$ Attribute \$ Att \$			Channel Attribute S Attribute S Att S Excl. Brand Gap and the brand selected is "Lactaid", this is the S
Natural \checkmark		Share Share Point Sale Chg (M)	rs % Brand) Chg	Attribute Facts	Natural On this dashodra, you can leave the Channel as Chg (M) Chg
Brand Positioning Group	Label Claims			Attribute: Labeled Allergen Friendly	Brand Positioning Group or you can select one of the Channels individually. This is the point difference between the Brand column and the VBrand column an
	Labeled Non-Gmo 56%	-0.4 \$224		Attribute Family: Label Claims Definition: Identifies products in select	All You can also further narrow your universe based on Brand Positioning Group (to learn 44% 1.0 \$176 8% 45% 0% 45\% 0% 45
Department	Labeled Organic 44%	1.3 \$174	4 9% 45% 0% -45 O	categories with a label claim of or equivalent to "Allergen Friendly." While this type of claim	Department more about this grouping, see FAQ page). 44% 1.3 \$174 9% 45% 0% 45 Categories with a baser cannot or equivalent
Grocery	Fair Trade 43% Labeled Vegan 29%	-0.7 \$171 1.9 \$115	1 570 1170 2170 22 74	or its equivalents are typically associated with	Grocery Leave as "All" to see Total Store, or 29% 1.9 \$115 13% 30% 0% -30 O critic equivalents are holicably associated with
Category, Subcategory	Labeled Allergen Friendly 4%	0.5 \$16	5 20% 4% 0% -4 -13% 1% 0% -1	products free of the Major 9 Allergens, that is not always the case. Label claims stating the	Category, Subcategory Select your category(c) or the select your category (c) and the stable will populate, the
Shelf Stable Candy	Labeled Sprouted 1%	-0.1 \$3	-9% 1% 0% -1	absence of individual allergens such as "soy free" or "peanut free" are NOT considered	subcategory(s) of interest. Leave this subcategory(s) of interest. Leave this 1% Tin You can park any of these columns in 1% Tin You can park any of these
Company, Brand	Labeled Ancient Grain 0% Certifications	0.0 \$0	-2% 0% 0% 0	equivalents.	Company, Brand Certifications 0% of the control of
Tonys Chocolonely	Certified Non-Gmo Project Verif 33%	0.2 \$131	1 6% 34% 0% -34 O	Top Brands Brand \$ Att \$ Brand with (K) Shr of Att \$ (K)	Tonys Chocolonely Select the company or brand you want to fif 33% vs. the rest of the category. Or you could 6% 34% 0% -34 O Top Brands Brand S Att S Brand S Att S Brand Tank it on S Share Pt Chg to see which 4% 12% 4% -8 with (K) Shr of Att S (K)
ionys chocolonely	Certified Fairtrade America 12% Certified B Corporation 8%	-0.2 \$47 -0.5 \$34		Attribute Brand	Attribute Family constrained by a set autopute prevalence or quietes the constrained by a set of the set of th
Attribute Family Certifications	Certified Paleo Foundation - Pal 4% Certified Fair Trade Usa 1%	0.6 \$16		Yumearth \$10,558 99% \$10,419	Certifications Vou can select from all SPINs dation - Pal 4% 0.6 \$16 24% 4% 0% -4 Yumearth \$10,558 99% \$10,419
 Diet Friendly Ingredients: Allergens & Sensitivities 	Certified Paleo Foundation - Keto 1%	-0.2 \$5 0.1 \$3	-9% 1% 0% -1 15% 1% 0% -1	Enjoy Life \$1,423 100% \$1,422 Free2B \$1,126 100% \$1,126	Diet Friendly Attribute Pamiles here. Bation - Keto 1% 0.1 \$3 15% 1% 0% -1 Free28 \$1,126 100% \$1,126
Ingredients: Concerns	Certified Plant Based Foods Ass 0% Certified Upcycled 0%	0.1 \$1	29% 0% 0% 0 New 0% 0% 0	Surf Sweets \$1,319 76% \$997 Undercover \$572 44% \$252	Ingredients: Concerns Certified Plant Based Foods Ass 0% 0.1 \$1 29% 0% 0% 0 Surf Sweets \$1,319 76% \$997
 Ingredients: Sweeteners Ingredients: Wellness Benefit 	Certified Detox Project - Glypho 0%	-0.1 \$0	-79% 0% 0% 0	Pascha \$210 57% \$119	ingrevents sweeteness - Certified Detry Project - Glynho 0% -01 \$0 -79% 0% 0% 0 Pascha \$210 57% \$119
Label Claims NFP: Calories	Certified Paleo Foundation - Pal 0% Certified Greener World - Anim 0%	0.0 \$0	146% 0% 0% 0 -17% 0% 0% 0	Top Items with Attribute	Label Claims When an attribute's \$ share difference between the Brand and rest of category is bigger than 10 \$0 146% 0% 0% 0 NFP: Calories points, we consider that a significant difference in assortment. \$0 -17% 0% 0% 0 Top Items with Attribute
NFP: Fiber	Certified Paleo Foundation - Pal 0%	0.0 \$0		Yum Earth Fruit Snacks Og 0.7 Oz (5 Pk)	NPP: Fiber A differentiator means your brand has significantly more of that attribute than the rest of the \$0 164 0% 0% 0. Yum Earth Fruit Snacks Og 0.7 Oz (5 Pk)
NFP: Protein NFP: Saturated Fat				Yumearth Assorted Fruit Pops 20pc+ Og 4.2 Enjoy Life Boom Choco Ricemilk Crunch 1.12	NFP: Saturated Fat Category (are you marketing that uniqueness to Consumers on retainers?) Trumearth Assorted Fut Pops 20per 0g 42. Expire (are you marketing that uniqueness to Consumers on retainers?) Trumearth Assorted Fut Pops 20per 0g 42. Expire (are you marketing that uniqueness to Consumers on retainers?)
NFP: Sodium				Yumearth Chewy Candy Bites Og Soz	NPE: Solution A gap means your brand has significantly less of that attribute than the rest of the category (is this NPE: Sugar an attribute your brand should consider innovating in – especially if that attribute is growing?) <u>Yumearth Chewy C</u> andy Bites Og Soz
Positioning: Brand				Yumearth Candy Canes Og 10 Ct Yumearth Licorice Strawberry Og 5 Oz	Positioning Brand This is the size and trend of the TOTAL Insers 0g 10 Ct Universe you've selected. For example, 0 dg 50 z Strawbury, 0 dg 50 z
Positioning: Functional Ingredient Positioning: Health Focus		(M)	es \$%) Chg	Yumearth Licorice Pomegranate Og 5 Oz	Positioning Health Focus Sales \$%
Positioning: International Product: Animal Type	 Differentiator (Brand >10pts vs. All Other Bran Gap (Brand <10pts vs. All Other Brands) 	Total Selected Universe \$399	-	Source: SPINS POS Data 52 Weeks Ending 8/13/23	Positioning International P
Product: Flavor				sources of more to a brail of meeting of 13/23	Product: Flavor

User can click anywhere to close info pane.

AttLab has built-in training to empower users to learn as they go



The '?' button on each dashboard takes the user to a page in the report that answers Frequently Asked Questions

😻 SPINS' AttLab 🌬	ta 🕼	10	Categor	ry Landscape	Brand Co	mpare		Innova	tion		Cr	ross-Cat Compare	•	Brand D	eep Dive
revalence and Trend					auto and a sta										
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hannel				Attribute \$ Share	Attribute \$ Share Point	Att \$ Sales	Att \$	Excl	Brand	Gap					
latural	\sim			Share	Chg	(M)	% Chg	Brand					Attribute	Facts	
rand Positioning Group		Label Claims										Attribute: Labe			у
		Labeled Non-Gmo	56%	-).4	\$224	4%	58%	0%	-58		Attribute Fami	ly: Label Cl	aims	
	\sim	Labeled Gluten Free	44%		1.0	\$176	8%	45%	0%	-45	0	Definition: Ider	ntifies prod	ucts in se	lect
epartment		Labeled Organic	44%		1.3	\$174	9%	45%	0%	-45	0	categories with			
apar circuit.		Fair Trade	43%		0.7	\$171	3%	41%	94%	52	*	to "Allergen Frie			
rocery	\sim	Labeled Vegan	29%		1.9	\$115	13%	30%	0%	-30	0	or its equivalent			
		Labeled Allergen Friendly	4%		0.5	\$16	20%	4%	0%	-4		products free of			
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Tell Stable Calidy		Labeled Ancient Grain	0%			\$0	-2%	0%	0%	0		free" or "peanut	t free" are N	IOT consi	dered
ompany, Brand		Certifications										equivalents.			
		Certified Non-Gmo Project Verif	33%).2	\$131	6%	34%	0%	-34	0	Top Brands	Brand \$	Att \$	Brand
onys Chocolonely	\sim	Certified Fairtrade America	12%	-	0.2	\$47	4%	12%	4%	-8		with	(K)	Shr of	
1. 1		Certified B Corporation	8%).5	\$34	-0%	6%	89%	83	\star	Attribute		Brand	-
ttribute Family		Certified Paleo Foundation - Pal	4%).6	\$16	24%	4%	0%	-4		Yumearth	\$10,558	99%	\$10,41
Certifications		Certified Fair Trade Usa	196	-).2	\$5	-9%	1%	0%	-1		Enjoy Life	\$1,423	100%	\$1,42
Diet Friendly Ingredients: Allergens & Sensitivit		Certified Paleo Foundation - Keto	196		0.1	\$3	15%	1%	0%	-1		Free2B	\$1,126	100%	\$1,12
Ingredients: Concerns	ies	Certified Plant Based Foods Ass	0%		0.1	\$1	29%	0%	0%	0		Surf Sweets	\$1,319	76%	\$997
Ingredients: Concerns		Certified Upcycled	0%		0.1	\$0	New	0%	0%	0		Undercover	\$572	44%	\$252
Ingredients: Wellness Benefit		Certified Detox Project - Glypho	0%		0.1	\$0	-79%	0%	0%	0		Pascha	\$210	57%	\$119
Label Claims		Certified Paleo Foundation - Pal	0%			\$0	146%	0%	0%	0					
NFP: Calories		Certified Greener World - Anim	0%			\$0	-17%	0%	0%	0		Top Items with	Attribute		
NFP: Fiber		Certified Paleo Foundation - Pal	0%			\$0	164	0%	0%	0		Yum Earth Fruit	Caralla On	07.0-15	DIA
NFP: Protein												Yumearth Assor			
NFP: Saturated Fat												Enjoy Life Boom			
NFP: Sodium															
NFP: Sugar												Yumearth Chew Yumearth Candy			2
Positioning: Brand												Yumearth Candy Yumearth Licorio			2-
Positioning: Functional Ingredient						\$ Sales	\$ %					Yumearth Licori			
Positioning: Health Focus		Differentiator (Brand >10pts vs.)	All Other D	an en el el l		(M)	Chg					rumearth Licori	.e romegra	nate Og	5 OZ
Positioning: International		 Differentiator (Brand > 10pts vs.) Gap (Brand < 10pts vs. All Other 	Differentiator (Brand >10pts vs. All Other Brands)		\$399	5%									
Product: Animal Type Product: Flavor		 Gap (Brand <10pts vs. All Other 	Brands)	Iotal	Selected Universe	\$399	276					Source: SPIN	IS POS Data	52 Weeks	Ending 8/1

👹 SPINS' AttLab beta 🕞 🙆

Frequently Asked Questions

Measures

How is \$ Share calculated?

\$ Share in this report refers to an Attribute's \$ share of a category, subcategory, or brand. For example, if a brand has 3 items, and each item sold \$100 in L52, and 3 of those items is 'Labeled' Gluten Free', and the other 2 items are 'Not Labeled Gluten Free', then the 'Labeled Gluten Free' \$ Share for that brand is 33%.

For a detailed illustration of \$ Share, <u>click here</u>.

Great question! AttLab beta will only contain \$, but we agree that TDPs could be of added value, and therefore are exploring it as a future enhancement.

Why do my category and/or my brand's \$ Sales look too low based on what I know?

Reason 1: This report does not include Private Label, as Private Label attribute availability varies due to retailer restrictions and protections. UPCs are often "masked" (we don't know the actual UPC as it's hidden from us), making it near impossible to assign even a subset of our 300+ attributes.

Reason 2: Even some branded UPCs can be "masked" based on retailer restrictions. While this is rarer, it can lead to discrepancies between a Brand's \$ Sales pulled at the Brand level vs. UPC level. This is because the masked UPC sales do get included in the Brand roll-up (the retailer is okay with reporting it out that way), even though they aren't available broken out by individual UPC. Click here to learn about SPINS Attribute Types

Product Coding

Why don't some attributes show up for certain categories/subcategories?

Not all attributes are available in all subcategories. SPINS Product Intelligence uses a combination of scalability, relevancy, applicability, and coverage thresholds when determining attribute availability per subcategory.

For more information, contact your SPINS Customer Success Manager.

I found something that looks miscoded, what should

I do? (e.g. My brand is 100% Labeled Gluten Free, but the report is only showing 95%)

This could mean that one or several items are miscoded. Please contact your SPINS Customer Success Manager alerting them, and they will submit a ticket to get it corrected.

I don't see a particular attribute I'm interested in. Where is it?

There are a few reasons this could be the case:

Reason 1: You're on a dashboard like "Category Landscape" where attributes with <1% \$ share are hidden. Click on the "Product Coding Notes" button in bottom right of dashboard to learn more.

Reason 2: The attribute isn't coded for the specific category/subcat you're looking at (see FAQ above).

Reason 3: SPINS does not code that attribute yet *at all*. If you think this is the case, and you have an attribute you'd like to see, contact your SPINS Customer Success Manager.

How do items get coded correctly in SPINS' data?

The fastest way: Brands submit product images to SPINS via our <u>Product Haw</u> benever an ewi fem is launched or an item's label is changed. This ensures items are accurately and robustly coded as soon as possible based on the most up to date product label information.

For more information on this process, click here.

Other

Can I export data into Excel? Powerpoint?

Excel: Yes! When looking at an individual visualization (e.g. a table), you can hover in the top right and click on the "..." ("More Options") then select "Export Data".

PowerPoint: Yes! You can either screenshot a visual, or at the top of the page click "Export" \rightarrow "PowerPoint" \rightarrow Embed an image.

What does "beta" mean in this case?

This is our first version of this product. Over time, it will be iterated upon and scaled to be available alongside your other SPINS tools (Satori, Destini, Pinto, etc.). As a beta client, you will be informed in advance of a transition to the scalable version of this solution.

I have a question not answered here. Who do I reach out to for support?

Please contact your SPINS Customer Success Manager.

User can click back button to return to the previous page they were on, or can go Home