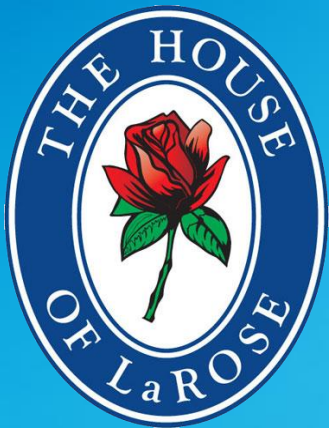


CONGO™

PRIME *Alani* 30

Target Execution

HOUSE OF LAROSE – 9.6.24



AGENDA

Current Performance
Congo Target Execution
Housekeeping



CONGO™

PRIME *Alani* 30

Target Performance





TARGET PERFORMANCE

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2024 Results (thru August 31st)

- **YTD** = 17,158 of 20,531cs
 - **(-12%)** vs 2023
 - **84%** to Goal
- **August** = 2,958cs Goal
 - **69%** to Goal
- **VOIDS** (90-Days)
 - **38%**
 - PRIME Hydration Single VOIDS
 - 6-Pk Hydration VOIDS
 - PRIME Energy VOIDS
 - Alani Mini VOIDS

Are we missing Opportunities?





TARGET - 2024 CURRENT PLANOGRAM

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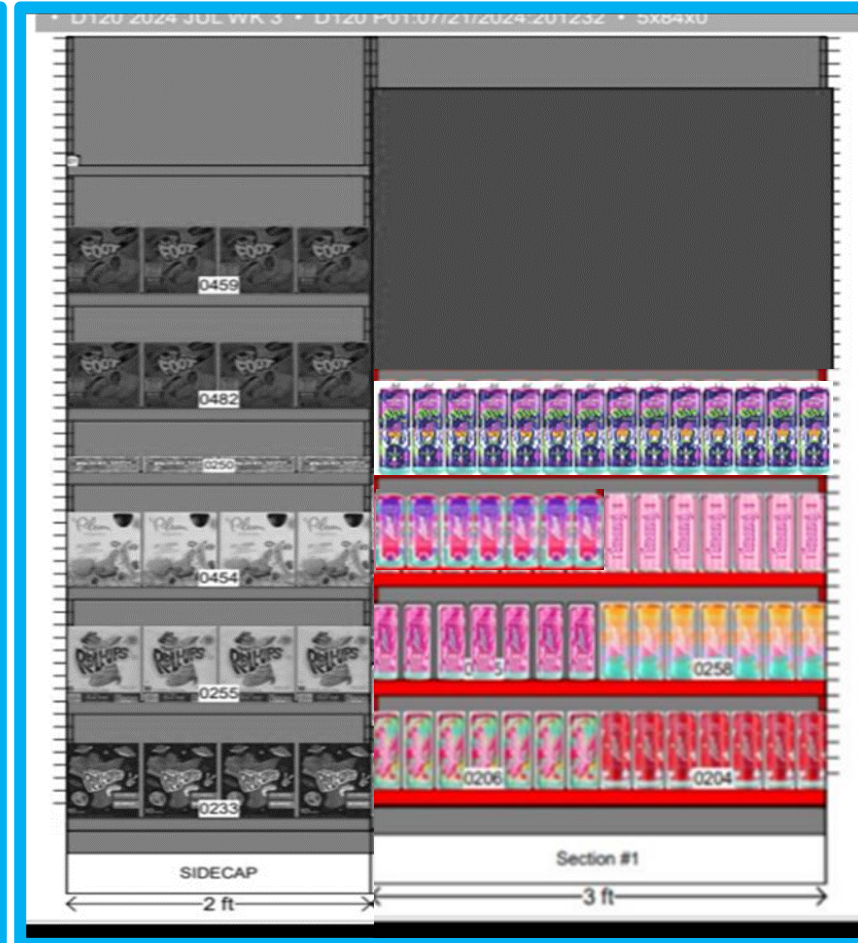
Cooler



Bulk Endcap



7/21-10/26 Alani Endcap





TARGET OPPORTUNITIES

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- ✓ **Always check the Main Shelf, Bulk End, & Cooler Space**
 - Order enough product to fill all locations
 - Hydration Singles Lacking on Orders
- ✓ **Fill Multi-Week/Month Displays from Day 1**
 - Don't wait on Direct Ship Quantities
 - Go over # of Cases Ordered w/Grocery Manager & Receiver
- ✓ **Use Bulk End & Keep Filled**
 - Keep Extra PRIME Hydration & Alani Energy
 - Use to Fill Shelf between Orders
 - Good place to put LTO's
- ✓ **Inquire about space in Café/Open Air Cooler**
 - Great space for extra PRIME Energy
 - More "Cold Space" for PRIME Hydration & Alani Energy
- ✓ **More Merchandising Help**
 - Expanded Duties for Congo Team in Independents
 - Less time in Stores, need help from all
- ✓ **Over-Communication**
 - In Sync with Grocery Manager & Receiving
 - Review Orders, Merchandising, Check Backstock, Etc...
 - Everyone on the same page = less refusals



CONGO™

PRIME *Alani* 30

Target Execution



TARGET BULK END - "POOR" EXECUTION

8

CONGO BRANDS



TARGET BULK END - "GOOD" EXECUTION

9

CONGO BRANDS



SHARED COOLER - "GOOD" vs "POOR" EXECUTION

10

CONGO BRANDS



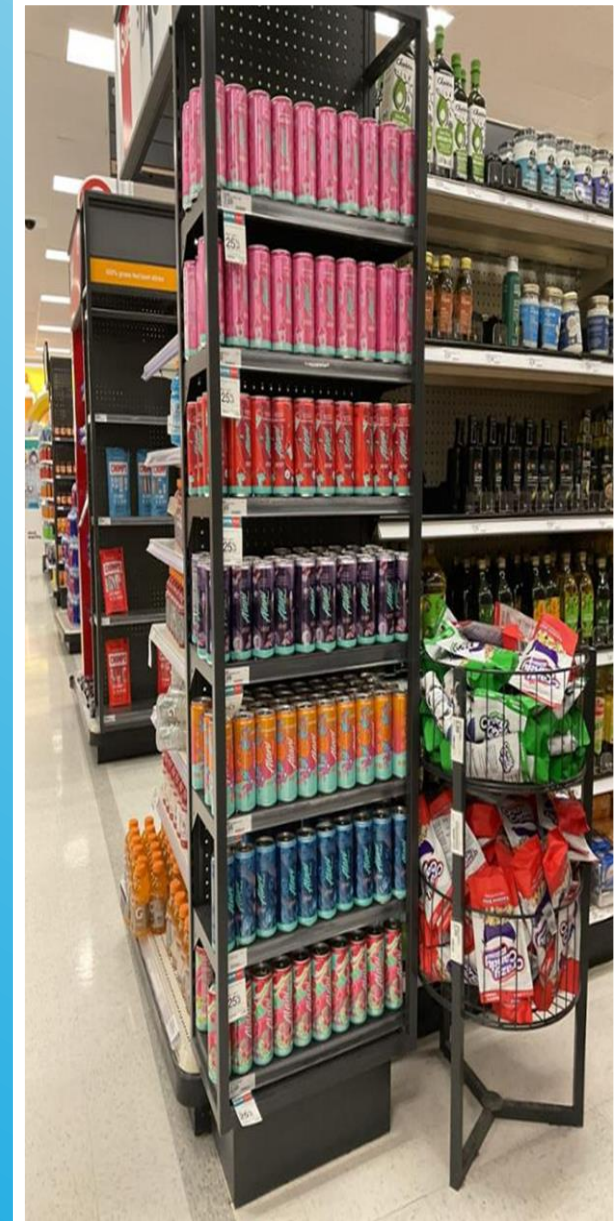
TARGET - "GOOD" EXECUTION

CONGO BRANDS



TARGET - "GOOD" EXECUTION

CONGO BRANDS





TARGET DISCUSSION

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- **Thoughts?**
- **What Challenges Exist/Persist?**
- **Can we make Merchandising Adjustments?**
- **How can we help?**





THANK YOU