

Everyone,

Just as little heads up, Giant Eagle is starting Resets on their Hydration Sets.

As you can see in the attached photo, PRIME Hydration wasn't given favorable position or space in this new Reset. From what I was able to learn, it sounds like these Resets were put into motion prior to GE's Category Management changes.

Meaning that much like what happened with PRIME Energy, we weren't given an opportunity at the table to change this.

That said, I know AJ our KAM is doing what she can to build a strong relationship with the new Category Manager Matt. Hopefully sooner rather than later we'll get a revision to this set. However, until that happens the set is being set as follows...

- Singles will have 3-4 SKU's & 6-9 Total Facings, while 6-Pks will have 2 SKU's & 4 Facings.

We will need to maximize this space as best as possible. As is usually the case in Giant Eagle, we have the flexibility within our 6-9 Singles facings & 4 6-pk facings to add additional SKU's. Priority on Shelf SKU's should be as follows...

- PH Singles
 - o Ice Pop
 - o Cherry Freeze
 - o Berry Freeze
 - o Strawberry Banana
 - o PRIME Ice Red Chill
 - o PRIME Ice Blue Chill
 - o PRIME Ice Orange
- PH 6-Pks
 - o Ice Pop
 - o Cherry Freeze
 - o Berry Freeze
 - o Strawberry Banana

For LTO's, like the upcoming PH Future Freeze, we should try to get SKU's like this on Shippers. Saving the Shelf space for the "Core" SKU's

All this said, if you have any questions about this, please don't hesitate to reach out. I've got a call out to AJ to see if there are any immediate pending updates to this information. But for now, hopefully we can give the team a heads up on the Resets that are now happening, and we can try to maximize them as best we can.

Giant Eagle – Q1 2025 Hydration Resets

