

SNACKING: A sizable, ever-expanding retail opportunity

As your partner, Kellogg is committed to helping you run a profitable retail environment within your foodservice operation. The Snacking Category, in particular, is a robust and thriving market. Understanding consumer trends that drive snack purchase is key to unleashing its profit potential. Kellogg offers you the research, tools and resources of the category leader—along with the strength of Kellogg's® brands—to guide you in delivering the right product at the right price to the right consumer in the most opportune way.



Product: Identify the strongest selling products in the fastest turning mixes for your operation. Recognize your customers' preferences and buying habits, leverage current trends, focus on priority categories and the latest top sellers in the right mix from Kellogg.

Price: Turn value-driven shoppers into buyers by offering the Kellogg's® brands they want, priced right for them and you. Compare and align pricing, calculate profit potential and customize your profit planning with our online, interactive Profit Calculator.

Placement: Be strategic with your placement. Find out which merchandiser styles can work best for your operation and how placing them in the best opportunity areas can attract customers, create impulse sales and enhance the shopping experience.

For insights, smart tools and priority products that can help increase the profitability of your retail operation, visit at www.KelloggsSpecialtyChannels.com