



PERIMETER: DAIRY: CHEESE

Category Captain

Beemster Cheese

DURING A PERIOD when more retailers are prioritizing specialty cheeses, Beemster Cheese has grown significantly by working closely with grocers to engage shoppers with flexible, creative programs that provide a means of not only increasing sales of the Beemster brand, but also the total specialty cheese category.

Having committed significant resources to develop and refine cheeses that help grocers enhance and differentiate their image, Beemster has created a series of seasonal promotional programs. "Santa's Choice," for instance, provides holiday decorating and merchandising guidance backed with a plan for post-holiday sell-through. Another program offers extensive sup-



port for Beemster's Graskaas variety — a rare cheese available only once a year — with a range of creative promotional materials.

Beemster's response to last year's recession was to launch a younger, more economical cheese that allows grocers to generate high volume by increasing their total consumer base, as well as by allowing existing loyal brand enthusiasts to have more options or buy larger pieces of a younger cheese.

PERIMETER: DAIRY: REFRIGERATED BAKED GOODS

Category Captain

General Mills

AS THE DOLLAR SHARE LEADER in the refrigerated baked goods (RBG) category with a 69 percent market share, General Mills' Pillsbury brand continues to lead profitable customer growth through its solution-building capabilities, by leveraging its iconic equity, brand strength and world-class marketing.

Understanding the importance of RBG as a key profit contributor to the dairy aisle and employing its insight platform to address market/customer-specific RBG category requests for size and space recommendations, General Mills' IRI audit information accurately addresses optimum configurations and best category adjacencies to maximize category sales.

An investment in virtual store technology for its category management plans has given General Mills' retail partners a significant edge for making adjustments in item capacity and secondary display quantities to avoid out-of-stocks, among other benefits. What's more, the brand's energized targeted marketing plans, product differentiation and customer-specific solutions further enhance positive overall category performance.

Building on the success of 2006-2008, General Mills increased its fiscal 2009 consumer spending by 20 percent vs. 2008 and plans to increase it further for 2010 in tandem with its "Home is Calling" major media campaign that leads with a "Warmth in a Modern World" message, with a central objective of current user reminders and enticing awareness among lapsed and new users.



PERIMETER: DAIRY: YOGURT

Category Captain

General Mills

YOGURT continues to be a top performer in the dairy category and is a critical profit producer for retailers. As a growth engine of the yogurt category for the past 25 years, General Mills' Yoplait brand accounted for 46 percent of the category's growth in the past year. In addition to expanding with new products like Delights low-fat yogurt parfait, along with effective new marketing campaigns, General Mills/Yoplait holds category captaincy status with 13 of the top 20 retailers, including Wal-Mart, Kroger, Supervalu and Safeway.

In 2009, Yoplait refreshed its "Vision for 2020" to meet the projected demand that's expected to double in size and outpace the growth of any other category within the dairy aisle as a result of new and growing segments such as weight management, probiotic and Greek yogurts, which will, in turn, require additional space in a category that's already considered "under-spaced" by roughly 50 percent vs. days of supply (DOS) in the overall dairy department.

Given the explosive growth of the category and its current space constraints, General Mills teams embarked on an educational effort to increase yogurt space by optimizing dairy layout and balancing DOS across all categories. Using proprietary capabilities such as virtual store technology — where recommendations can be showcased in virtual reality without lifting a single case — General Mills teamed with retailers across the country to increase yogurt base footprint by 4 to 8 feet. As evidenced in the latest IRI shelf audits, the efforts have yielded a 5 percent space increase for yogurt across the country while also driving category sales rates up 11 percent.

