

OTR H1 TAKEOVER – HY VEE (MO)

June 2023

RECAP (HY VEE SCAN DATA)

- Hy Vee was up +111.4% in sales versus LY (+\$29.5K)
- They were up in Total Cases +116.4% versus LY (+328 cases)

HOW

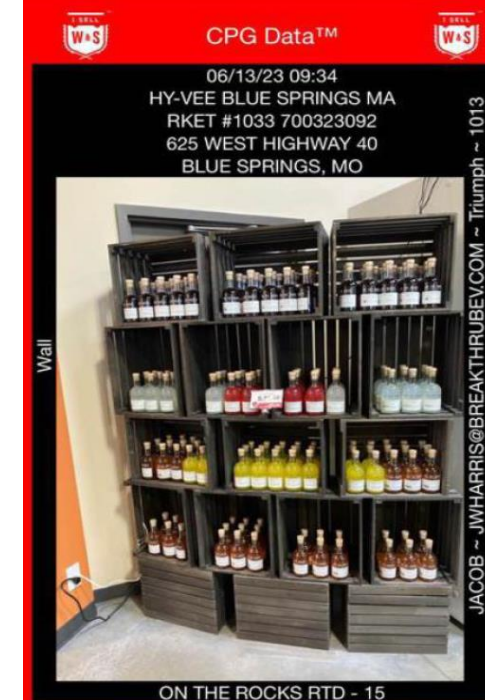
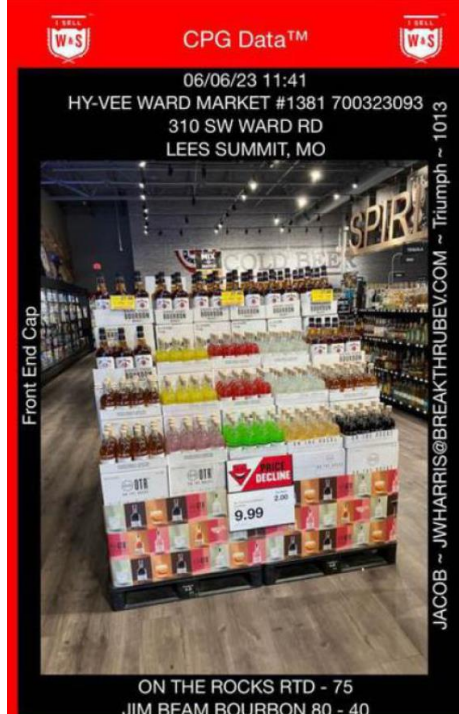
- Used our Kansas City Chiefs Sponsorship to our advantage by offering 2 suite tickets to the top 5 stores for total OTR Family performance.
 - Metrics determined by Regional Buyer in the KC area utilizing in house scan data
 - Still had to sell the program into the stores at local level
 - 12 submitted displays and plenty more added shelf space to compete
- The program was supposed to last 2 months in May and June, unfortunately that got cut to one month due to an adjustment in POST pricing in the state. We were able to go more aggressive on shelf but not able to go a full 2 months. Leaving opportunity to go even bigger in future years as we run the program again.

BRANDS

- OTR All Sizes – All SKUs

OVERVIEW

- Utilized POS pulled from other regional accounts and brandmuscle print to fit all store sizes and needs
- Marketing team (Jenn D. and Olivia L.) helped us find older displays from other accounts that weren't being used to create an innovative cheap program with the tools we had available.





ON THE ROCKS RTD	Revenue Net			
	Current	Prior	+/-	% Change
Retail	\$56,137.60	\$26,559.60	\$29,578.00	111.4%

Chain Name	Revenue Net			
	Current	Prior	+/-	% Change
HY-VEE WARD MARKET #1381 (700323093)	\$7,077.30	\$748.16	6,329.14	846.0%
HY-VEE GLADSTONE MARKET #1219 (700323103)	\$6,946.55	\$1,776.88	5,169.67	290.9%
HY-VEE LIBERTY MARKET #1384 (700323109)	\$5,269.95	\$1,589.84	3,680.11	231.5%
HY-VEE BARRY MARKET #1320 (700323091)	\$5,110.45	\$3,179.68	1,930.77	60.7%
HY-VEE RICE MARKET #1380 (700323090)	\$4,677.40	\$716.92	3,960.48	552.4%
HY-VEE SAINT JOSEPH MARKET #1552 (700323030)	\$4,149.75	\$1,309.28	2,840.47	216.9%
HY-VEE 64TH ST MARKET #1322 (700323158)	\$3,969.85	\$1,620.92	2,348.93	144.9%
HY-VEE STATE MARKET #1532 (700323064)	\$3,659.20	\$1,215.76	2,443.44	201.0%
HY-VEE NIFONG MARKET #1081 (700326974)	\$2,399.90	\$748.16	1,651.74	220.8%
HY-VEE CONLEY MARKET #1082 (700326980)	\$1,590.35	\$280.56	1,309.79	466.8%
HY-VEE BLUE SPRINGS MARKET #1033 (700327409)	\$1,439.20	\$561.12	878.08	156.5%
HY-VEE KIRKSVILLE MARKET #1335 (700327409)	\$1,500.40	\$374.08	1,126.32	301.1%
HY-VEE BELTON MARKET #1034 (700323077)	\$1,349.25	\$935.20	414.05	44.3%
HY-VEE INDEP MARKET #1260 (700323105)	\$1,369.65	\$374.08	995.57	266.1%
HY-VEE BATTLEFIELD MARKET #1641 (700328951)	\$1,326.50	\$841.68	484.82	57.6%



ON THE ROCKS RTD	Cases			
	Current	Prior	+/-	% Change
Retail	610.38	282	328.38	116.4%

Chain Name	Cases			
	Current	Prior	+/-	% Change
HY-VEE WARD MARKET #1381 (700323093)	78.00	8.00	70.00	875.0%
HY-VEE GLADSTONE MARKET #1219 (700323103)	77.00	19.00	58.00	305.3%
HY-VEE LIBERTY MARKET #1384 (700323109)	57.00	17.00	40.00	235.3%
HY-VEE BARRY MARKET #1320 (700323091)	55.00	34.00	21.00	61.8%
HY-VEE RICE MARKET #1380 (700323090)	52.00	7.00	45.00	642.9%
HY-VEE SAINT JOSEPH MARKET #1552 (700323030)	45.00	14.00	31.00	221.4%
HY-VEE 64TH ST MARKET #1322 (700323158)	43.00	16.00	27.00	168.8%
HY-VEE STATE MARKET #1532 (700323064)	40.00	13.00	27.00	207.7%
HY-VEE NIFONG MARKET #1081 (700326974)	26.00	8.00	18.00	225.0%
HY-VEE CONLEY MARKET #1082 (700326980)	17.00	3.00	14.00	466.7%
HY-VEE BLUE SPRINGS MARKET #1033 (700327409)	16.00	6.00	10.00	166.7%
HY-VEE KIRKSVILLE MARKET #1335 (700327409)	16.00	4.00	12.00	300.0%
HY-VEE BELTON MARKET #1034 (700323077)	15.00	10.00	5.00	50.0%
HY-VEE INDEP MARKET #1260 (700323105)	15.00	4.00	11.00	275.0%
HY-VEE BATTLEFIELD MARKET #1641 (700328951)	14.00	9.00	5.00	55.6%

