



Benchmark

Chain: COOP; Value: Gross Margin (amount); Period: 09/01/2020 to 12/31/2020; Benchmark period: 09/01/2019 to 12/31/2019; Level 1: Mechanism; Exclude: Wholesaler

Buy 1.00 for Amount 1.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Fakta	Coconut water, Coconut water, Energy drink	1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00
Total (Buy 1.00 for Amount 1.00)		1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00

Buy 1.00 for Amount 10.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
DagligBrugsen	Coconut water, Coconut water, Mineral water +, Afmeldte produkter	1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00
Fakta	Mineral water +, Coconut water, Afmeldte produkter, Coconut water	1	0	-1	64,623.10	0.00	-64,623.10	-93,758.00	0.00	93,758.00
Kvickly	Coconut water	1	0	-1	47,193.00	0.00	-47,193.00	-47,193.00	0.00	47,193.00
Total (Buy 1.00 for Amount 10.00)		3	0	-3	111,816.10	0.00	111,816.10	140,951.00	0.00	140,951.00

Buy 1.00 for Amount 15.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
SuperBrugsen	Coconut water	1	0	-1	-50,000.00	0.00	50,000.00	50,000.00	0.00	-50,000.00
Total (Buy 1.00 for Amount 15.00)		1	0	-1	-50,000.00	0.00	50,000.00	50,000.00	0.00	-50,000.00

Buy 2.00 for Amount 25.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Fakta	Coconut water, Coconut water, Mineral water +	1	0	-1	-6,406.80	0.00	6,406.80	14,003.00	0.00	-14,003.00
Total (Buy 2.00 for Amount 25.00)		1	0	-1	-6,406.80	0.00	6,406.80	14,003.00	0.00	-14,003.00

Buy 2.00 for Amount 30.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Kvickly	Coconut water	1	0	-1	-56,077.20	0.00	56,077.20	61,868.00	0.00	-61,868.00
Total (Buy 2.00 for Amount 30.00)		1	0	-1	-56,077.20	0.00	56,077.20	61,868.00	0.00	-61,868.00

Buy 2.00 for Amount 35.00

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Kvickly	Coconut water	2	0	-2	-5,250.00	0.00	5,250.00	89,250.00	0.00	-89,250.00
Kvickly	Mineral water +	1	0	-1	2,250.00	0.00	-2,250.00	33,750.00	0.00	-33,750.00
Total (Buy 2.00 for Amount 35.00)		3	0	-3	-3,000.00	0.00	3,000.00	123,000.00	0.00	123,000.00

Buy 3.00 get 1.00 Free

Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
-------	---------------	--------------------------------------	--------------------------------------	--------------------	---	---	------------------------	--	--	---------------------



Benchmark

					12/31/2019	12/31/2020			12/31/2019	12/31/2020
Kvicky	Coconut water	1	0	-1	-45,000.00	0.00	45,000.00	45,000.00	0.00	-45,000.00
Total (Buy 3.00 get 1.00 Free)		1	0	-1	-45,000.00	0.00	45,000.00	45,000.00	0.00	-45,000.00
Buy 6.00 for Amount 35.00										
Chain	Product Group	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Fakta	Mineral water +	0	1	1	0.00	-10,000.00	-10,000.00	0.00	10,000.00	10,000.00
Kvicky	Mineral water +	0	1	1	0.00	-10,000.00	-10,000.00	0.00	10,000.00	10,000.00
Total (Buy 6.00 for Amount 35.00)		0	2	2	0.00	-20,000.00	-20,000.00	0.00	20,000.00	20,000.00