



KPI report

Chain: COOP; Category: 0,2 L, 0,33 L; Value: Subsidy (amount); Period: 01/01/2015 to 03/31/2016; Level 1: Product group; Exclude: Wholesaler

Afmeldte produkter, Coconut water, Coconut water, Mineral water +

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 28.00	1	-328,000.00	-328,000.00	328,000.00	328,000.00
Total (Afmeldte produkter, Coconut water, Coconut water, Mineral water +)		1	-328,000.00	-328,000.00	328,000.00	328,000.00

Afmeldte produkter, Coconut water, Mineral water +

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
SuperBrugsen	Buy 1.00 for Amount 13.00	2	-111,267.00	-55,633.50	111,267.00	55,633.50
Total (Afmeldte produkter, Coconut water, Mineral water +)		2	-111,267.00	-55,633.50	111,267.00	55,633.50

Afmeldte produkter, Mineral water +, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 1.00 for Amount 9.95	1	-47,000.00	-47,000.00	47,000.00	47,000.00
Total (Afmeldte produkter, Mineral water +, Coconut water)		1	-47,000.00	-47,000.00	47,000.00	47,000.00

Afmeldte produkter, Mineral water +, Coconut water, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 1.00 for Amount 1.00	1	-126,200.00	-126,200.00	126,200.00	126,200.00
Total (Afmeldte produkter, Mineral water +, Coconut water, Coconut water)		1	-126,200.00	-126,200.00	126,200.00	126,200.00

Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 6.00 for Amount 50.00	1	-71,000.00	-71,000.00	71,000.00	71,000.00
Kvickly	Buy 1.00 for Amount 15.00	2	0.00	0.00	0.00	0.00
Total (Coconut water)		3	-71,000.00	-23,666.67	71,000.00	23,666.67

Coconut water, Afmeldte produkter, Mineral water +

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
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			Total	Average	Total	Average
Fakta	Buy 1.00 for Amount 9.95	1	-47,000.00	-47,000.00	47,000.00	47,000.00
Total (Coconut water, Afmeldte produkter, Mineral water +)		1	-47,000.00	-47,000.00	47,000.00	47,000.00

Coconut water, Afmeldte produkter, Mineral water +, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
DagligBrugsen	Buy 1.00 for Amount 10.00	1	0.00	0.00	0.00	0.00
Fakta	Buy 1.00 for Amount 10.00	2	-20,000.00	-10,000.00	20,000.00	10,000.00
Total (Coconut water, Afmeldte produkter, Mineral water +, Coconut water)		3	-20,000.00	-6,666.67	20,000.00	6,666.67

Coconut water, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
DagligBrugsen	Buy 1.00 for Amount 12.00	1	-12,222.00	-12,222.00	12,222.00	12,222.00
SuperBrugsen	Buy 1.00 for Amount 10.00	3	-297,594.00	-99,198.00	297,594.00	99,198.00
SuperBrugsen	Buy 1.00 for Amount 17.00	3	0.00	0.00	0.00	0.00
SuperBrugsen	Buy 1.00 for Amount 18.00	1	0.00	0.00	0.00	0.00
SuperBrugsen	Get 33.00 Amount off	1	-71,700.00	-71,700.00	71,700.00	71,700.00
Total (Coconut water, Coconut water)		9	-381,516.00	-42,390.67	381,516.00	42,390.67

Coconut water, Coconut water, Afmeldte produkter, Mineral water +

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 28.00	1	-328,000.00	-328,000.00	328,000.00	328,000.00
Total (Coconut water, Coconut water, Afmeldte produkter, Mineral water +)		1	-328,000.00	-328,000.00	328,000.00	328,000.00

Coconut water, Coconut water, Mineral water +, Afmeldte produkter

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 13.00	1	-328,000.00	-328,000.00	328,000.00	328,000.00
Total (Coconut water, Coconut water, Mineral water +, Afmeldte produkter)		1	-328,000.00	-328,000.00	328,000.00	328,000.00

Coconut water, Energy drink

Supplier Supplier Chain Chain



KPI report

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
DagligBrugsen	Buy 1.00 for Amount 4.00	1	-28,750.00	-28,750.00	28,750.00	28,750.00
Fakta	Buy 30.00 for Amount 100.00	1	-350,000.00	-350,000.00	350,000.00	350,000.00
Kvickly	Buy 1.00 for Amount 6.50	1	-45,000.00	-45,000.00	45,000.00	45,000.00
Total (Coconut water, Energy drink)		3	-423,750.00	-141,250.00	423,750.00	141,250.00

Coconut water, Mineral water +

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Irma	Buy 1.00 for Amount 5.00	1	-184,734.50	-184,734.50	184,734.50	184,734.50
Irma	Get 15.00 Amount off	1	-250,100.00	-250,100.00	250,100.00	250,100.00
Total (Coconut water, Mineral water +)		2	-434,834.50	-217,417.25	434,834.50	217,417.25

Coconut water, Mineral water +, Afmeldte produkter, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 1.00 for Amount 1.00	2	-252,400.00	-126,200.00	252,400.00	126,200.00
Total (Coconut water, Mineral water +, Afmeldte produkter, Coconut water)		2	-252,400.00	-126,200.00	252,400.00	126,200.00

Coconut water, Mineral water +, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 25.00	1	-23,000.00	-23,000.00	23,000.00	23,000.00
Total (Coconut water, Mineral water +, Coconut water)		1	-23,000.00	-23,000.00	23,000.00	23,000.00

Energy drink

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
LokalBrugsen	Buy 1.00 for Amount 10.00	1	-128,930.40	-128,930.40	128,930.40	128,930.40
Total (Energy drink)		1	-128,930.40	-128,930.40	128,930.40	128,930.40

Energy drink, Coconut water

Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
DagligBrugsen	Buy 30.00 for Amount 100.00	1	-155,000.00	-155,000.00	155,000.00	155,000.00
Fakta	Buy 6.00 for Amount 28.00	1	-44,520.00	-44,520.00	44,520.00	44,520.00

Total (Energy drink, Coconut water)		2	-199,520.00	-99,760.00	199,520.00	99,760.00
Mineral water +						
Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
SuperBrugsen	Buy 1.00 for Amount 6.00	2	-55,582.80	-27,791.40	55,582.80	27,791.40
Total (Mineral water +)		2	-55,582.80	-27,791.40	55,582.80	27,791.40
Mineral water +, Afmeldte produkter, Coconut water						
Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 1.00 for Amount 9.95	1	-91,012.00	-91,012.00	91,012.00	91,012.00
Total (Mineral water +, Afmeldte produkter, Coconut water)		1	-91,012.00	-91,012.00	91,012.00	91,012.00
Mineral water +, Coconut water, Afmeldte produkter, Coconut water						
Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 13.00	1	-328,000.00	-328,000.00	328,000.00	328,000.00
Total (Mineral water +, Coconut water, Afmeldte produkter, Coconut water)		1	-328,000.00	-328,000.00	328,000.00	328,000.00
Mineral water +, Coconut water, Coconut water, Afmeldte produkter						
Chain	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
Fakta	Buy 2.00 for Amount 13.00	1	-328,000.00	-328,000.00	328,000.00	328,000.00
Total (Mineral water +, Coconut water, Coconut water, Afmeldte produkter)		1	-328,000.00	-328,000.00	328,000.00	328,000.00