

Create A Balanced Shelf Space

Gluten Free Indulgence

Delight your gluten free shoppers with Walkers Gluten Free Shortbread, wonderful on its own or as a gluten free crust.



Ingredient Forward Crackers

Triscuit's expanded cracker portfolio responds to the well-being trend with three innovative flavours that are woven with seeds: Basil and Garlic, Rosemary and Jalapeno, and Garlic and Onion.



Wheat Free Wheat Thin

Mary's Gone Crackers expands their gluten free cracker line with Real Thins. Available in four flavours including sea salt, garlic rosemary, cayenne pepper and sweet onion.



Perfectly Paired

Customers will fall in love with Colussi Caffelatte — the perfect biscuit to dunk into a cup of milk, coffee or tea.



preservatives. The cracker and cookie category has evolved to respond to Canadians desire for innovation, better for you options, and a nostalgic treat. However, this category is still an impulse purchase. To maximize sales retailers should highlight both new and traditional products throughout both the perimeters and centre of the store including incorporating strategic product placement and in-store demonstrations. ●



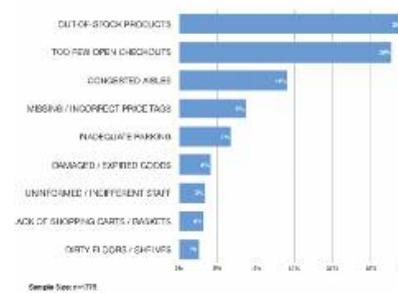
RETAIL COLLABORATION

By Jeff Doucette

ON-SHELF AVAILABILITY - The Elephant in the Aisle

It's time that suppliers and retailers get serious about fixing this issue.

Most Annoying Issues for Canadian Grocery Shoppers



out of stock items is the number one annoyance when shopping for groceries. Fixing OSA will drive sales and profits while creating happier customers as well.

The accepted mythology in our industry is that when a shopper encounters an out-of-stock that they will simply choose another product from those available whether it is another size within the same brand or the same flavour from another brand. The study found that the response to an out-of-stock varies widely by category. For instance only 19 per cent of cookie shoppers would go to another store to find their preferred item, but a stunning 65 per cent would go to another store to find their preferred pet food.

The first step in addressing the OSA issue is to measure the extent of the problem on a store-by-store level. POS systems will only show products that are zero inventory in the store so a physical count of out-of-stocks during peak selling periods is required.

Over four-weeks a pilot study by Field Agent that measured 20 categories at 100 stores across Canada found that some of the most problematic categories in the store included ice cream, yogurt and hair care.

Once the most problematic categories are found the levers available to retailers and suppliers to fix the issue include:

STAFF ALLOCATION

Ensure that store staff are assigned to check problem categories on a regular basis during peak periods and fill up any holes that may pop up during the day.

SPACE ALLOCATION

Reduce the total number of items being carried in a plan-o-gram and assign the space to fast-selling items to ensure holding power is maximized.

POS AND SCANNING ACCURACY

Ensure the reorder levels are higher on skus with regular OSA issues, cycle count inventory frequently and ensure cashiers are scanning each item individually to ensure accurate POS sales data.

PROMOTIONAL DISPLAYS

Ensure that fast-selling skus make up the majority of inventory on promotional displays when the item is on-flyer giving extra holding power and a nearby source of stock for staff to replenish the main section. ●

Here's a challenge for you: roam the aisles of a supermarket on any given Saturday and count the number of out-of-stock items you find in the main sections of the store. The reality is that you most likely won't be able to keep an accurate count by using just your fingers. In most stores the number of products will be a hundred items or even more.

Welcome to the world of On-Shelf Availability (OSA), which measures the experience of shoppers looking for specific items in the main section for that item.

OSA differs from measuring inventory levels in the store, because in many cases where the item is not available on-shelf in the main section for the shopper to purchase there is actually inventory in the store. Unfortunately the stock is still in the back room or on a secondary display where the shopper cannot find it.

It is estimated that the OSA issue costs Canadian retailers \$63 billion per year in lost sales and supermarkets represent a huge chunk of that figure. OSA is a "silent killer" of sales and margin in the store and it is in the best interest of retailers and suppliers to work together to solve for the OSA problem.

Shoppers hate experiencing out-of-stocks as well. A recent study of 1,775 Canadians conducted by Field Agent found that

The full results of Field Agent's four-week OSA study in Canada can be downloaded here: <https://bit.ly/2UZNGU6>

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