Category Plan

Category:  Ketchup and Mustard

Segments:  Ketchup, Mustard, Specialty Mustard

Category Manager/Buyer:  Barbara Merriweather/Elizabeth Lyons

Category Role:  Routine

Category Status as of February 2012
$ Sales:  $9,380,333
Unit Sales:  6,026,861
$ % Change:  4.93%
Unit % Change:  0.77%

Projected Growth:  2.00%

SKU Count:
Before:  39  K1:  26  K2:  0  K3:  13  K4:  0  K5:  0  M:  0  S:  0
After:  44  K1:  29  K2:  0  K3:  15  K4:  0  K5:  0  M:  0  S:  0
DELETE ITEM:  1
NEW ITEMS:  6
Net Gain/Loss:  5

Remarks/Issues:  No major changes in the category with limited new items.