

CATEGORY PLAN

Category: Energy Drinks

Segments:

Category Manager/Buyer: Barbara Merriweather
Joel Small

Category Role: Review

Category Status as of Feb 10:

\$ Sales: \$11,161,344.99

Unit Sales: 4,233,022

\$ % of Change: 1.89

Unit % of Change: -1.09

Projected Growth: 3%

SKU Count:

Before K1: 14 K2: 17 K3: 0 K4: 0 K5: 0

After K1: 18 K2: 16 K3: 0 K4: 13 K5: 0

Deleted Items: 5

New Items 16

Net Gain/Loss: +11

Remarks/Issues

Added 4 feet to K4/K5 stores to provide more items, pack out for K coded items, as well as more space for regional items.