

Participating And Benefitting From Promotion Programs

Why do you invest in promotion programs?

Merchandising

Value

People make lists

Awareness/exposure

Signage

Other

What is the impact of the new environment?

Reduced item counts

Inventory challenges

Limited in store merchandising

Shopping from lists

Reduced trips

Other

Options in the impact of the new environment

Loyalty

Flyers

Communicate differently

Advertising

Review trade spend

Food solutions

Talk to customers

Other