

Xdynamic merchandising™

Helping emerging brands win at the Shelf



Case study: DRESSINGS

With a rapidly expanding retail presence across a 3 tier manufacturer-distributor-retailer model, Chosen Foods chose Trax Dynamic Merchandising

The Challenge

Improve transparency and execution across grocery, club and specialty. Launched in 2011, Chosen Foods grew rapidly across brick-and-mortar retail channels using a three-tier manufacturer - distributor - retailer model. Their avocado-based oils, spreads and dressings appealed to shoppers in club, grocery, and specialty stores, now found in more than 40,000 stores. To achieve growth and velocity goals, the Chosen Foods team needed visibility into in-store presentation, assortment, and inventory. They required specialized capabilities, such as void analysis, targeted execution, and data-driven retailer programs.

The solution

Distributed workforce provides timely, consistent retail execution & analytics. Trax visited 6000 stores across 8 retailers, focused on the Chosen Foods assortment, on-shelf availability, and recommended sell dates. Trax's dashboard provided reporting by retailer and by region, summarized on key metrics, with drill-down to store visit data. The combination of execution, data analytics, and account manager interaction gave Chosen Foods rapid and reliable visibility into their products on shelf. **"It gives us real insight to how our products look on shelf in different retailers, different regions. We see who else is on shelf, how it's placed, what's around us,"** says Brand Manager Robin Burgin.



info@traxretail.com
www.trax.com

Here's how it works



Retail Data & Intelligence.

Store-level data and photos are available in our dashboard for complete transparency, trends and analytics, and more.

**Our
on-demand
service drives
growth
fast.**

**Projects
up and
running in
days not
weeks!**

The results

Targeted retail execution delivers sales lift and helps build brand value. Trax's focus on in-store visibility and transparency produced improved retail results. Burgin points to the value of closing gaps to drive strong activations, without the need for price promotions: **"having Trax identify voids, talk to store managers and ensure that product is back on the shelf gave us a 15-20% lift."** This was proof that voids analysis and closing gaps could deliver sales lift comparable to price promotions, without the brand value erosion associated with repeated discounts.



**Trax's responsiveness,
flexibility and dedication
to partnership means
everything**

Robin Burgin, Brand Manager

6000

store visits to fix on-shelf presentation, assortment & inventory

15%+

sales lift through void analysis, gap closes and return to shelf

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