

# Xdynamic merchandising™

Helping emerging brands win at the Shelf



## Case study: BEVERAGES

Trax Dynamic Merchandising helped an organic kombucha manufacturer to improve On Shelf Availability and the retail insights to launch a new SKU

### The Challenge

Launching a brand into 900 stores nationally, with a small sales team. Flying Embers Hard Kombucha is an organic sparkling probiotic tea, launched in April 2019. With tight deadlines, a new nation-wide retail footprint and a small sales team, the team needed help for the “sprint to the shelf”. They needed strong early launch results in more than 900 stores at a major national retailer. “When you sell to a distributor, within a 3 tier system, who then sells to a retailer, you lose visibility to the presentation in-store and how the store shelf is changing,” said David Vartanian, Chief Strategy Officer for Flying Embers. **“Trax brings visibility at retail execution as part of our go-to-market-strategy.”**

### The solution

Trax feildforce provides retail coverage for launch and growth stages. Trax Flexforce visited every store, merchandised, replenished shelves with back stock, identified out of stocks, documented product placement, and more. The work was captured via mobile, and data and photos were summarized in a dashboard. Trax also highlighted additional insights for the team: some retailers were separating cans from four-packs and selling individual cans. This visibility into shopper behavior shaped future product introductions.

# trax®

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## Here's how it works



Our  
on-demand  
service drives  
growth  
fast.

Projects  
up and  
running in  
days not  
weeks!

### Merchandising and Execution.

Our on-demand workforce maximizes sales by ensuring key items are available for sale on shelves, end-caps, and displays.

### The results

Strong early launch results and identifying new market opportunities. Trax validated our thinking that there would be strong consumer demand for a single pack type, capturing data that 15% to 20% of the stores were breaking up the four-pak," said Vartanian. **"Without asking consumers, we learned about a major market opportunity because we had Trax acting as our eyes and ears in the field."** This led to a stronger product line-up, with the launch of a single can SKU. During early visits to the stores, Trax discovered Flying Embers was missing at approximately one-fifth of the stores. **"Trax helped us identify these gaps quicker and helped us fix inventory issues,"** said Vartanian. **"They are an extension of our sales team."**



Trax has helped us  
get on shelf, and  
stay on shelf



David Vartanian,  
Chief Strategy Officer

25%

increase in retail  
presence

trax<sup>®</sup>

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