

# MARKETS & PRODUCTS

# Country coffee brewing methods



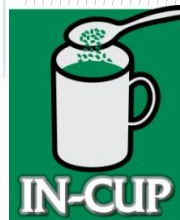
## ESTONIA:

- R&G MARKET
- DRIP FILTER BREWING METHOD



## LATVIA:

- R&G & INSTANTS MARKET 55/45
- IN-CUP BREWING METHOD

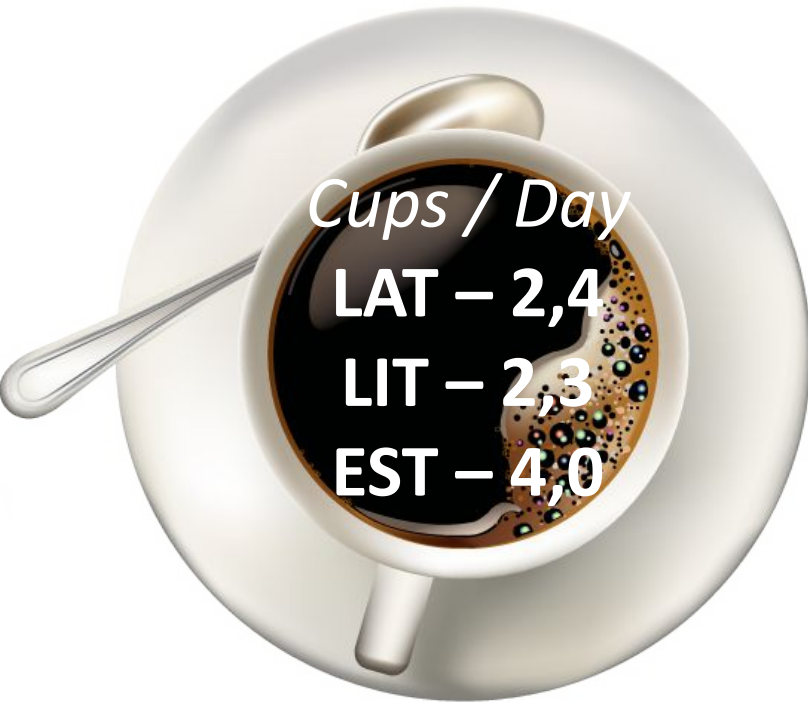


## LITHUANIA:

- R&G MARKET
- IN-CUP BREWING METHOD

## Drinking Habits – U&A – MILD & AROMATIC

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**90% Arabica market**

**75% In the morning**

**72% first cup @ home**

**80% brewed in-cup**

**68% R&G**

**70% Sweetened**

**33% Whitened**

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# Merrild In-Cup – hero product in assortment



- 100% Arabica
- Medium roasted
- Grinding size – EXTRA fine
- Suggested brewing method:

a) In-Cup



# Merrild Classic



- 100% Arabica
- Medium roasted
- Grinding size – fine
- Suggested brewing method:
  - a) French press
  - b) Drip filter machine

# Whole beans



- 100% Arabica – Original
- 85% Arabica; 15% Robusta - Espresso
- Medium roasted – Original
- Dark roasted - Espresso
- Suggested brewing method:
  - a) Fully automatic espresso or manual grinding



# R&G PORTFOLIO



Merrild In-Cup  
500g



Merrild In-C  
400g



250g



Merrild In-Cup  
125g



Merrild Clas  
500g



250g

# BEANS PORTFOLIO

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Merrild Arabica  
beans  
1kg

*New design in MKT  
from w16 CY 2015*



Merrild Espresso  
beans  
1kg

*In MKT as of w16  
CY 2015*



# INSTANTS PORTFOLIO



Merrild Gold  
100g



Merrild Gold  
200g



Merrild Caramel  
95g



Merrild Hazelnut  
95g

# Taste description

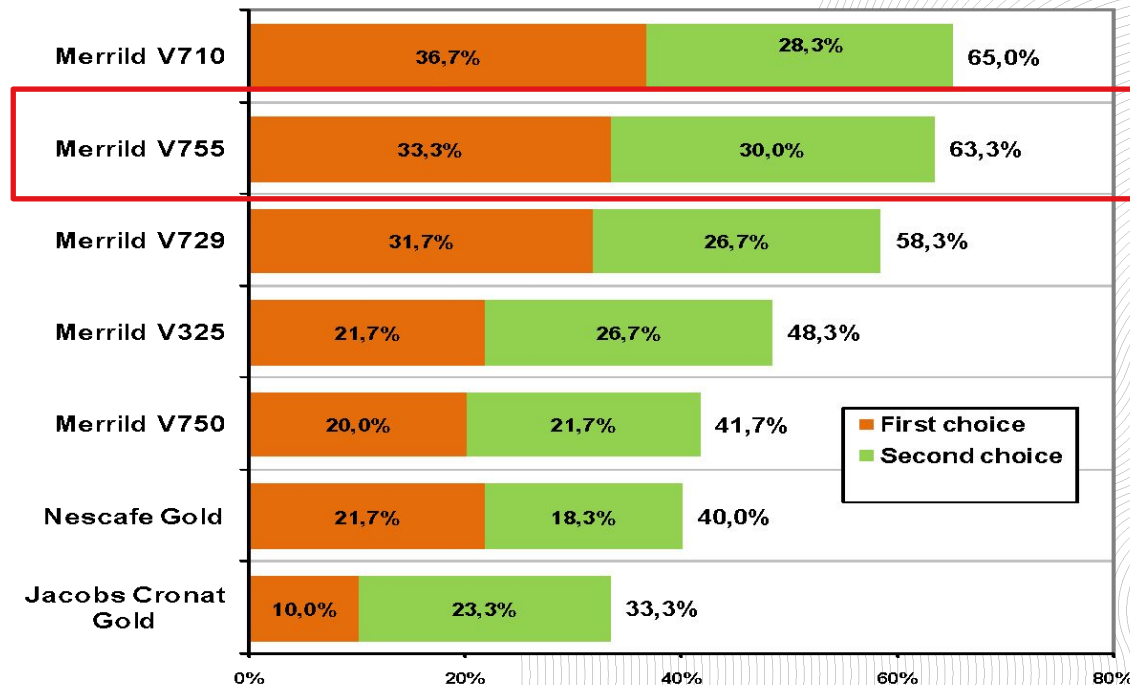


## HIGH QUALITY FREEZE DRIED INSTANT COFFEE.

*Medium and well balanced flavour.*

*Merrild Gold* is made from a blend of the finest quality beans. These beans have been roasted using local expertise to give a medium and well balanced flavour make it the perfect cup of coffee at any time of the day.

And now, please, arrange all FOUR coffee samples  
by how much you liked them  
**FIRST + SECOND CHOICE**



# Important coffee sales steps

# MERRILD IN-STORE

WHAT SEES SHOPPER? – SHOPPER IS LAZY TO LOOK AROUND OUR TASK IS TO HELP HIM TO SEE AND FIND MERRILD!

THE BETTER WE MAKE IT, THE MORE WE WILL SELL!

- 1. PRODUCTS (Must Stock, Assortment)**
- 2. SHELF (PLACEMENT+SHELFSPACE+PLANOGRAM)**
- 3. PRICE (IT HAS TO CLEAR AND VISIBLE)**
- 4. POS**
- 5. ADDITIONAL PLACEMENTS (DISPLAYS, SHELF-ENDS ETC.)**



# Products

## 1. Must Stock

- ✓ Check assortment / refill shelves
- ✓ Check BBD – FIFO principle

## 2. Sell in promo products

- ✓ Promo products must be sold-in **BEFORE** promotion
- ✓ Quality has to be enough for placements + reserve in stock

**Job with store has to be completed before start of PROMOTION**

**OOS – it bad job done by you and makes loss to Sanitex, Merrild & store!**



# Shelf

## 1. Shelving recommendation and split between Classic & In-Cup

- ✓ Merrild share of shelf (SOS %) > 10%
- ✓ Vertical blocking or brand block on shelves

SUPERETTE (3 plaukti maltajai kafijai)					30%		
	IC	IC	IC	Classic			
	125g	250g	250g	250g			
	IC	IC	IC	Classic			
	250g	250g	250g	250g			
	IC	IC	IC	Classic			
	400g	400g	400g	500g			

Pircēju plūsma

## 2. Placement on shelves in stores with agreed planograms (Rimi, Maxima, ....!)

- ✓ Merrild shelfspace according to planogram (SOS %)
- ✓ Clear blocking (visible red block from distance - Merrild block)
- ✓ Extra facings if flexible planogram

**Volume of products in store is critical to sustain planogram until your next visit! Fill the shelf!**

**In case of possibilities to extend Merrild shelfspace during the visit – it is your MUST TO DO!**



# Right placements

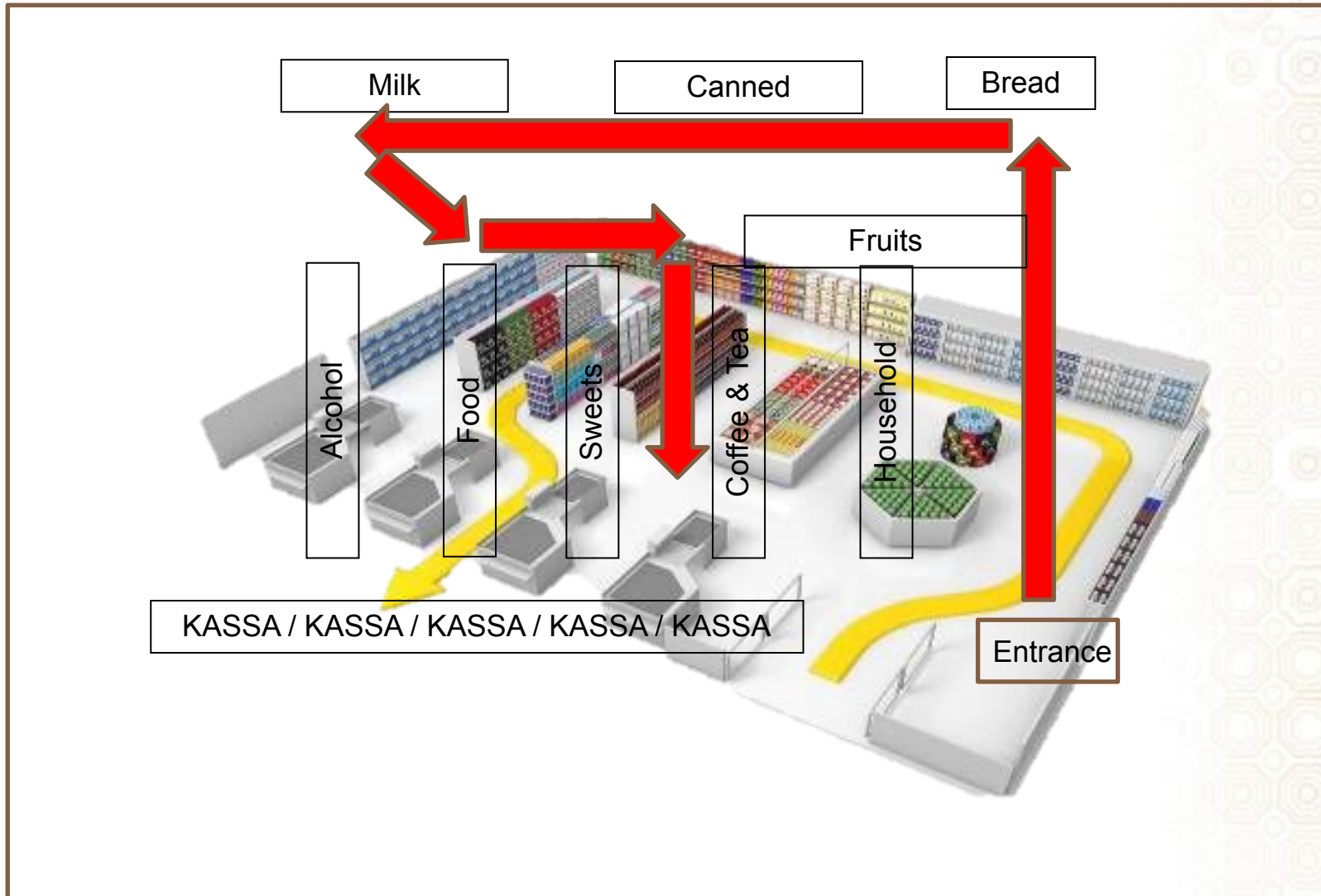
1. Placements to be located in the heavy traffic area before category – **TOP priority**
2. Placements in gondola ends or pallets accoring normal standards (in\_cup vs. Classic) or full pallets!
3. On the placement only valid promo products to be displayed!

**Additional placement helps to sell additional volume and increase visibility – more we sell into store and put on placements the more we sell-out!  
It is the golden rule for coffee!**





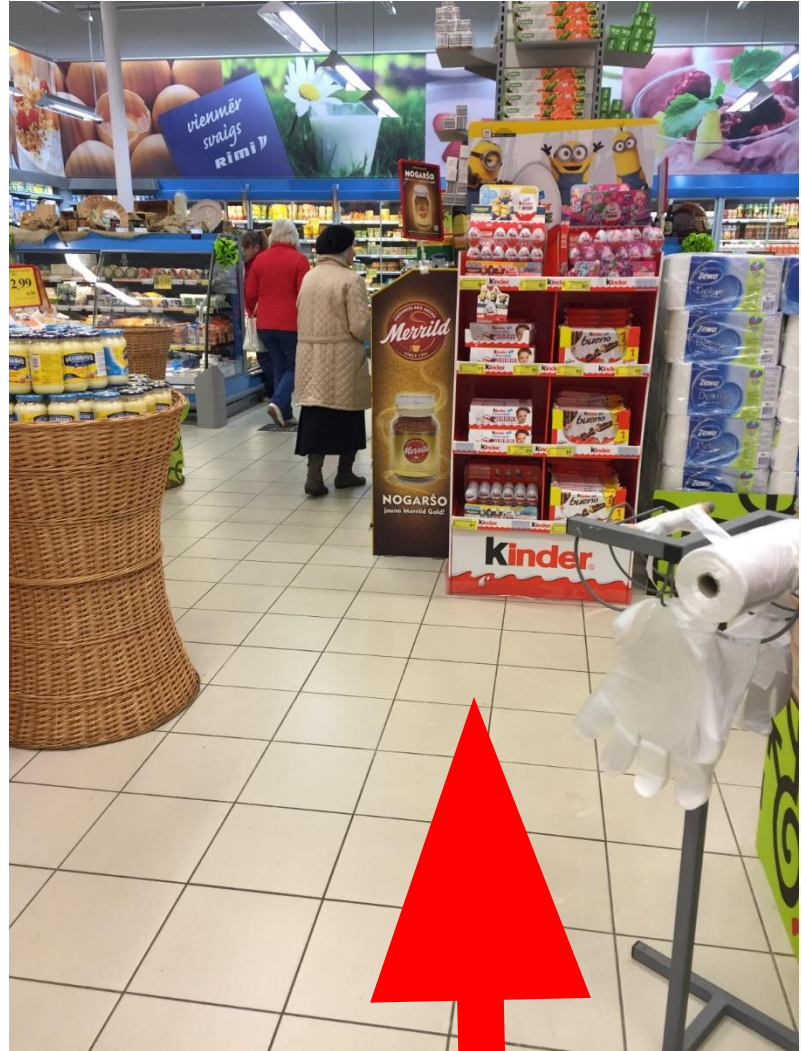
# Shoppers traffic / where to catch them?



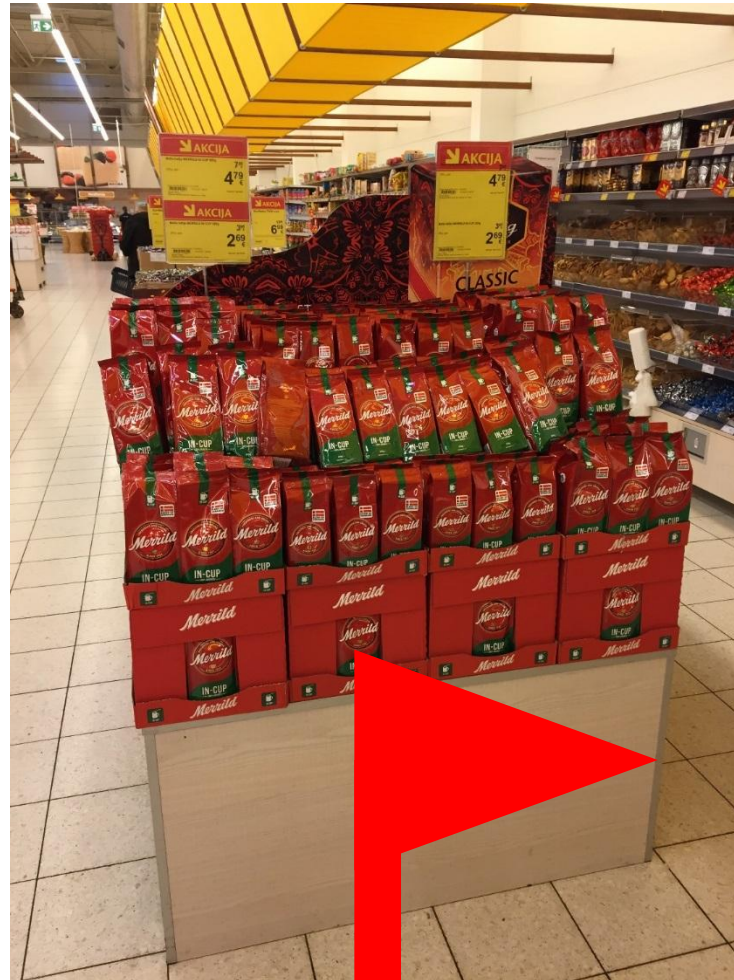
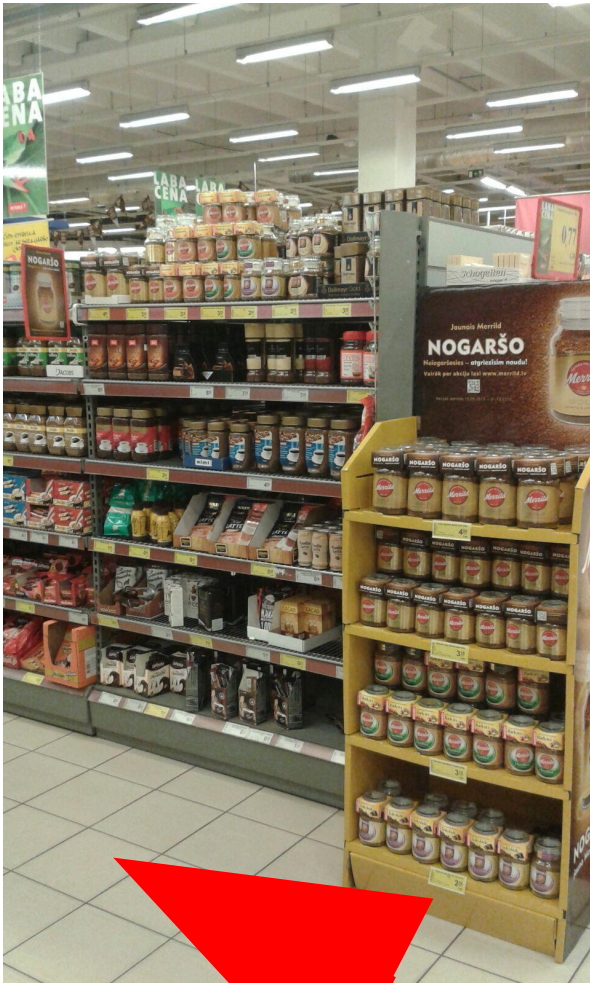


















# Shelf efficiency index

	Pārdošanas indekss	
Plaukts nr.6	100	
Plaukts nr.5	130	
Plaukts nr.4	170	
Plaukts nr.3	130	
Plaukts nr.2	70	
Plaukts nr.1	50	

