

Category Plan

Category: Ketchup and Mustard

Segments: Ketchup, Mustard, Specialty Mustard

Category Manager/Buyer: Barbara Merriweather/Elizabeth Lyons

Category Role: Routine

Category Status as of February 2012

\$ Sales: \$9,380,333

Unit Sales: 6,026,861

\$ % Change: 4.93%

Unit % Change: 0.77%

Projected Growth: 2.00%

SKU Count:

Before: 39 **K1:** 26 **K2:** 0 **K3:** 13 **K4:** 0 **K5:** 0 **M:** 0 **S:** 0

After: 44 **K1:** 29 **K2:** 0 **K3:** 15 **K4:** 0 **K5:** 0 **M:** 0 **S:** 0

DELETE ITEM: 1

NEW ITEMS: 6

Net Gain/Loss: 5

Remarks/Issues: No major changes in the category with limited new items.