

CATEGORY PLAN

(Publish 60 Days Prior to Category Review)

Category:

Universe of Items Included (Commodity Codes):
 Change from those published in Review Schedule?
 Category Segmentation:

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|-----------------------|
| Soft Drinks and Mixes |
| 730 |
| No |
| Sparkling Water |

Category Review Month:

Date Last Completed:

| |
|-----------|
| Oct 2010 |
| July 2007 |

Category Manager:

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| Barbara A. Merriweather |
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Category Role:

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|---------|
| Routine |
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Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Times Per Year:
 Seasonal:
 Theme Event

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|------------------------------------------------------------------------------------------|
| <i>Twenty Three</i> |
| <i>Seasonal</i> |
| |
| <i>Mgr Special, Power Buy, Primary, Secondary, Club Pack, Case Lot Sales and Coupons</i> |

Method:

Category Objectives:

Eliminate duplication, decrease # SKU's, Streamline assortment, Evaluate new items, Prioritize space for high velocity items, Assure variety and Meet minimum packout.

(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)

Special Factors/Notes:

Focus on trends, and new item introductions. POG adjustments based on new trends in the category.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (Linear Feet):
 K1-K2
 K3-K5
 Preferred Period Ending for Data:
 Preferred Timeframe for Data:
 Data - Geography:
 Primary Ranking of Data:
 Secondary Ranking of Data:
 Comparison Market for Retail Data:

| |
|----------------------------------|
| 4 Feet |
| 8 Feet |
| August 2010 |
| 12 months |
| CONUS incl AK&HI |
| Packages, Dollars , Other |
| Packages , Dollars, Other |
| Total US Food , Other |

*Source: Nielsen RWS Database and DeCA BO