



Nestle Toll House Ice Cream Sandwich – FREE during 4th of July Weekend

CSA

- ALL consumers LOVE FREE!!
- Ice cream sales index 126% in July
- Consumer trends evolving to mini desserts, over 50% of consumers want a mini dessert throughout their day.
- Millennial and Hispanic consumers are heavy influencers and their values are shaping ice cream
- Ice cream satisfies a wide variety of need states across a range of demographics, with 93% House Hold Penetration
- NESTLÉ® TOLL HOUSE® Ice Cream Sandwich is a top performing novelty at 7-Eleven

Why Carry

- It's FREE!!! Drive units to increase store profits – Nestle Fully Funds at retail cost.
- July is the #1 ice cream selling month for frozen treats
- Frozen treats contributed \$71 PSD and \$33 PSD GP in July 2016
- Ice cream shoppers are impulsive (almost always bought with another item)
- Ice cream is highly responsive to promotional activity

Financial Opportunity

LDU 12	FREE OFFER
Retail	\$ -
Cost	\$ 1.75
Promo Bill-Back	\$ 2.99
TTL Bill-Back	\$ 2.99
\$GP/ % GP	\$1.24 / 41.5%

SLIN Description

191346 NESTLÉ® TOLL HOUSE®
Ice Cream Sandwich



Store Execution Steps

Action Steps:

- Mark SKU as Carried
- Update/Set minimums for Summer Selling
- Forecast aggressively: Expect 100% Lift
 - Utilize additional storage underneath novelty baskets to reduce out of stocks
- Execute POP
- Educate Sales Associates on digital offer so it can be upsold to customers.
- Important for stores to restock merchandise before the evening rush