



Dawn®

Assortment Tool

- Optimize the right product mix for your In-Store Bakery
- Increase total revenue
- Sell more products your customers want, faster

WHAT IS DAWN'S ASSORTMENT TOOL?

Dawn's Assortment Tool helps U.S. Supermarket customers understand the optimal mix of products, flavors, and pack sizes they need to ensure they deliver their customers the exact products they want.

In partnership with Nielsen, our Assortment Tool delivers key information that gives In-Store Bakery decision makers the critical information to make the right decisions for their specific bakeries, including:

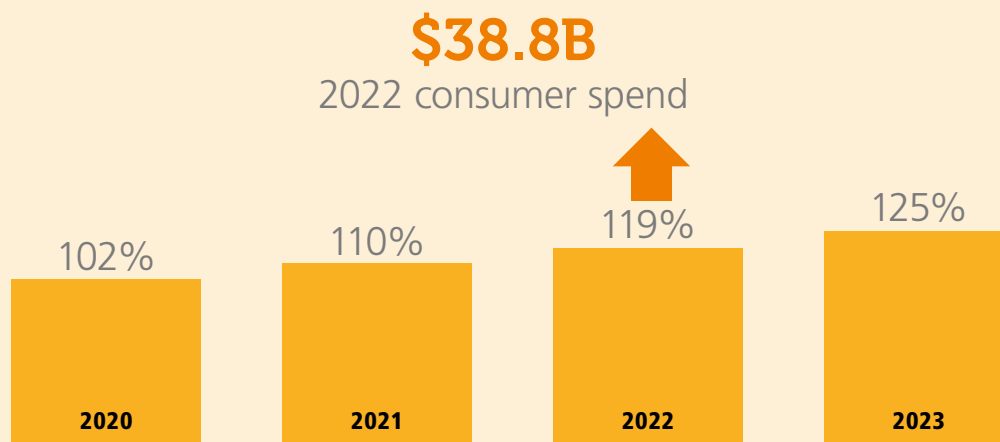
- Determining bakery products that should have more availability within stores
- Determining bakery products that should have less availability/have potential to cannibalize sales
- Understanding which trending products will bring in incremental value
- Leveraging regional and/or national store-specific data to customize store offerings*

*Available to select customers



Why this matters to Supermarket Bakeries.

- Supermarket prepared food sales are expected to continue growing, making it important to get the right mix of products and maximizing growth.
- Total Bakery sales are showing strong growth after leveling off early in the pandemic, signaling an opportunity to maximize assortment efforts.
- With consumers gravitating towards smaller indulgences and desserts acting as the main driver in Supermarket bakery growth, having the optimal assortment is critical to your In-Store Bakery's success.

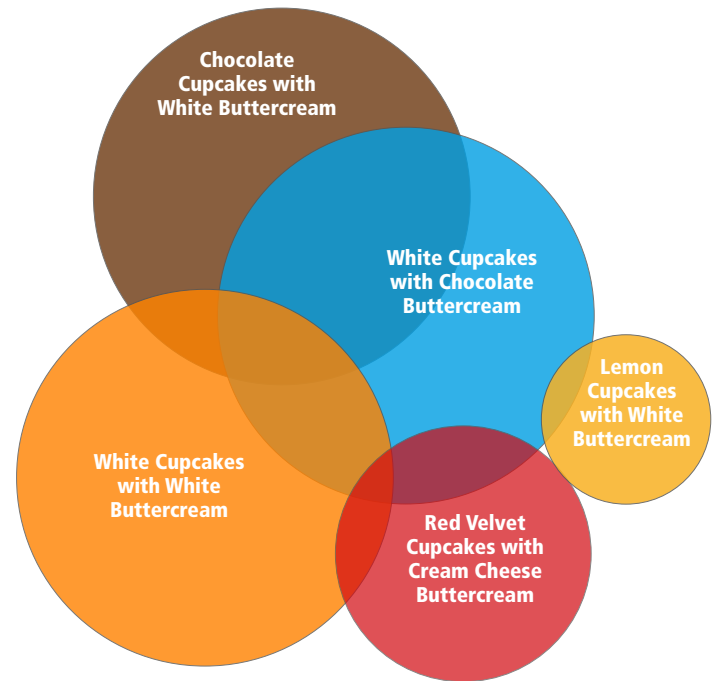


Datassential Simply Smarter Webinar 8/19/2021

Spend vs. 2019 Dollars

A Brief Example: How Dawn's Assortment Tool Helps Drive Incremental Sales

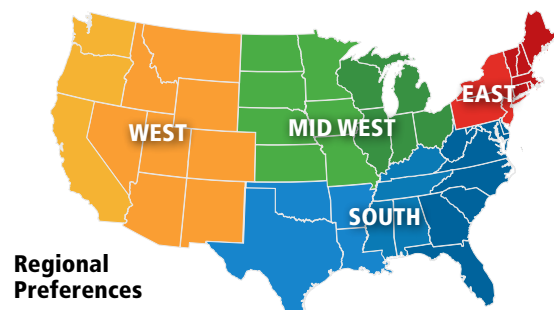
- Your Supermarket bakeries have an opportunity to optimize cupcake varieties.
- Top sellers include **chocolate cupcakes with white buttercream** and **white cupcakes with white buttercream**.
- You could sell **white cupcakes with chocolate buttercream** but risk cannibalizing sales from your chocolate cupcakes with white buttercream.
- You can add **red velvet cupcakes with cream cheese buttercream**. While not as popular, it would add significantly more incremental revenue and not steal share from your chocolate cupcakes with white buttercream and white cupcakes with white buttercream.
- You could also add **lemon-flavored cupcakes with white buttercream**. While not as popular and offers less incremental sales, it is a new item that does not cannibalize sales of your most popular offerings.



Based on incremental revenue and speed of product return, our Assortment Tool can show which items your In-Store Bakeries should focus on and which ones to pare back.

How Does Dawn's Assortment Tool Help Customers Understand Consumer Preferences?

Dawn's Assortment Tool can evaluate opportunities by:



Interested In Learning More About Dawn's Assortment Tool?

Contact your Dawn Sales Representative today to learn more about how Dawn's Assortment Tool can help you grow sales within your Supermarket Bakeries!

Dawn has the ingredients you need to create the optimum products for your In-Store Bakeries.



Buttercreme Style Icings

Our buttercreme style icings are specially formulated to be soft and pliable to allow for piping and decorating while still being firm enough to hold designs. They are a decorator's dream.



Fillings

Ideal for custom creations that demand high fruit content, rich taste, and texture. From blueberry to mango, Bavarian creme to chocolate and everything in between, Dawn's broad range of fillings included something for everyone.



Specialty Icings

Dawn makes it easy to turn simple offerings into indulgent products your customers will love with our Dawn Exceptional® Fudge and Whipped icings.



Glazes

Take your donuts to the next level with our full line of easy-to-use glazes. Count on consistent sheen, simple application, and rich flavors for donuts your customers will love.



Flat (Donut) Icings

Dawn flat icings help you consistently produce the best looking and tasting donuts with ease. Also our, Dawn Exceptional® E-Z Open™ flat icings now have lids that open with 3x less force.*



Bakery Essentials

The Bakery Essentials™ portfolio is designed to provide you with a comprehensive range of baking ingredients and supplies, making Dawn your one-stop-shop for all your bakery needs.



Established Trust

For over 100 years, customers have counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, **Dawn Foods help our customers mark the moments in life that matter.**

1.800.292.1362 **DawnFoods.com**



© 2022 Dawn Food Products, Inc.
