

Califia Farms: Expanded Availability and Secondary Merchandising



THE CLIENT

An emerging plant-based brand, with a solid presence on Canadian grocery shelves, was looking to expand its SKU count and off-shelf presence, while driving rapid growth through strong in-store fundamentals.



THE CHALLENGE

The client believed that their brand could deliver incremental category sales for retailers with permanent and seasonal listings while leveraging sustained secondary merchandising. The challenge was to take a data-driven approach and model out a volume projection that included the interaction effects of new and expanded listings, sustained secondary merchandising and accelerated baseline sales.



THE SOLUTION

BritOn built a statistical model to leverage the available customer data and enable scenario planning, taking into account a multitude of factors. We used that model to predict the increased sales rates that could be realized with the proposed changes. Special attention was paid to setting lower and upper bounds to flank the “most-likely” estimates with best and worst case limits, further reducing the risk for the client and for their retailer partners.



THE RESULTS

The client incorporated the results into their pitch to a major Canadian retailer, and gained endorsement for incremental listings. In addition, the client gained sustained prime secondary merchandising to ensure consistent availability of seasonal items at critical points of year.



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THE RESULTS, *continued*

We expect volume gains on Califia products to come from three areas:

1. Expanded distribution for Califia's core items
2. Incremental secondary merchandising for Califia's seasonal and core SKUs
3. Additional off-shelf merchandising drivers across the entire Califia portfolio



Our targets represent just more than a doubling of total Califia item points of presence

Initial modelling shows $>+30\%$ velocity impact due to improved merchandising conditions

High-level calculations show that our proposed changes may impact sales on the following order of magnitude:



* Data for illustrative purposes

The BritOn team truly served as an extension of Califia's internal Insights team for this project.

As experts in the Canadian plant-based space, they were able to quickly mine our data and provide category insights that set us on the pathway to deliver 100% growth with a major National partner.

Amanda Sztanek | Sr. Director of Sales, Canada | Califia Farms

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