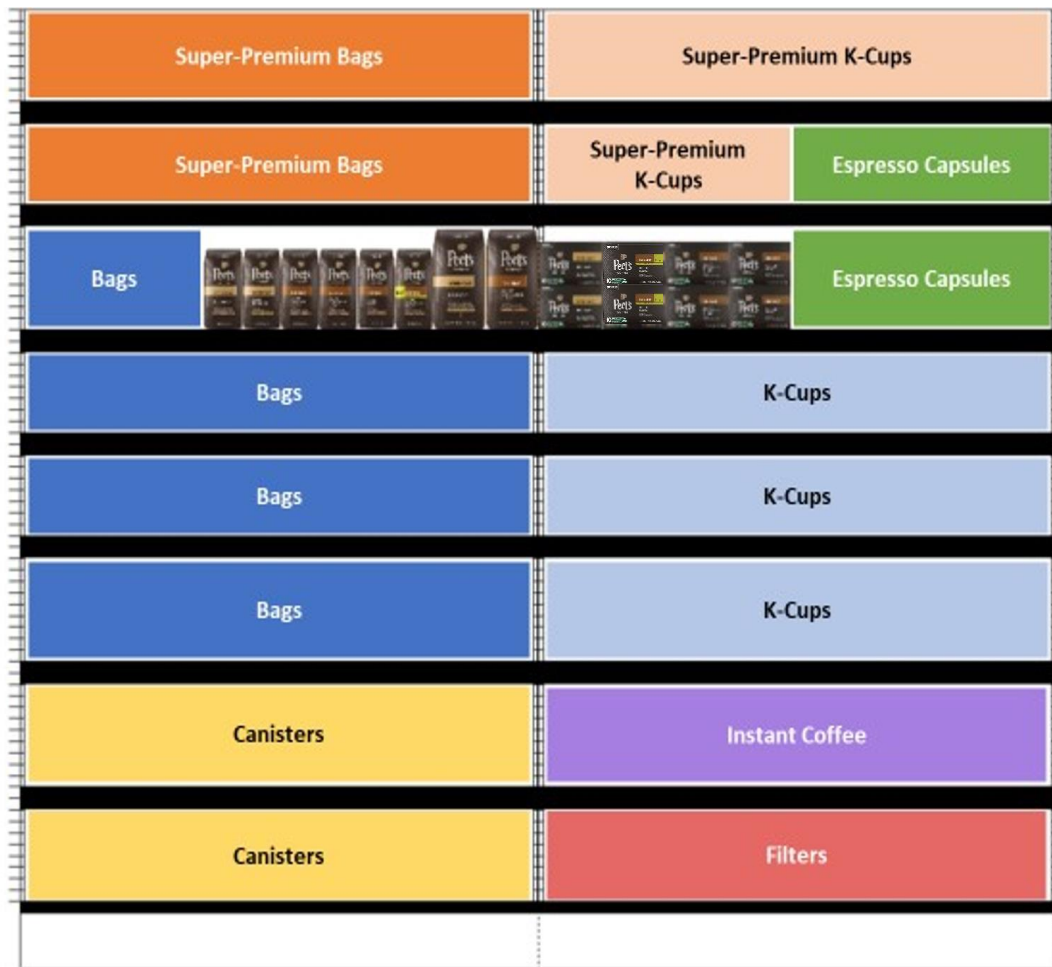


Recommended Aisle Flow for Smaller Coffee Sets

- Clearly defined segmentation by value tier:
 - Super-Premium on top shelves
 - Dedicated space to espresso capsules (growing premium segment)
 - Premium/Mainstream in middle shelves (and eye level)
 - Premium brands on higher shelves, Mainstream in the middle, Value Brands and Private Label below
 - Value Segments near the bottom (Canisters, Instant Coffee)
 - Filters on bottom shelf
- Vertical brand block:
 - Organized by light roast to dark roast
 - Ground Bean followed by Whole Bean



Source: Vista Grande Schematic Flow Study, 2019

Recommended Flow – Brand Example

- Vertical brand block (horizontal ‘power block’ for bags and k-cups when possible)
 - Organized by light roast to dark roast
 - Lead with ground beans followed by whole bean



UPC	Peet's Bag Coffee	Size	Roast	Rank
785357023505	Peet's Major Dickason's Ground	10.5oz	Dark	1
785357025523	Peet's French Ground	10.5oz	Dark	2
785357025561	Peet's Café Domingo Ground	10.5oz	Medium	3
785357023529	Peet's Big Bang Ground	10.5oz	Medium	4
785357023499	Peet's Major Dickason's Whole Bean	10.5oz	Dark	5
785357022485	Peet's Decaf Major Dickason's Ground	10.5oz	Dark	6
785357023567	Peet's Major Dickason's Ground	18oz	Dark	1
785357023604	Peet's Big Bang Ground	18oz	Medium	2

UPC	Peet's K-Cup	Size	Roast	Rank
785357024359	Peet's Major Dickason's K-Cup	10ct	Dark	1
785357024663	Peet's Decaf House K-Cup	10ct	Dark	2
785357024724	Peet's French Roast K-Cup	10ct	Dark	3
785357024632	Peet's Big Bang K-Cup	10ct	Medium	4

