

# establishing best in class



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## Background

The United States Potato Board (USPB) asked the Perishables Group to design a “Best in Class” retail program to test and prove a set of category best practices developed over the previous two years. The USPB aimed to reinvent the potato category in order to enhance the potato shopping experience for consumers and increase sales and profits throughout the supply chain.

## Approach

The USPB and the Perishables Group selected a set of “Best in Class” retail partners that agreed to execute an intensive facelift for the potato category based on the tested best practices.

The potato category best practices included a set of assortment, merchandising, promotion, pricing, packaging and communications

efforts that were developed by using a consumer category segmentation strategy. The Perishables Group provided tools and support for executing the best practices, such as annual category plans, quarterly reviews and benchmarking reports for each retailer. In return, the partner retailers committed to category planning meetings, implementation of all “Best in Class” recommendations and supporting in-store testing opportunities.

## Results

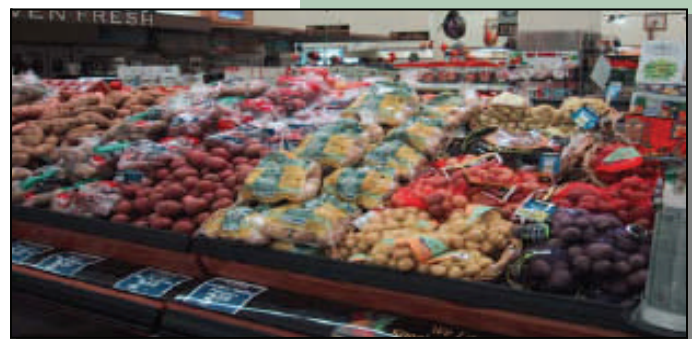
During the first two phases of the program, two Best in Class retailers’ sales outperformed the rest-of-market. A third retailer, who joined during the third phase, experienced volume sales 16 percent above the market.

All Best in Class partners have increased overall potato category performance and continue to participate in Best in Class activities.

**A retailer that joined the Best in Class program in Phase 3 outperformed the market in volume sales by 16 percent**



Potato display at retail before Best in Class



Potato display at retail after establishment of Best in Class