



THE GROCERY CATEGORY IS GROWING.

IT'S AN OPPORTUNITY
THAT'S TOO BIG TO BE IGNORED.



Data sources: *TNS World Panel 2006. †Harris International Marketing CTP Survey 2006.

4% growth to be precise.* Hardly surprising when grocery shoppers buy as much as 54% on impulse and, in convenience, spend 65% more than non-grocery shoppers.† You can take advantage of

this great opportunity by stocking the brands and products your customers actually want. And by displaying them in a way that's proven to get results. Grocery is in growth. Together we'll make it even bigger.



MORE PEOPLE ARE TOPPING UP
THEIR GROCERIES AT STORES LIKE YOURS.

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23% of shoppers in fact. They're also spending a massive 33% more per visit versus 2005, which has helped keep the grocery category growing. You can take advantage of this great

opportunity by stocking the brands and products your customers actually want. And by displaying them in a way that's proven to get results. Grocery is in growth. Together we'll make it even bigger.