



Berry

Health Benefits **FORTIFY** Category Sales

According to Nielsen Company data used by the Defense Commissary Agency (DeCA), commissary sales of vitamins and supplements generated 3.9 percent over fiscal 2009, based on \$39.3 million in sales during fiscal 2010. This continued an upward trend that had seen fiscal 2009 sales in commissaries increase 5.5 percent, to \$37.9 million over 2008 sales.

More recently, commissary sales velocity in the vitamins and supplements category picked up further strength, increasing 4.2 percent for calendar 2010, reported Janet Berry, whose buying responsibilities at the commissary agency include vitamins, supplements and energy foods.

Berry expects these healthy gains to continue. "I believe that this category will continue to show moderate growth, even in this challenging economy, due to ongoing research and development regarding the positive health benefits associated with taking vitamins and supplements."

Another active subcategory has been energy bars, which took a quantum leap forward in calendar 2010. For the 52 weeks ending Dec. 31, 2010, sales of energy bars increased 33 percent while units were up 20 percent, the buyer pointed out.

STRONG SELLERS

The key brands of vitamins and supplements, excluding dietary suppressants, that have been driving sales in DeCA stores, according to the buyer, were Nature Made, One-A-Day, Centrum, Sundown, Flintstones, Caltrate, Osteo Bi-Flex, and Nature's Blend.

The diverse needs of many different patron demographics are addressed by the strongest selling subcategories in the vitamins and supplements assortment. These key subcategories, Berry noted, are fish oil supplements, vitamin D, multivitamins for men and women 50 years of age and older, vitamin C, children's multivitamins and joint health supplements.

HEALTHY PROMOTIONS

The subcategories are promoted regularly throughout the year. DeCA works very closely with industry to promote vitamins and supplements, she said, and will specifically do so during eight promotional periods in 2011. Energy bars will be promoted during nine promotional periods in 2011. "These promotions allow us to offer these products at substantial savings to our commissary patrons."

The energy bar subcategory was scheduled to be reviewed in February 2011. As a result, Berry explained, "The stock assortment will be adjusted to best suit increasing sales and customer savings."

During May 2011, when a particular emphasis will be placed on fitness, she continued, "substantial savings will be offered for various vitamins and supplements, energy bars and protein drinks."

STORE-LEVEL SUPPORT

When asked what message she'd like to share with store managers and staff, Berry replied, "I would like to convey that the category buyers and managers are here to assist the stores in any way we can. Stores are the 'front line' of customer service, and a very important part of our work is to ensure that the store folks get the support they need and deserve."

Store inventory is managed through the computer-assisted ordering (CAO) system, she noted, and stocking is done by vendor stockers.

—E and C NEWS

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— DeCA Buyer Janet Berry

Key Subcategories

According to Defense Commissary Agency (DeCA) Buyer Janet Berry, the diverse needs of many different patron demographics are addressed by the strongest selling subcategories in the vitamins and supplements assortment. These key subcategories are:

- Fish oil supplements;
- Vitamin D;
- Multivitamins for men and women 50 years of age and older;
- Vitamin C;
- Children's multivitamins and
- Joint health supplements.



Commissary sales of vitamins and supplements in fiscal 2010 reached \$39.3 million, a gain of 3.9 percent over fiscal 2009. This continued an upward trend that had seen fiscal 2009 sales in commissaries increase 5.5 percent over the previous year. These healthy gains are projected to continue this year. Ramstein, Germany, Commissary.