

# DELIVERY OPTIONS



As chief of the Semi-Perishable Division at the Defense Commissary Agency (DeCA), Michelle Frost (left) leads a team that includes Barbara Merriweather (right), who is the chief, Direct Store Delivery (DSD), among other responsibilities.



Commissaries feature some type/brand of cookies and crackers on promotion every display period. They are merchandised on end caps, like this Ramstein AB, Germany, Commissary display; on weekender displays and/or throughout the store on display racks provided by brokers/vendors.

A large number of Direct Store Delivery (DSD) items have recently been added into the Defense Commissary Agency (DeCA) category assortment to address patron wish lists. While sales had declined slightly, patrons now have an even wider array of DSD options to choose from.

## PORTION CONTROL

A current trend that is impacting DSD assortments is portion control packaging. “We are seeing that portion control is a desire for many of our patrons,” said Michelle Frost, chief, Semi-Perishable Division, “so manufacturers are continuing to offer more of the 100 calorie packs.

“With our sodas, package and size variety does play a huge role in portion control,” Frost continued. “We have 24 packs, 20 packs, and Coke had even tried (unsuccessfully) an 18-pack. Their size variety includes renewal of an 8-oz. retro bottle, 7.5 sleek cans (Tall and Thin), and a 16-oz. PET (Polyethylene Terephthalate) replacing the 20-oz. bottle in some markets.”

## “SWEET SPOTS”

“All of these changes are trying to hit certain ‘sweet spot’ price points or unique packages,” Frost observed, “in an effort to reduce pricing and return to growth.

“With our bulk quantities and multi-packs, Frito-Lay has offered a 50-pack of single-serve assorted chips that has become the number-one selling item

in the DeCA club pack program, with sales over \$2.7 million,” the division chief said.

“Green/sustainable/biodegradable packaging for DSD is in its infancy and pricing on these items is somewhat higher than the non-biodegradable packaging,” she noted.

“We will continue promoting these items through one-time buys and promotions.”

## “GOOD FOR YOU” SNACKS

In DeCA stores, the sales of “Good For You” (GFY) products increased “just over 4 percent in units sold and 2 percent in dollar sales for the latest 52 weeks versus a year ago at the same time, reported Barbara A. Merriweather, chief, DSD, among other responsibilities.

At the same time, she noted, “The continuing sales of snack items that are not reduced in sodium are revealed in the salty snack category, which is now outselling carbonated soft drinks in DeCA.”

## SALES FIGURES

“DeCA CONUS DSD 52-week dollar sales were down \$9.75 million to \$434.43 million from the previous 52 weeks,” Merriweather said. “Units were down 2.13 million to 215.1 million during the same time frame.

“DeCA CONUS DSD 13-week sales were down \$5.36 million to \$105.54 million from the 13-week mark a year ago,” she explained. “Units were running behind last year by 2.56 million at 51.73 million.”

## SHELF SPACE

“There is currently no set space allocation for DSD products,” Merriweather pointed out. “Increasing DSD space is being handled on a store-by-store basis as well as when stores are being reset.”

## PACKAGED BREAD BEST SELLERS

The top-selling SKUs in commissaries of packaged bread products are led, according to DeCA, by two Nature’s Own SKUs: Grainbread Honey Wheat and Grainbread (20-oz.); followed by Sara Lee Soft & Smooth Grainbread; Home Pride Grainbread Wheat; and two more Sara Lee SKUs: Grainbread Premium Honey and Grainbread Classic Premium.

Next were Nature’s Own Butterbread; Oroweat Grainbread 100-Percent Whole Wheat; Wonder Grainbread White Whole Grain; Sara Lee Soft & Smooth Plain White Bread (20 oz.); and Pepperidge Farm (16-oz.).

After that came Nature’s Own Whitewheat Grainbread; Wonder Plain White Sliced Bread; Sunbeam Sandwich Sliced Bread; Sara Lee Soft & Smooth Grainbread Sliced Bread; and Wonder White Sandwich.

Rounding out the category were Arnold Whole Grains Grainbread; Rainbow Plain White Enriched; Sun-Maid Raisin Bread Cinnamon Swirl; and Oroweat Grainbread Original.

## TOP-SELLING BAGELS

When it comes to bagels, Thomas commands nine of the top 20 slots in commissary sales, while Sara Lee offers five of the most popular SKUs, and Pepperidge Farm has six items on the best-seller list, according to DeCA.

Plain bagels are in the list’s top two slots, led by Thomas and then Sara Lee, followed by cinnamon raisin bagels by Thomas and then Sara Lee as well. Next was the Sara Lee Blueberry Deluxe Bigger Bagel, followed by five Thomas SKUs: NY Bagel Everything; NY Bagel Sliced; Hearty Grains 100-Percent Whole Wheat; Plain Mini Bagel and 100-Percent Whole Wheat Mini (20-oz.).



Commissary patrons, like this shopper at NB San Diego, Calif., have made snacks a strong seller in commissaries.



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**#1 Selling DeCA Tortilla Chip**

## BEST-SELLING COOKIES

Among cookies, 13 of the 20 commissary best sellers were made by Nabisco, with six produced by Keebler and one from Murray.

The list of top-selling cookies was led by eight Nabisco SKUs: Oreo Sandwich (18 oz.); Oreo Double Stuf Sandwich (18-oz.); Chips Ahoy Chocolate Chip (15.25 oz.); Nilla Vanilla Wafer; Chips Ahoy Chewy Oatmeal Choc Chip Cookies (15 oz.); Golden Oreo Sandwich; Chunky Chips Ahoy (14 oz.); and Fig Newtons.

In ninth place was Keebler Sandies Pecan Shortbread, followed by two more Nabisco SKUs: Nutter Butter Sandwich (16-oz.) and Fig Newtons (14-oz.). Next were Keebler Vanilla Wafer; Nabisco Mini Oreo Sandwich; Keebler Fudge Shoppe Fudge Stripes Shortbread; and Murray Old Fashioned Ginger Snaps.

## CHIPPING IN

Potato chip-loving patrons have put two Lay's SKUs at the top of the commissary's list of best-selling chips. They are Classic Potato Chips and Lay's Wavy

Original Potato Chips. Next was Ruffles Original Family Size Ridges, followed by another Lay's SKU, BBQ Potato Chips.

In the fifth slot on the top sellers list was Ruffles Original Ridged Potato Chips, followed by two more Lay's SKUs: Classic, and Sour Cream and Onion.

In ninth place was Ruffles Cheddar and Sour Cream Potato Chips; again followed by two more Lay's SKUs: Original Xtra Crunchy and Salt & Vinegar.

## TWISTED TREATS

In the pretzels category, the top sellers were led by two Rold Gold SKUs: Classic Twist Bag and Classic Style Pretzel Sticks. Seven Snyder's of Hanover varieties followed: All-Natural Pretzels; Pretzel Rods (Bag); Sourdough Nibblers; Olde Tyme All-Natural Sticks; Hard Pretzel (10-oz.); Hard Sourdough Pretzel; and Olde Tyme All-Natural Pretzels.

## NEWEST DSD ADDITIONS

A wide variety of new products have joined DeCA's DSD assortment in the last year in the fresh bakery, crackers, soft drinks, salted snacks and cookie categories. The 25 new items represent a broad range of DSD options for patrons.

In the fresh bakery category, new additions to the DSD assortment include Nature's Own Sandwich Round Roll (12-oz.); Nature's Own Sandwich Round Multigrain Roll (12-oz.); and Nature's Own White/Wheat Hot Dog Bun.

Three new bagel SKUs also joined the assortment: Thomas Whole Wheat Thin Everything Bagel; Sara Lee Premium 100 Percent Whole Wheat Bagel and Pepperidge Farm Nine Grain Bagel. And in sliced bread, the MBU added Pepperidge Farm Grainbread 100 Percent Natural Slice Whole Grain.

In the crackers category, the latest additions included Pepperidge Farm Cheddar Goldfish; Sunshine Cheez-It (13.7-oz.); Nabisco Ritz Munchables Pretzel Crisps Cheesy Sour Cream & Onion (12.25-oz.); Keebler Wheatable Nut Crisps Roasted Almond Crackers (8.5-oz.).

Among soft drinks, six new beverages joined the line-up. The new additions featured two Pepsi Max Cease Fire (Cool the Burn) SKUs; Diet Caffeine-Free Pepsi Cola (tab top); Diet Fanta Orange (tab top); Regular Fanta Grape (tab top); and Regular Pepsi Cola Throwback (tab top) 18-pack.

On the subject of salted snacks, the assortment's latest additions include new Regular Tostitos Made With 100 Percent Blue Corn; Doritos Late Night All Nighter Cheeseburger; Doritos Late Night Last Call Jalapeño Popper; Lay's Tangy Carolina BBQ All Natural Potato Chips; Lay's Original Kettle Cooked Potato Chips; and Cape Cod Sweet and Spicy Jalapeño.

In the cookie category, two Nabisco SKUs were added: Spring Oreo Sandwich Filled, and Oreo Fudge Creams Chocolate Cookie (8.5-oz.).

## FUTURE TRENDS

"Even through our salty snacks and soft drinks are doing very well for DSD, I believe our patrons will continue to be focused on eating healthy and looking for products that provide less sodium as well as less sugar," Merriweather noted. "There will be those patrons who will indulge their palates with chocolate, non-chocolate as well as cookies, so I expect sales in the cookie and candy categories to remain steady."

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