

THE SCIENE OF RESETS

Our competition did an entire reset & did not even bother to place another shelf in the craft/import beer door despite there being ample room. The reasoning for this...Redding Distributing owns the craft/micro category!

Since when did Bud Lt. Lime become an import? And why is it positioned in the prime location of the import door even though it is cheaper than Corona & even though Corona outsells it by a mile? This is another example of our competition trying to hurt Corona sales (which is a higher ring up) in order to better AB.

All 4 of these packages should be in the domestic doors & are priced as domestics. Four of the brands are acutally branded with "Bud" or "Bud Light" & they are in the #1 position in the craft beer door! This discourages consumers from purchasing a more expensive ring up & ultimately hurts the retailer from making more profit.

Blue Moon is one of the largest craft brands in the country, but our competition placed it in a domestic door in order to hurt its sales. Whose sales does that also hurt...the retailer. Notice that Bud Lt. Wheat, Bud Lt. Lime, Bud American Ale, Bud Select 55, the Michelob lineup & Shock Top are all in the craft beer door, but not Blue Moon. All of those beers are cheaper than Blue Moon!

All of the discontinued items in the set were Redding Distributings. Not one slow package from our competition was discontinued from the set.



This accounts top performing craft brands are all burried in the worst position in the craft beer door. Meanwhile, AB brands are in the prime position engouraging consumers to trade down costing the retailer \$\$\$.

Budweiser has 3x more space in 18 packs & Bud Light has 2x more space than Coors Light despite Coors Light outselling both brands! Another attempt of our competition trying to hurt RDC instead of helping the retailer.

All of the high dollar Craft & Import large format bottles are in the worst position, while low end large format bottles are in the prime position. This discourages shoppers that are looking to make a more expensive purchase to do so.