

'Let's make retail great again'

Discover how [Grocery Insight](#) can help.

Retail is changing.

Being competitive is more important than ever before.

Innovation, progression, and 'newness' are crucial.



**Despite great change,
there is a constant.**

The customer.

They remain all important.

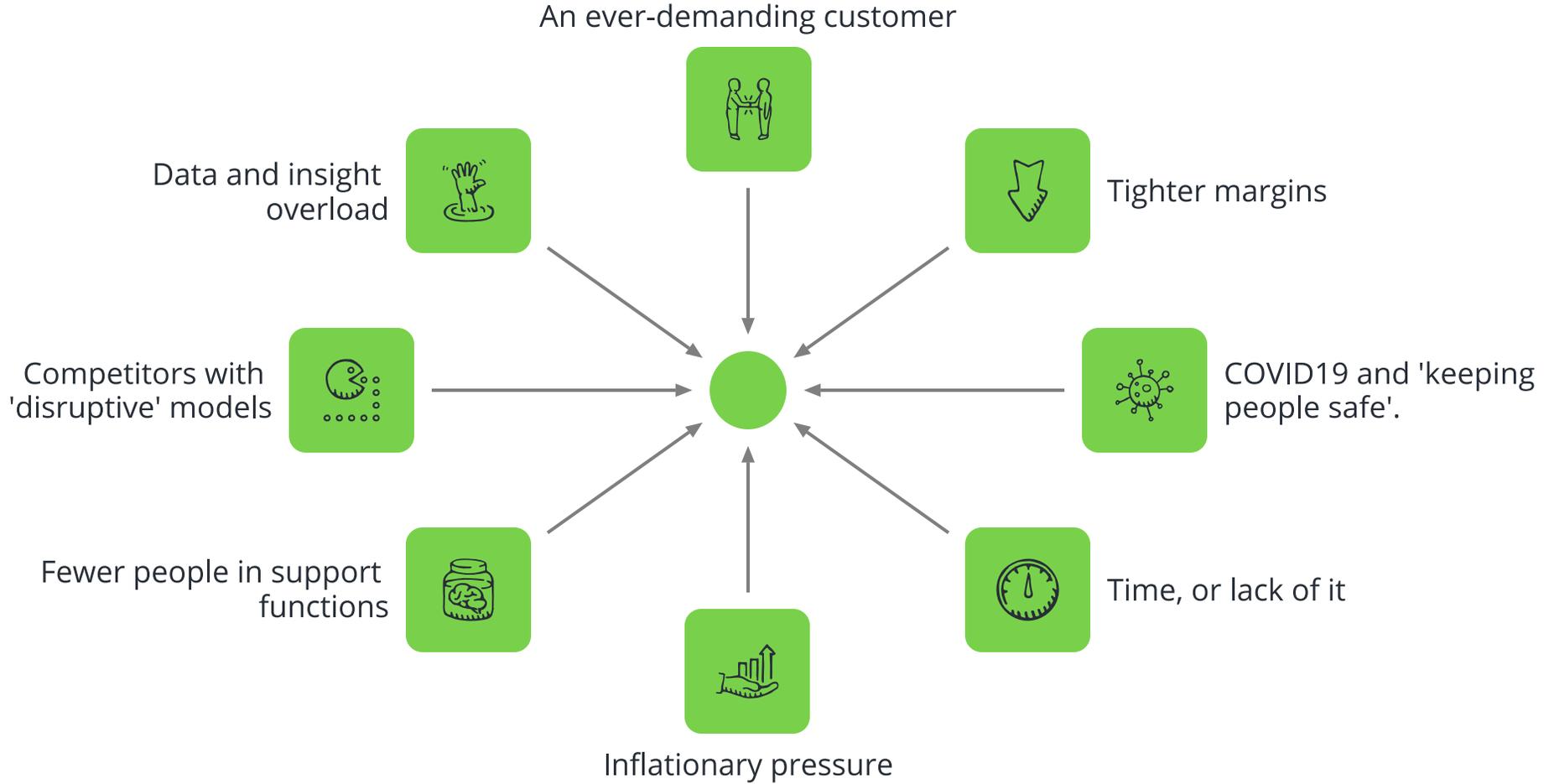
Your customer is more demanding than they ever have been before.

(They're armed with more information than ever before, too.)

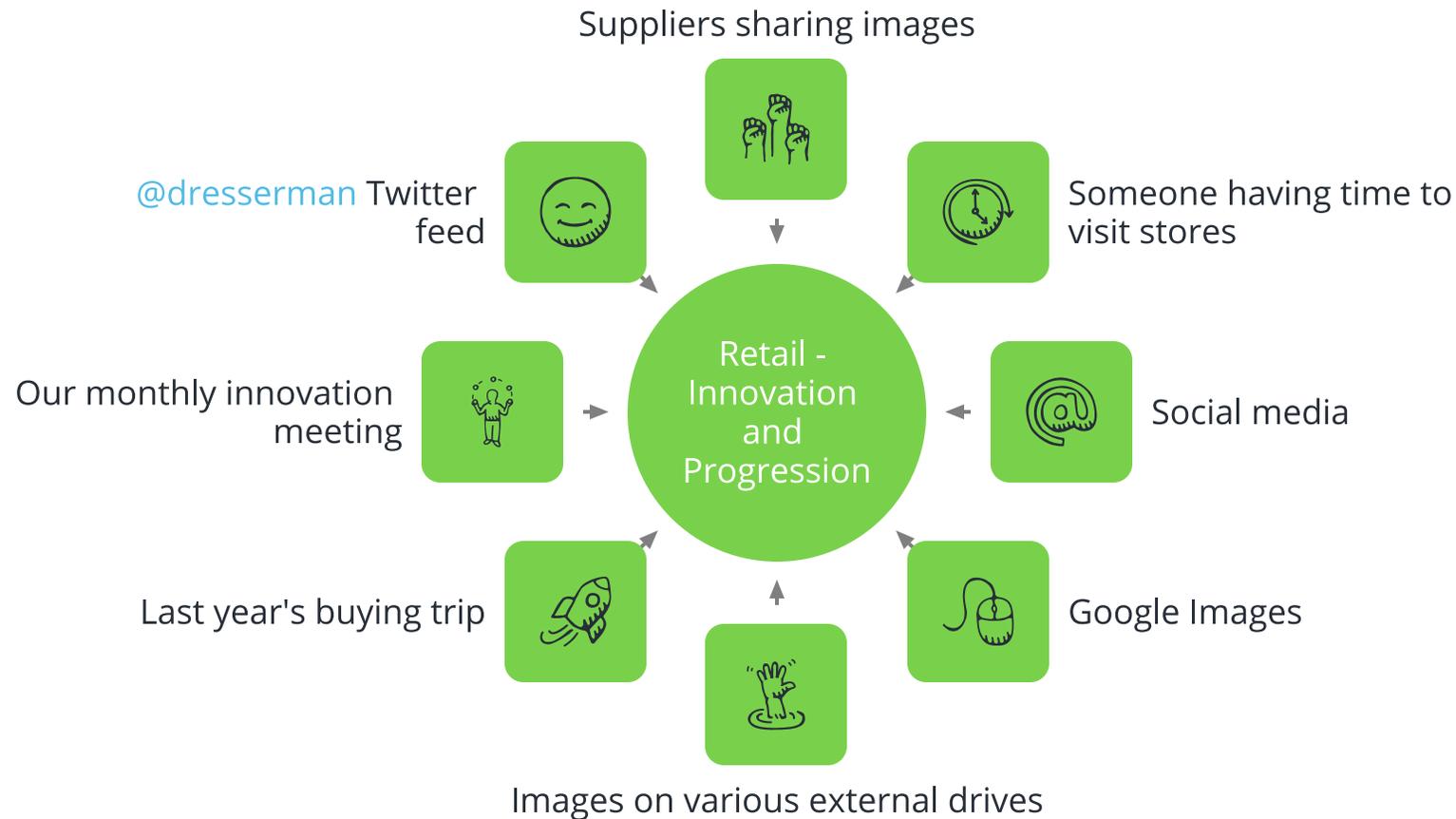
The sole aim of any activity, initiative, new product, or idea should be that the end result will be beneficial to the customer.

Steve Dresser - Grocery Insight

Challenges facing retail in 2021 (and beyond)

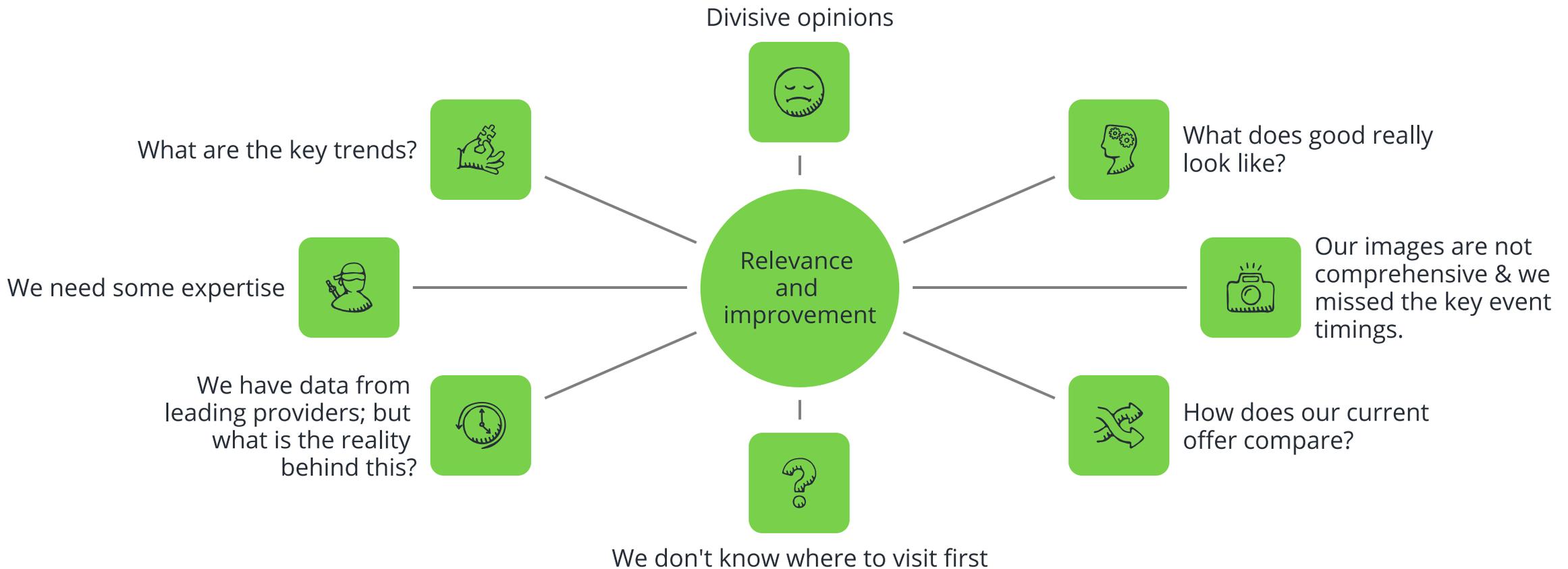


Despite the challenges - material to justify improvements is disjointed.



“We must stay relevant and keep improving”

Despite the reality of the marketplace finding best practice, relevant, timely insight and real expertise is still too difficult.



The customer wants:

Nice, new stores

No queues at the checkout

Full availability when they visit

A range of healthier products

Less plastic

More sustainability

No job losses in retail

Better quality product

Free delivery

Better pay for delivery drivers

The customer demands:

**Lower prices
and the best value**

(and keep me safe when shopping!)



A real balancing act

Imagine if you could apply some certainty to an industry that is inherently uncertain.

Imagine if you could find it easier to deliver innovation and longer-term thinking in a short-term, quarter-to-quarter industry.

Imagine if you could see the issues, see the competition, and make judgments with more than just data.

Our aim:

To help your people deliver real improvements for your customers in a better, simpler, and faster way.

Let's do retail.

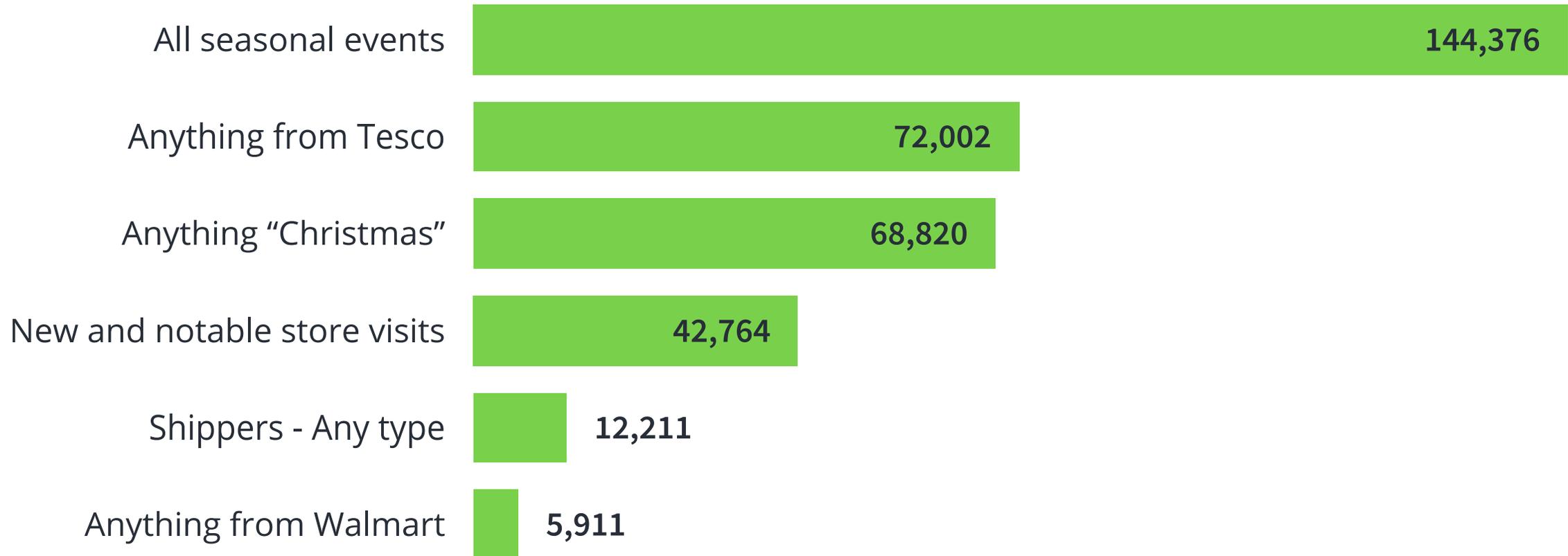
A picture tells a thousand words.



If you have over 250,000 images... from 2014 to present day...

Q: How many words is that?

A: It's a lot.



Images by Sub Category correct as of 26/05/21

We're always on, always expanding, week by week



Seeing what the customer sees.



We have lot of imagery.

It's great to look through.

It's great for idea generation.

It's great to see what's going on.

But what do the experts think?

“Working with Steve and Grocery Insight definitely made Walmart better.”

Greg Foran, former CEO - Walmart US

“Such objectivity and integrity was always much appreciated by me and the Tesco team.”

Dave Lewis, former CEO, Tesco

“He is sharp, detailed, all in for the customer and has a deep commercial nous as well as a process focus. Sometimes painfully truthful but often right.”

Stuart Machin, Managing Director, M&S Food

Do you have the time to view all of these images(?)

If so, great! If not, read on.



Let us curate, produce, and deliver the goods.

From 'realistic and relevant' best practice, store visit reports and seasonal event reviews to our expert advisory and bespoke reporting service, there's not much we can't help with.

Asda— Strong range of shippers around the store; strong in advent and also non-food and gifting too.



GroceryInsight

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The "Top 10" – How Plastic has been reduced Powered by GroceryInsight

1. **Produce bags** – change to compostable paper versions.
2. **Carrier bags** –A shift from single use bags to reusable bags (Jute/Fabric) or compostable bags (Co-Op).
3. **Floral wrap** – changes from plastic to paper (limited success).
4. **Change to Clear Plastic** – Black/Green is unrecyclable. Change to clear plastic (Steak, Produce and bottled Water)
5. **Straws** – Elimination of plastic straws and widespread shift to paper equivalents.
6. **Disposable cutlery** – Change to wooden cutlery for salads, away from Plastic.
7. **Usage of Plastic containers** – Allowing customers to reuse their own plastic containers for any purchases from service counters (Deli, Meat, Fish etc).
8. **Fruit & Vegetables** – A greater range of loose fruit/vegetables to facilitate packaging reductions.
9. **Reverse vending machines** – Introduced on a trial basis in selected supermarkets to encourage recycling of plastic and aluminium packaging.
10. **Utilising recycled plastic** – Suppliers have produced products utilising XX% of reused/beach/recycled Plastic to highlight their efforts here.

Aldi Local

Balham High Street, London. Time of Visit: 9:30am

GroceryInsight
Competitive intelligence



Wegmans – Manaplan; New Jersey

GroceryInsight
Competitive intelligence



Imagery - Curated - Best examples of Christmas signage



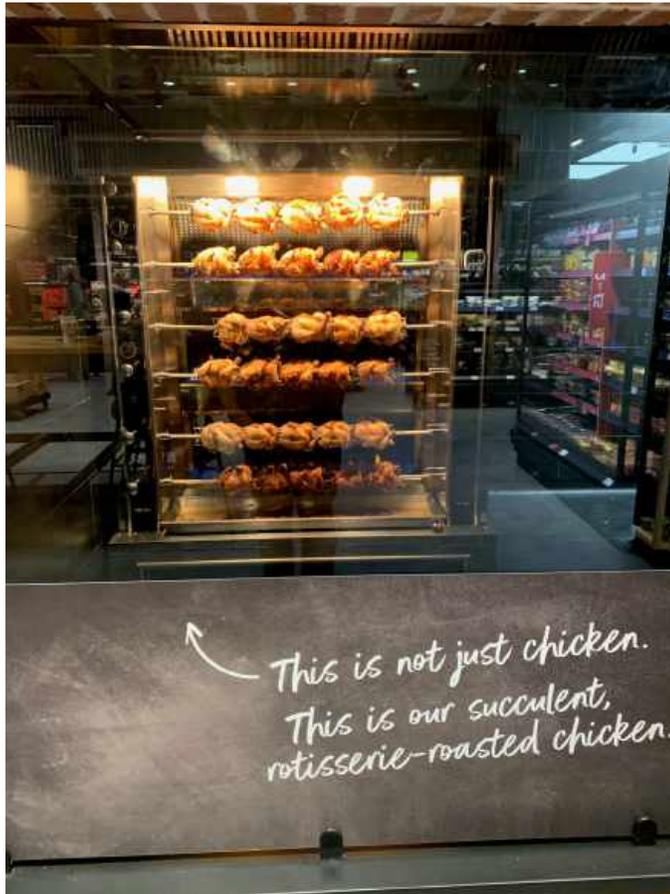
Curated - Best examples of Christmas signage



This and the previous slide show just four examples from over 7,000 images of Christmas signage, spanning five years.

Curated images - M&S (refit) - Hedge End, UK

A key part of our retail visits is seeing new concepts and store openings, understanding the direction of travel and looking for best practice. Our images showcase this.



Curated - Trending - “Veganuary”



Veganuary has overtaken any notion of January just being about weight loss and eating healthier. We have imagery of every new product from the UK retail market.

Good ideas never go out of fashion



I have probably traveled and walked into more variety stores than anybody in America. I am just trying to get any kind of ideas that will help our company. Most of us don't invent the best ideas, we take the best ideas from someone else.

Sam Walton - Founder of Walmart

Good ideas never go out of fashion (a brief selection)

Set us a challenge and we'll come back with realistic and relevant best practice in our report.

We've worked in store; we understand the reality of retail. We won't provide examples because the image 'looks great', without considering the operational elements or potential downside.



Curated - best practice - enhance premium sales(?)

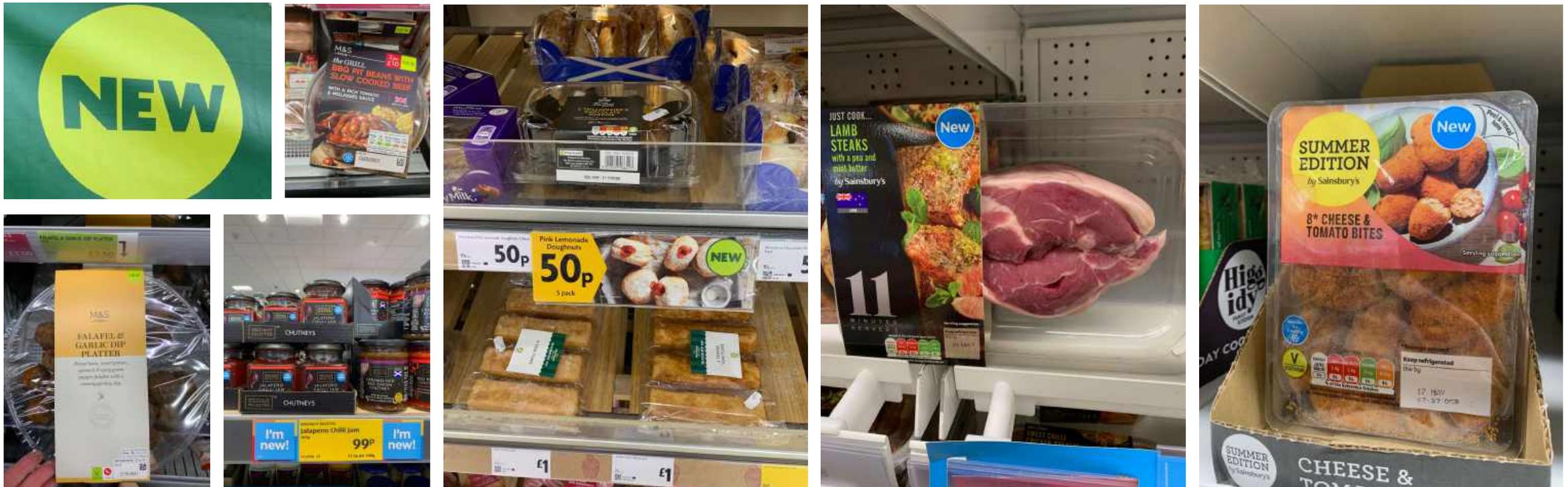
Just one idea of how to enhance premium and brand credentials in store - a 'shop in shop' centred on the premium tier in Dunnes own label.



- 1 Dunnes have a curated “Simply Better” offer within their new-look stores.
- 2 This allows customers to shop the premium range as a standalone brand in a 'shop in shop'.
- 3 The location of the range (near Fresh Food counters) is clever and will enhance both this range and the counter offer.

Curated - What's New / New Product Development

Forget Instagram and some guy taking pictures of the latest Toblerone variant in B&M! We capture every single new product, every single week.



Curated images - seasonal events - Mother's Day

Our seasonal event coverage spans over 50 separate seasonal events across six years in the market. Each event is organised and collated based on the seasonally appropriate subcategories for maximum relevance.

We produce comprehensive reports for seasonal events to highlight activity, good ideas, and best practice too.

The screenshot displays the GroceryInsight library interface for Mother's Day 2019 at Tesco. The left sidebar shows a navigation menu with categories like 'Hello Spring', 'Home Events', and 'Mothers Day'. The main area shows a grid of images with subcategory labels: 'Beers, Wines and Spirits', 'Branding Signage', 'Clothing', 'Core Ambient Grocery', 'Floral', 'GM Gifting', 'GM Homeware', 'Greeting Cards', and 'Shippers'. The interface includes search, filter, and pagination options.

Curated - best practice - examples of refit signage?

There are so many, but with our guidance we can discuss the best examples that we have and demonstrate a way forward, down to any level - even specifics like navigation.



- 1 We have numerous examples; literally hundreds, possibly thousands.
- 2 Target are a favoured retailer of ours for numerous reasons, but their branding, clarity of message, and design are always strong.
- 3 The location of the range (near Fresh Food counters) is clever, and will enhance both this range and the counter offer.

Curated - best practice - technology-based solutions

Digital is huge and will only grow. We can provide examples of what retailers have done so far and how they have landed the specific solutions, providing inspiration and a 'reality' at the shelf edge.



- 1 We can always help curate imagery and showcase best practice.
- 2 Digital is becoming a 'must' for retail. But how can technological progression be translated in to something that's right for the customer?
- 3 It can not be technology for technology's sake. It has to improve things for colleagues and improve service, whilst making things easier for customers.

**The question we are
asked, too often:**

“What is it you do?”

We solve retail's problems.

Advisory from Grocery Insight

We provide reporting and advisory services to retailers across the world, offering a unique perspective and expertise without the internal politics or agenda. “All in for the customer”.

- **Store visit packages**

We can visit your territory and carry out a package of store visits, both on your own stores and the competitors, before returning with a honest perspective of challenges, opportunities, and ideas for the future.

- **Tailored reporting**

We produce a number of 'core' reports that are generic in terms of outlook and best practice. Bespoke reporting means we can meet your individual business challenges around what the best counters look like, or help to solve your problems around ticketing , signage and clarity for customers.

- **Training and coaching**

Whether it's coaching and advising the executive or meeting the troops. We have visited a huge number of stores since 2011 and we can showcase what we look for in stores, our methodology, and where the common 'own goals' are, providing a framework and some hope for the future. Customer first!

- **Expertise and curation**

Our expertise is always available, 24/7. Set us a challenge. Think of us as a doctor's surgery where you can visit (virtually) with challenges you're facing.

- **Operational and process guidance**

Joining the dots from a poor store visit can often mean that there is more in play than just the store itself. We can provide overviews and guidance on your ways of working and suggestions on how to improve. We ask lots of questions and hope to aid a better way of working for everyone.

- **Trade planning and value**

We can advise on what we think about your seasonal events, including your offer, featured space, signage and more. We may even throw in the odd challenge for good measure.

- **New stores and refits**

We are happy to visit new stores, or review plans that you have, in order to capture challenges before things 'go live' from a customer perspective. We can use a CAD plan and visualise it as a 'store', asking questions and challenging thinking to make sure that it's right for the customer.

- **Best practice from one of the strongest markets**

Our realistic and relevant approach to best practice means that we can share the very best examples of who does things well.

'Images' by Grocery Insight

Our web-based image and insight offer - featuring over 250,000 images from inside retail stores.

- **Ongoing weekly updates - included.**

Alongside our market-leading archive of images, all weekly updates to the Bible are included with your subscription. That's events, new stores, core imagery, new products, and category updates.

Keep up to date with the latest trends in the market.

- **New and notable stores**

Always exciting - we don't have full global coverage just yet, but we'll get there. When we travel we visit shops, and you can benefit from our aisle-by-aisle walks of some of the most interesting food stores we have been to.

- **Over 50 seasonal events**

Everything from The Big Clean to Ramadan, Eid, Thanks Teacher, Back to School, Back to University, Halloween, Bonfire Night, Hogmanay, Thanksgiving, and so on.

- **Seasonal = categorised**

Over 50 seasonal events have been carefully categorised to ensure you can see everything you need in a way that suits your requirements. Easter Eggs? Turkeys? Pumpkins? And then by retailer? By year? By month? The list is endless.

- **Expertise and curation**

All of our images are curated, meaning you only see the best we have taken. We can provide you with highly-targeted best practice examples to suit your requirements.

- **New product development**

Every new product that lands in the market from every supermarket in the UK is captured here. Track development and when ranges land in store, today.

Our core plan

For our unique 'Images' platform - never miss a thing again.



Direct access to over 250,000 images from 2011 to 2021, and beyond.



Always-on, 24/7 access.



Access to new product imagery, examples of plastic reduction, and our curated selection of images.



'Live' updates every week from the market. Hundreds of new images each week.



Over 50+ seasonal events featured, from Autumn to the World Cup and more.



Utilise 'Collections' to share your favourite images with your team and aid collaboration.



Unlimited users with single sign-on access for your organisation.



'New and notable' store visits featured, with each store walked aisle by aisle.

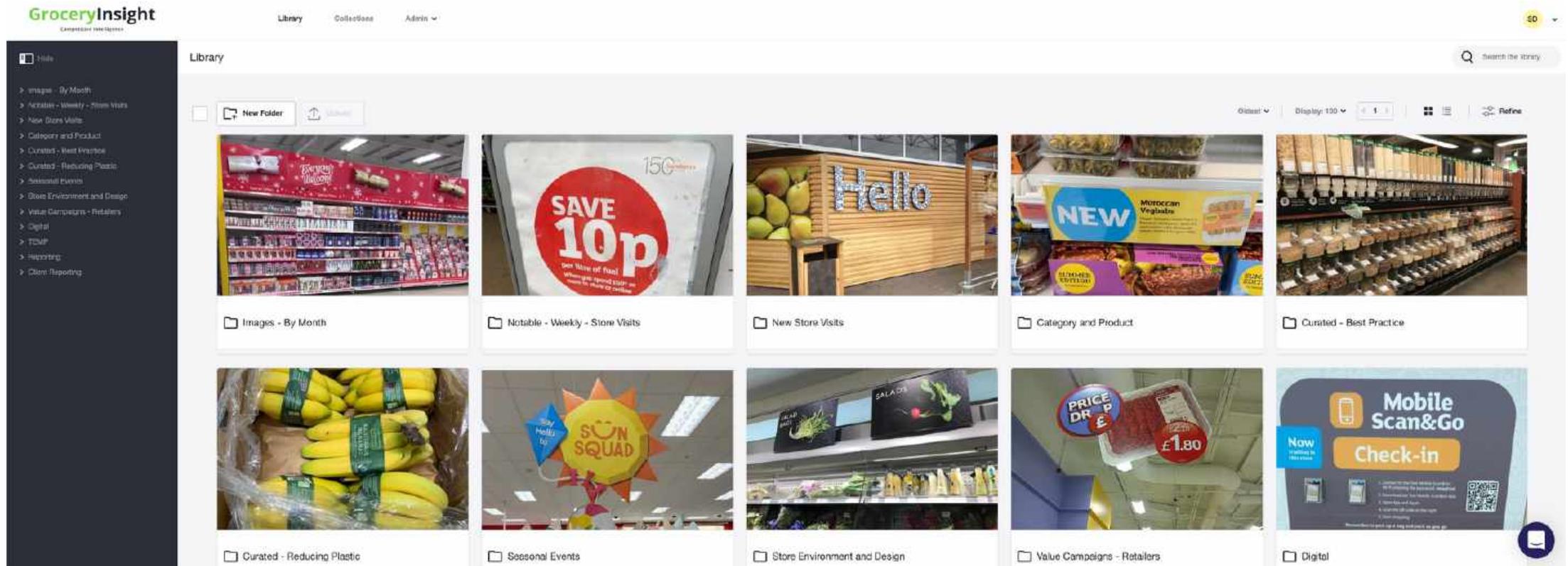


Customised solutions for you, tailored views, adapting to your workflows.

The 'Image platform' - main menu:

There is a large list of folders on the left of the page. These folders relate to the images on the main screen. All the possible options for subscribers exist here, and we are adding more all the time.

Remember - our subscription comes with free updates.



Images - value campaigns (launch or relaunch)

An important repository where we have collated imagery to showcase how retailers have talked about their value credentials, usually when they've launched a new campaign.

The screenshot displays the Grocery Insight Library interface. The top navigation bar includes 'Library', 'Collections', and 'Admin'. A search bar on the right contains the text 'Search the library'. The main content area is titled 'Library > Value Campaigns - Retailers' and features a grid of images from 2011 to 2019. The grid includes:

- 2011: A sign for 'THE BIG PRICE DROP' with 'OFF THE NATION'S SHOPPING LIST'.
- 2012: A sign for 'Fresh Price Drops' featuring 'Tesco Baby Plum Tomatoes' at '£1.25 each'.
- 2013: A sign stating 'We're on a mission to save you every penny we can.' with images of coins.
- 2014: A sign for 'Collect points to get vouchers' with a 'Match & offers' logo.
- 2015: A circular sign for 'Save and Shop a Lidl Smarter.' with a 'Lidl Quality' logo.
- 2016: A green sign for 'Price Crunch' with a pound symbol (£).
- 2017: A green star-shaped sign for 'WAY DOWN PRICE CRUNCH'.
- 2018: A red sign for '100s of prices lowered'.
- 2019: A blue sign for 'Celebrating 100 years of great value THANK YOU'.

The interface also includes a sidebar on the left with navigation options like 'Images - By Month', 'Notable - Weekly - Store Visits', and 'Value Campaigns - Retailers' with a year filter. At the bottom, there is a 'Grocery Insight' logo and a copyright notice: '©2021 Grocery Insight Limited. All Rights Reserved.' A chat icon is visible in the bottom right corner.

Images by store visit (new and notable stores)

This folder contains all images relating to our UK, US and European store visits.

The screenshot displays a digital library interface with a dark sidebar on the left and a main content area. The sidebar lists navigation options: 'Images - By Month', 'Notable - Weekly - Store Visits', 'New Store Visits', and a list of countries including 'USA'. The main area is titled 'Library > New Store Visits > USA' and features a search bar, 'New Folder' and 'Upload' buttons, and a grid of 10 image thumbnails. Each thumbnail shows a different store and includes a folder icon and the store name below it. The stores shown are Adidas, Aidi USA, Amazon, Balloon Saloon, Barnes and Noble, Basin, Bath and Body Works, Blaze Pizza, Brookfield Market - New York, and Chelsea Market - New York. The interface also shows 'Display: 100' and '1' page indicator.

Images by month

Our entire image archive is organised by month, and then by retailer. For 2019 this changes to a weekly view. Everything we capture is included here.

Our monthly archive goes as far back as 2011. Never miss a thing again.

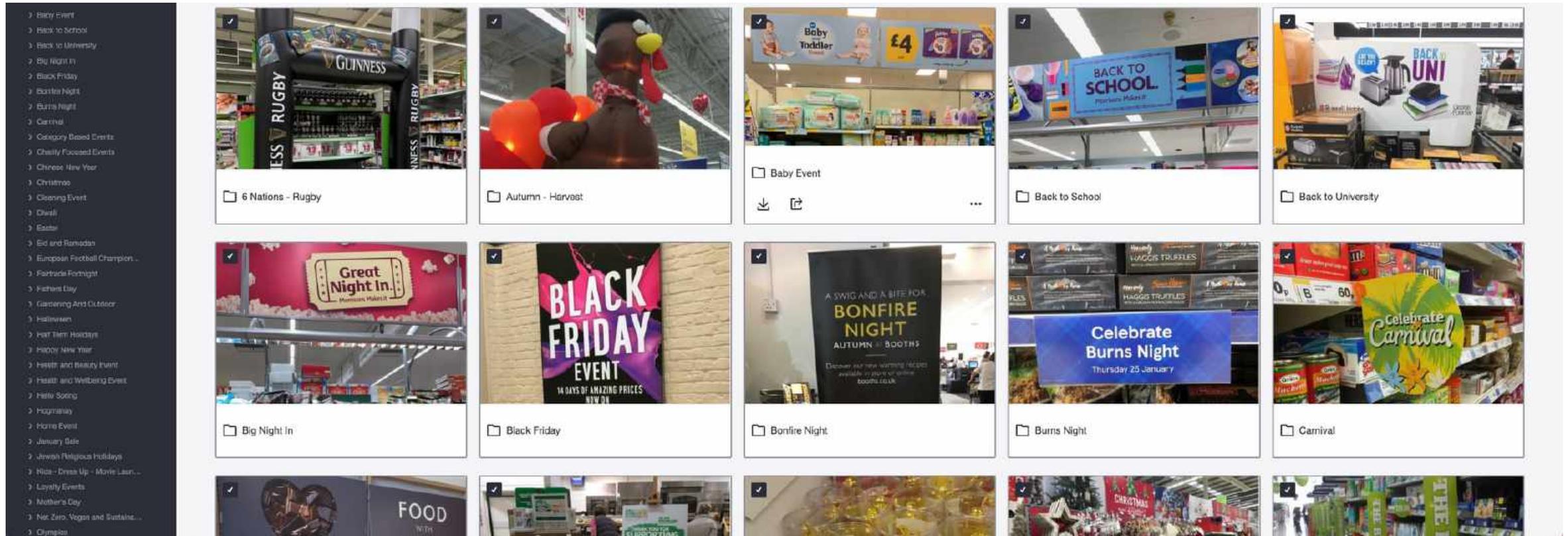
The screenshot displays the GroceryInsight image library interface. On the left is a dark sidebar with a navigation menu for 'Images - By Month' from 2011 to 2018, and a list of retailers including 99p store, Aldi, Asda, M Local, Morrisons, Sainsbury's, and Tesco. The main area shows a grid of images with the following details:

- 99p store:** A display of 'CioKoko' chocolate cakes with a sign that says 'Everything 99p or less!'.
- Aldi:** A 'SCHOOL SHOP' sign featuring two children and a '£4' price tag.
- Asda:** A view of a grocery aisle with shelves stocked with various products.
- M Local:** A green sign for 'M local GRAFTON STREET'.
- Morrisons:** A display of several bouquets of flowers.

At the bottom of the grid, there are two more images showing empty grocery aisles. The interface includes a search bar at the top right, a 'Search the library' button, and a 'Refine' button. A 'New Folder' and 'Upload' button are visible above the image grid.

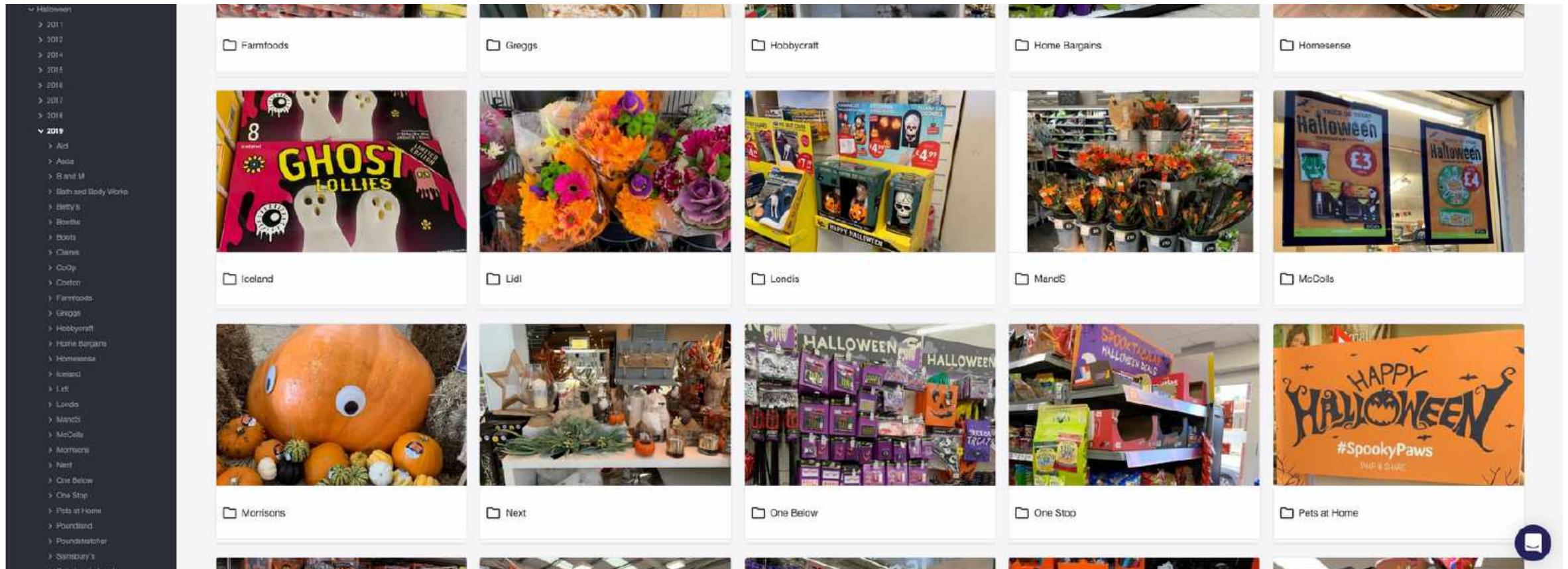
Images categorised by Seasonal Event

We have over 60 seasonal events, categorised by event, year, month, retailer, sub category and in some cases, by week too. A unique resource. A comprehensive overview of every single event.



Images by seasonal event - Halloween

Here is just a selection of retailers covered for Halloween in 2019. You can see which retailers are included on the left side of the screen. We have organised all of our imagery to ensure it is as clear and relevant as possible.



Images by subcategory - Halloween

When you select a retailer for a seasonal event (such as Halloween), you're able to review each category as required. We collate images of Pumpkins, Costumes and Accessories, Decoration, and so on.

These sub-folders change based on the event itself (think Trees and Decoration for Christmas, for example).

The screenshot displays the GroceryInsight library interface for Halloween. The left sidebar shows a navigation menu with categories like 'Halloween' and various years. The main content area shows a grid of subcategories with corresponding images:

- Branding Signage: Image of shelves with Halloween-themed products and price tags.
- Costumes and Accessories: Image of various Halloween costumes and accessories.
- Food and Floral: Image of a pumpkin in a clear plastic container with a price tag.
- GM Decoration: Image of Halloween decorations, including a sign that says 'AUNT MIEE'.
- GM Hosting: Image of Halloween decorations on shelves.
- Pumpkins: Image of pumpkins on a pallet with a price tag of £1 and a sign that says '2 for £3'.
- Shippers: Image of shelves with Halloween-themed products and price tags.

The interface includes a search bar, a 'New Folder' button, an 'Upload' button, and a 'Refine' button. The breadcrumb trail shows 'Library > Seasonal Events > Halloween > 2019 > Tesco'.

Search - Easter signage

Easter is a big event, so let's have a look at the signage that we have on file for this event. 1439 different examples(!), not including what we have captured for 2020.

GroceryInsight Competitive Intelligence Library Collections Admin 50

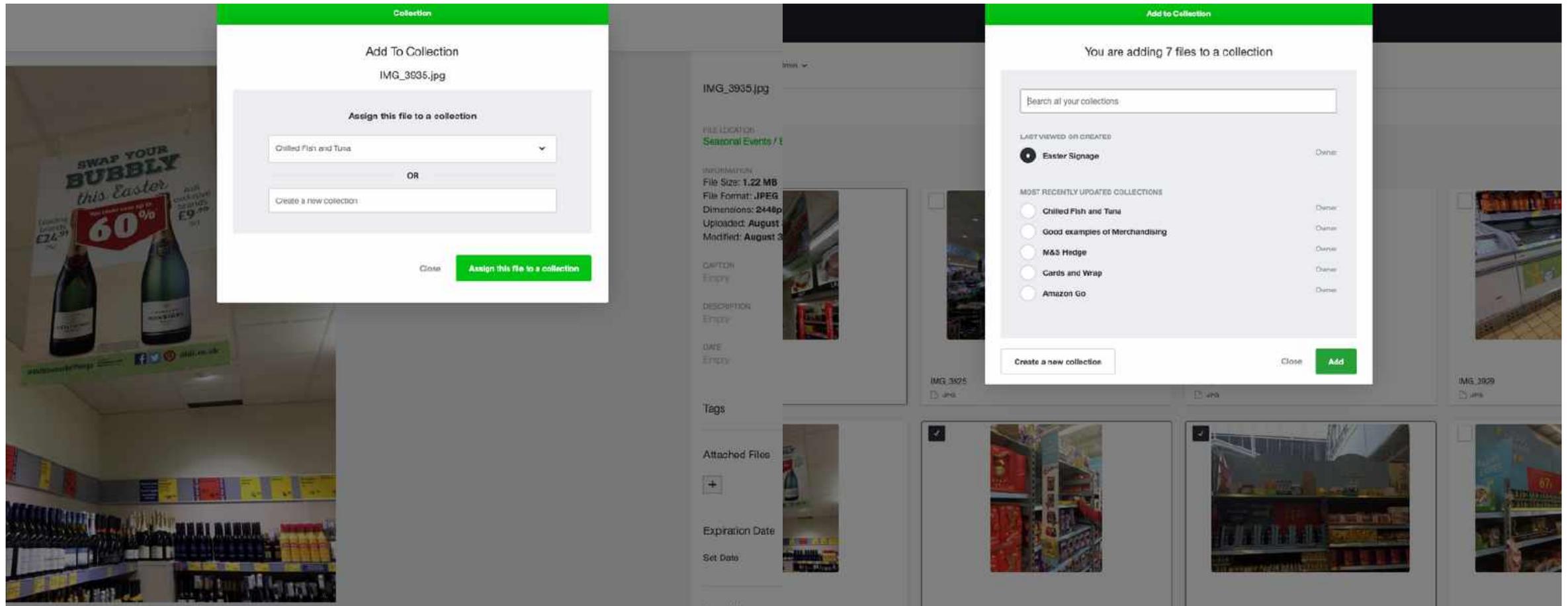
Search Results

1439 results for easter signage Oldest Display: 100

 IMG_3926 JPG	 IMG_3924 JPG	 IMG_3925 JPG	 IMG_3927 JPG	 IMG_3928 JPG	 IMG_3934 JPG
 IMG_3930 JPG	 IMG_3935 JPG	 IMG_2919 JPG	 IMG_2033 JPG	 IMG_3711 JPG	 IMG_3710 JPG

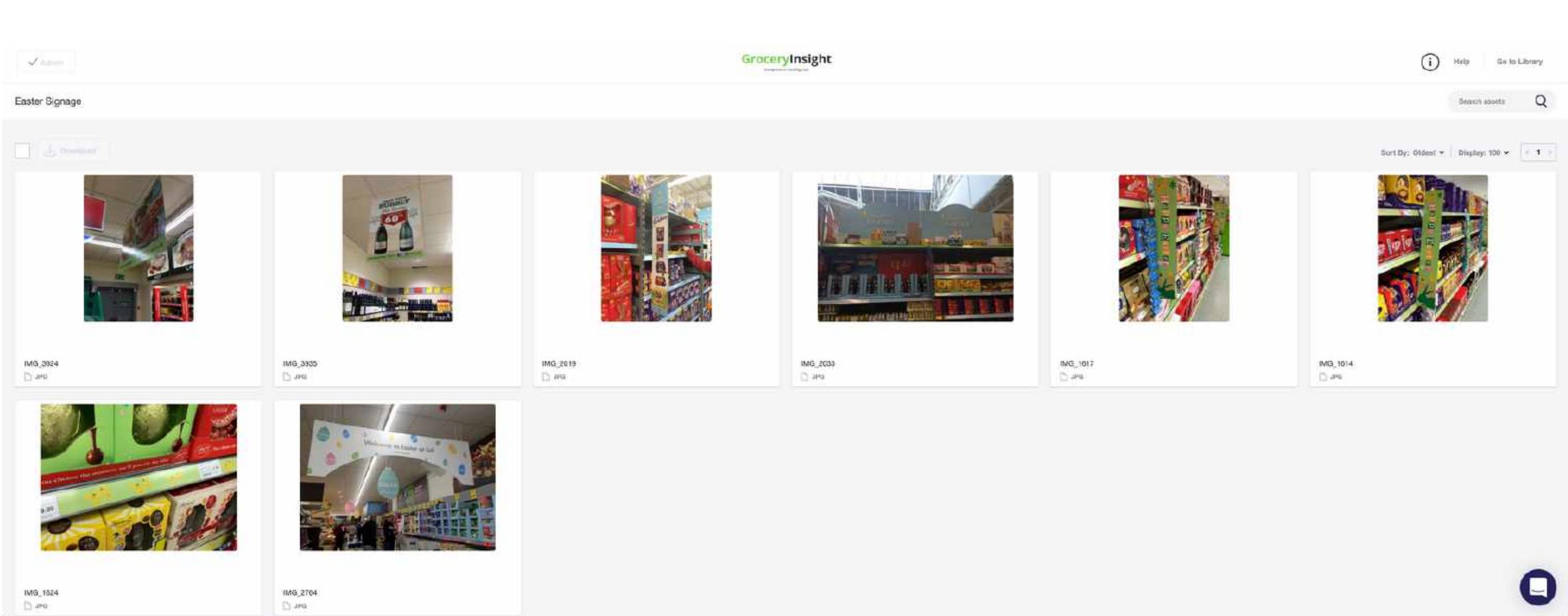
Collections - sharing the best with your teams

Our platform comes with 'Collections' - a way to share imagery that you like with your teams, with other users able to contribute and create areas where your favoured images can be showcased.



Collections - sharing the best with your teams

Our platform comes with 'collections' - a way to share imagery that you like with your teams, with other users able to contribute and create areas where your favoured images can be showcased.



Our new platform.

**We can customize our images to
your internal category structure
for maximum relevance.**

Our insight platform

An essential toolkit for anyone involved with retail. Highlighting the key trends.
We can fully customise our images to align with your internal category and structure.

- **Market overview**

Highlights from the market, with details around campaigns, events, signage, promotions, and all manner of other things from the stores.

- **Seasonal events**

Lead seasonal events tracked weekly until completion. Let us show you what is landing, how, and when.

- **COVID-19**

The pandemic has impacted all of our lives and retail has adapted admirably. We track how retailers are keeping customers safe when shopping.

- **Store visits**

Our store visits are respected throughout the sector and we continue to visit stores and report back on the notable findings using our extensive image library.

- **Plastic reduction**

Despite COVID-19, plastic reduction remains a key consideration for the customer. They expect retailers to reduce plastic consumption and help them to do the same. We track all developments in this area from brands to retailers.

- **New product development**

Innovation is vital, and we track the new products that appear in all retailers, highlighting the noteworthy developments and categorising these images.

Retail is the art of coordinating operations across a huge number of different sites, while managing a small army of people and attempting to navigate inherently unpredictable elements, like the weather.

All of this is done to satisfy, and hopefully delight, the customer.

However, the customer is unpredictable. They can, and will, change where they shop at the drop of a hat, sometimes for reasons that are beyond even their own comprehension.

So, how can we help?

Let's talk.

Please use the link below to book a call with us.

We are looking forward to speaking with you.



www.groceryinsight.com/call

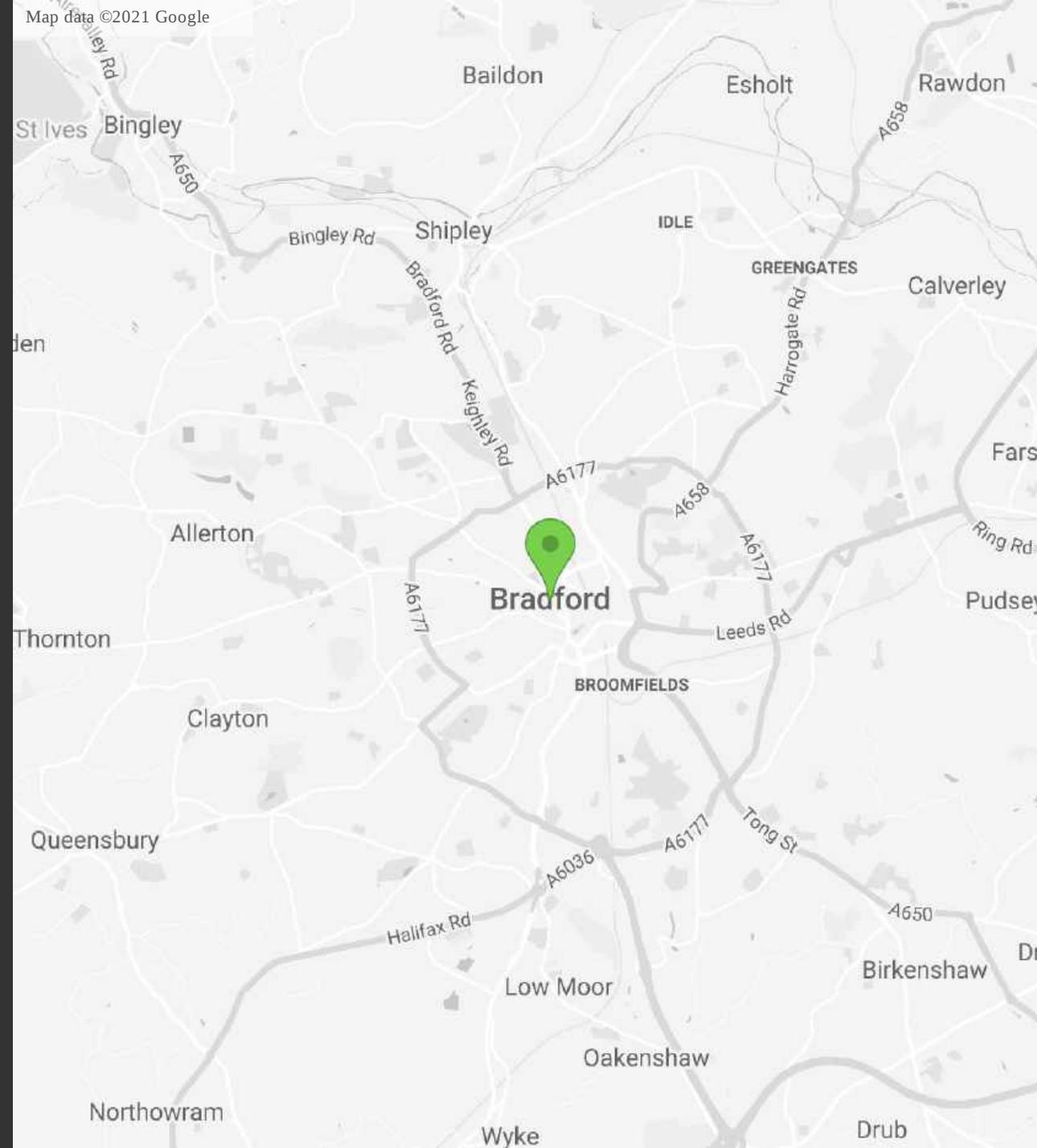
Our contact details are below:



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This presentation contains, among other things, an outline of Grocery Insight, the service offer and thoughts on the retail market in 2020/2021.

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