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Blueberry Segmentation

Our Blueberry Category Vision



FOUR KEY FOOD TRENDS

Blueberries fits perfectly within these trends



Healthy

- Functional food
- Power fruits
- We want to eat more fruit
- Healthy breakfast
- Healthy snacking
- Better food is better life
- Covid -19 has promoted healthy lifestyle



Convenience

- Increase in ready-to-eat food
- Fruit peeled
- Easily compose your own breakfast
- Different packaging for different moments of use



Good behaviour

- Reliability: clarity about the origin and production process of products
- Sustainability
- No food waste
- Eating better is taking better care of the world



Indulgence

- Unique taste
- Best choice instead of cheap
- Real enjoyment is only when it is also healthy
- Fruit all day long
- Fruit is not only functional

HEALTH BENEFITS OF BLUEBERRIES

Health is the main consumer need when choosing blueberries

Ideal for a healthy diet
and weight loss

Stablize blood sugar
levels

High in fiber and low in
calories

Cardiometabolic
& Brain health



CONSUMER NEEDS

Different moments of consumption require different types of berries and or packaging



Convenience

- Increase in ready-to-eat food
- Fruit peeled
- Easily compose your own breakfast
- Different packaging for different moments of use



MY FAVOURITE SIDE STEP

Product Segmentation is the base of FMCG (Fast Moving Consumer Goods):
from mono & multi usage product



MY FAVOURITE SIDE STEP

To products for each moment and consumer need, first the basics.....



laundry



body



hair

MY FAVOURITE SIDE STEP

Product Segmentation is the base of FMCG (Fast Moving Consumer Goods):
from mono & multi usage product



car



dish



dog

CLOSER TO HOME

15 Years ago



Product Range Potatoes






- waxy
- all purpose (all rounders)
- starchy
- in package size
 - 10 kg
 - 5 kg
 - 2.5 kg

CLOSER TO HOME

Product range potatoes today



PRODUCT RANGE POTATOES TODAY

For Mashed Potatoes	Steamed Potatoes	French Fries Potatoes	Special Region Potatoes	Excellent Roseval Waxy
				

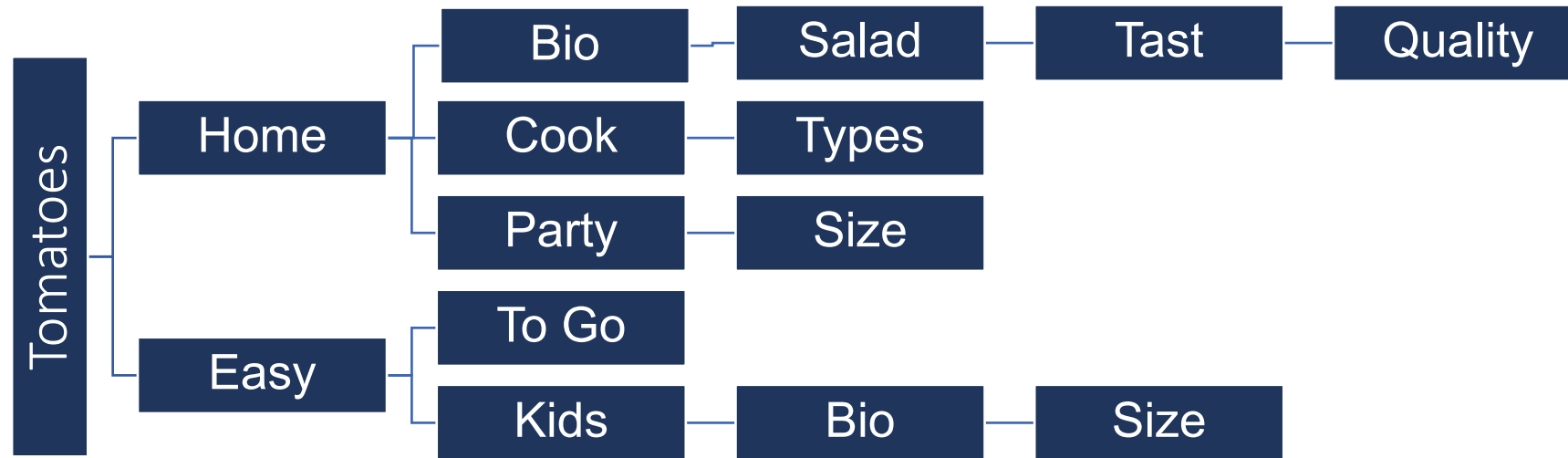
OPPORTUNITY

Solution: Start with ban the all-rounders/commodities



EXAMPLE TOMATO CATEGORY

Category Decision Tree (CDT)



To Go



Kids



Soup & Sauce



Salad



Cook



Party

EXAMPLE TOMATO CATEGORY

	<div><div></div><div>To Go</div></div>	<div><div></div><div>Children</div></div>	<div><div></div><div>Soup & Sauce</div></div>	<div><div></div><div>Salad</div></div>	<div><div></div><div>Cook</div></div>	<div><div></div><div>Party</div></div>
BIO						
Premium						
Private Label						
Budget						

OPPORTUNITY BLUEBERRIES

More variety will increase turnover

Focus on the shopper and the moments of consumption

We use blueberries at different times and dishes, but also for a different purpose.



TO GO



CHILDREN



BREAKFAST



SALAD



SNACKING



OPPORTUNITY

Focus on the shopper and his/her needs.
Grow through differentiation in assortment



BLUEBERRY CATEGORY MANAGEMENT

Snacking

Breakfast



Taste

Local

Organic

Budget

BLUEBERRY CATEGORY MANAGEMENT

SEKOYA™



Fall Creek®
Collection

Open varieties

BLUEBERRY CATEGORY MANAGEMENT

Mid-High Chill Variety Overview – Categories

JULY				big & Firm	sweet/firm	taste	good better best	medium size	cheap	very cheap	
Variety	Product Scoring: 1 = Low / 3 = High			Categories							
	Taste	Firmness	Size	Snacking	Kids	Flavor Line	Local	Breakfast	Organic	Family Pack	IQF - AOS*
Duke	2	2	L							X	
 Sekoya Crunch® 'FC13-083'	3+	3+	G	X	X		X				
Blue Ribbon	3+	3	L		X		X				
ArabellaBlue® 'FC14-062'	3	3+	L		X	(X)	X	X	X		
Top Shelf	3	2	VL					X			
Draper	2	3	L					X		X	
 PeachyBlue™ 'ZF08-029'	3+	3	M-L			X					
 Sekoya Grande® 'FC13-122'	3+	3+	G	X	X		X				
Valor® 'ZF08-070'	2	2	VL				X	X	X		
Chandler	2	1	L-VL							X	
August											
 LoretoBlue® 'FC11-118'	3	3	VL		X		X	X			
Legacy	2	1	M							X	
Cargo	2	2	M-L				X	X	X		
Calypso	2	2	L					X	X		
 LunaBlue® 'FC12-205'	2	3	L		X	X	X	X			
Liberty	3+	1	M-L					X		X	
 Sekoya Fiesta™ 'FC13-113'	3+	3+	G	X	X		X				
Last Call	3	2	M-L				X	X	X	X	
Aurora	1	1	M-L							X	

Building A World With Better Blueberries

