

nutella®

The original hazelnut spread®



Improve Your Spreads Category Performance with Nutella®!

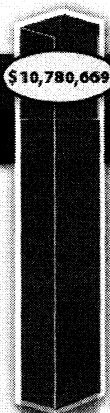
NUTELLA® IS THE ONLY NON-PEANUT BUTTER SPREAD WITH A TOP RANKED SKU*

TOTAL SPREADS CATEGORY SKU RANKING

RANK	ITEM	\$ SALES	% CHG vs. YA
1	JIF REGULAR PEANUT BUTTER CREAMY 18OZ	\$19,144,430	1.2%
2	NUTELLA HAZELNUT NUT SPREAD 13OZ	\$12,044,878	28.9%
3	SKIPPY REGULAR PEANUT BUTTER CREAMY 16.3OZ	\$11,596,192	2.7%
4	JIF REGULAR PEANUT BUTTER CREAMY 28OZ	\$11,387,826	-4.3%
5	JIF REGULAR PEANUT BUTTER CREAMY 40OZ	\$9,481,335	-6.1%

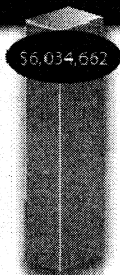
- With a **\$33MM media campaign**, Nutella® hazelnut spread is stimulating consumer purchase, resulting in exceptional total brand growth (+55.9% \$-Sales vs. YA*)!

*Source: IRI, Total US Food; latest 12 weeks ending April 17, 2011.



MAXIMIZE YOUR SHELF SPACE RETURN WITH NUTELLA®

NUT SPREADS CATEGORY SKU EFFICIENCY



NUTELLA®
Avg. items per store = 1.6

JIF
Avg. items per store = 1.27

Skippy
Avg. items per store = 8.4

Peter Pan
Avg. items per store = 8.7

- Nutella® has the highest SKU efficiency*
- 58% of Nutella® volume is incremental to the category**

Nutella®...Breakfast never tasted this good!™
Visit www.NutellaUSA.com to learn more about Nutella®.

Magnum Opuses



There is an enduring truism among retail store design professionals, which aptly states that stores are about people — the people who own them, who work in them, who design them, who sell to them and, most importantly, the people who shop in them.

And nowhere is this chestnut more vividly brought to light than in the pages of this issue, in which we proudly showcase the 11 newly minted winners of our second annual *PG Store Design Contest*, which exemplify a compilation of concepts that are as striking and engaging as they are innovative and unique.

While compiling the content describing the unique journeys the various owners and design teams traversed to deliver their inventive and inviting award-winning stores, coverage of which begins on page 18, it seems clear that the finished products come as close to art as supermarketing gets. Indeed, these veritable retail masterpieces are not only visually captivating, but also dynamic, purposeful retail environments that can't help but evoke admiration from anyone walking through their doors — all while supporting the products and services within, as well as a strong brand identity.

The exceptional applicants our editorial judging panel chose to recognize this year represent a diverse mix of retailers and budget ranges — four of which are ground-up store projects, with the remainder composed of major store remodels. Employing such not-so-secret weapons as expanded fresh and specialty offerings, in-store cafés, neighborhood-specific products and décor, and eco-friendly materials and fixtures, these ambitious projects lead a truly progressive pack of grocers whose complex design opuses are setting the differentiation bar a few decisive clicks higher while staying true to their distinctive local roots.

Whether independents like WEB & Sons Inc.'s Bing's in Sedalia, Mo., and Manhattan, Kan.-based Ray's Apple Market, to the latest inventive formats from RPCS Inc./Ramey's Price Cutter Plus (as shown

on our cover) and urban Bistro Market, or Lakeview Grocery's bold venture into a New Orleans neighborhood struggling to find its post-Hurricane Katrina sea legs, to the intricate design challenges that Felix and Michael Glorioso surmounted when marvelously fusing their family's iconic neighborhood store with a historic 1907 theater to create a true destination for downtown Milwaukee-area shoppers, the fascinating back stories, and subsequent real-time results of these and our other design contest champs herein, offer plenty of inspiration and ideas about what works best in food retailing these days — and when and where it counts the most — day by day and in the aisles.

That's when those custom dry-brush graphics on faux wood-plank wall coverings, custom fairground murals, hand-painted apple peels, hanging sausage and cheeses, historical tin ceilings and retro refrigerator-white case cladding become something more. They become powerful tools in a total package that push the mark forward, and make the shopping experience as pleasant, memorable and welcoming as possible.

As obvious as it is redundant, it nevertheless bears repeating: That's what it's all about.

Meg Major
Editor-in-Chief

Clarifications: Speaking of impressive store designs, our June 2011 Store of the Month profile of the new Alfalfa's Market in Boulder, Colo., neglected to reference one of the key visionaries behind the store's innovative design and décor, Norm Everhart, Alfalfa's VP of store development and construction. We're only too happy to tip our hats to Norm, and all of the Alfalfa's store design teammates, for their amazing achievement, which we can easily foresee being among our 2012 Store Design Contest front runners. Also, in our June 2011 Top Woman in Grocery listings, the title of General Mills' Ann W.H. Simonds was incorrect. Her actual title is SVP/President, Pillsbury USA.

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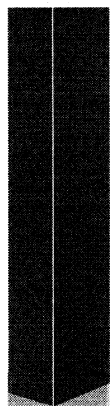
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NUT SPREADS CATEGORY SKU RANKING

RANK	ITEM	\$ SALES	% CHG vs. YA
1	JIF CREAMY PEANUT BUTTER 18OZ	\$20,346,994	0%
2	SKIPPY CREAMY PEANUT BUTTER 16.3OZ	\$11,431,790	-1%
3	JIF CREAMY PEANUT BUTTER 28OZ	\$10,291,246	-10%
4	NUTELLA HAZELNUT SPREAD 13OZ	\$10,273,917	+52%
5	JIF CREAMY PEANUT BUTTER 40OZ	\$8,850,071	-12%

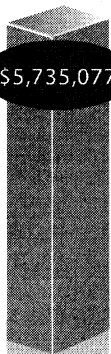
\$9,202,179



NUTELLA®

Avg. items per store = 1.4

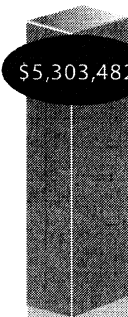
\$5,735,077



JIF

Avg. items per store = 13.0

\$5,303,482



Skippy

Avg. items per store = 8.3

\$3,350,561



Peter Pan

Avg. items per store = 6.5

IN WITH NUTELLA®

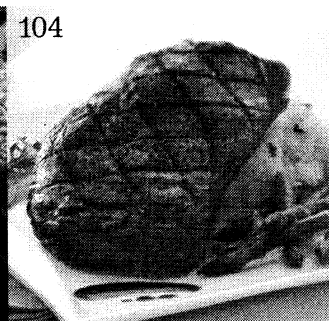
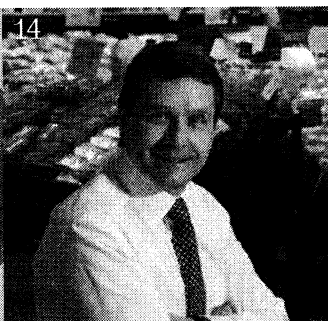
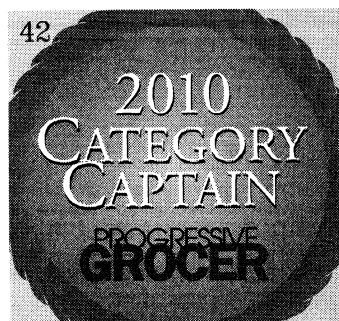
EFFICIENCY

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