



Our current RGM strategies don't fit the next-generation Omni-channel shopper.



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A revenue growth management reset for frozen & refrigerated in the omni-channel era.

What is RGM?

Revenue Growth Management in CPG - kept simple.

*Selling the **right product**, at the **right price**, in the **right pack**, through the **right channel** — to grow profitable dollars, not just volume.*



PRICING
DEFEND THE BASE



PACK / PPA
FIT THE TRIP



PROMO
*FUND GROWTH,
NOT HABIT*



MIX
SELL WHAT PAYS

These four levers don't change. Where the shopper uses them does.

The Cold Aisles — Size of the Prize

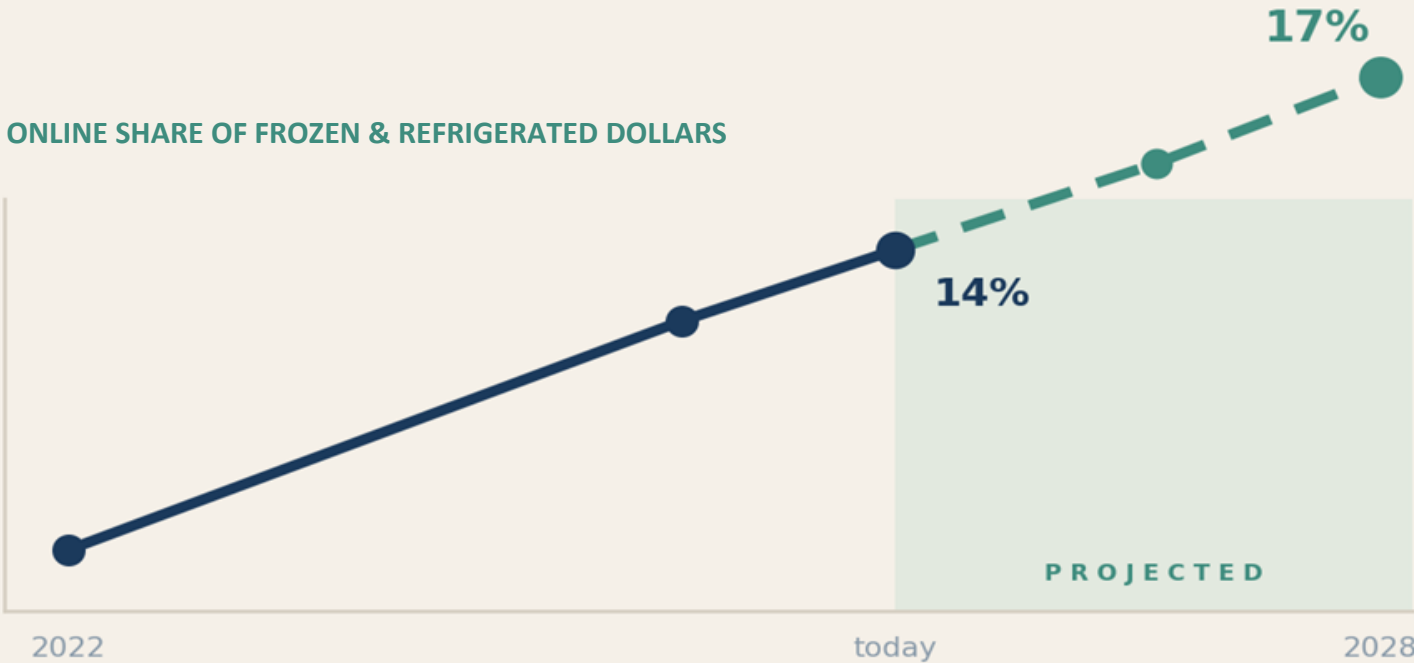
% OF FROZEN & REFRIGERATED HOUSEHOLDS



+50%

online \$ growth since 2022
while in-store declined

ONLINE SHARE OF FROZEN & REFRIGERATED DOLLARS



Only 6% shop online exclusively — this isn't about replacing the store. It's one shopper in two places.

Source: 84.51° Total Kroger as US proxy, 2022–2026. Projection is a straight-line extension of observed trend, not a forecast.

The Cart is Leaving the Aisle

Shopper Trends

-  Protein, probiotics, and better-for-you demands increasing
-  GLP-1 households continuing to rise
-  Protein forward brands/items outpacing category growth
-  Innovation is key

Next-Gen Shopper

-  Discovery starts on the digital shelf, not the store aisle - 57% prefer online
-  Convenience & subscription over trip frequency
-  Basket built by AI agents & auto-replenish
-  Price transparency across banners is one click away

We're used to competing with brands that look like us. Our competition now is a search bar, an algorithm, and a subscription.

NEW PRODUCT INTRODUCTION

Salmon Bites

BITE-SIZED. BIG ON GOOD.



HIGH-PROTEIN, BETTER-FOR-YOU

20g protein per serving. Built for high-protein snacking.



AIR-FRYER READY IN MINUTES

Crispy outside, tender inside. Quick weeknight meals.



OMNI-CHANNEL BUILT

Right-sized for online orders and the freezer staple aisle.



Invest Smarter, Sell More

Smarter aim. Bigger Baskets. More shoppers.

1

Targeted Coupon



\$2 off the 24 oz pack — served only to lapsed and competitive buyers.

+18% NEW-TO-BRAND · 2.3x ROI

3

Basket Builder



Free shipping at \$35 nudges a 2nd case — zero per-unit discount.

+\$11 BASKET RING · 0 MARGIN GIVE-BACK

2

Sponsored Search



Own “salmon” and “air-fryer” keywords with a hero image.

+42% DIGITAL SHARE · 3.1x ROAS

4

Subscribe & Save



Auto-replenish locks 10% for the perpetual sale.

3.2x FREQUENCY · BASE PRICE INTACT

Bigger Packs, Smaller Price Tags

Right-sizing Salmon Bites pack architecture for online — lower cost per unit, higher basket ring.

PACK FORMAT	CHANNEL	PACK SIZE	SHELF \$	\$ / OZ
Single-Serve (Hero)	In-Store	8 oz	\$8.99	\$1.12
Multi-Pack · 3-ct	Online	24 oz	\$22.99	\$0.96
Club Case · 6-ct	Online	48 oz	\$39.99	\$0.83
Subscribe & Save · 6-ct	Online	48 oz	\$35.99	\$0.75

THE PER-UNIT MATH

\$1.12 → \$0.83

26% lower cost per ounce on the online club case vs. the in-store hero pack.

+345% basket ring

\$8.99 → \$39.99 per order — Subscribe & Save unlocks \$0.75/oz (Solution 02).

Illustrative Salmon Bites economics · \$/oz = shelf price ÷ net weight · in-store hero pack = index 100.

One product. Four packs. Four different shoppers.

Set It, Net It, Repeat

A Salmon Bites Subscribe & Save model that turns one-time buyers into predictable subscribers.

TIER 01 · MONTHLY

The Weeknight Stock

\$35.99 / month

SAVE 10% + FREE SHIP

✓ 1 club case (48 oz) every month

✓ Skip, pause or swap flavors anytime

✓ Locks \$0.75/oz — best per-unit price

MOST POPULAR

TIER 02 · BI-WEEKLY

The Family Plan

\$67.99 / month

SAVE 15% + PRIORITY STOCK

✓ 2 club cases (96 oz) monthly

✓ Never run out on busy weeknights

✓ Early access to new flavors

TIER 03 · QUARTERLY

The Freezer Fill

\$199 / quarter

SAVE 20% — BEST VALUE

✓ 6 cases (288 oz) per quarter

✓ Free insulated freezer bag

✓ Price locked in for 90 days

WHY SUBSCRIPTION WINS

Predictable demand smooths production, cuts stock-outs, and protects base price.

3.2x
annual purchase frequency

92%
retention past month three

+40%
household lifetime value

1st-party
data to fuel targeted promos

Stop buying transactions. Start building relationships.

The Shopper Moved. Now the Strategy Does Too.

One framework. Two different answers. Frozen rewards bigger baskets, refrigerated rewards predictable ones.

01



Spend Smarter

2.3x ROI

+18% NEW-TO-BRAND

Targeted digital promos lift returns with no added trade spend and base price intact.

02



Pack the Right Way

+345%

BASKET RING · -26% COST/OZ

A channel-right pack lowers cost per ounce while lifting basket size online.

03



Build the Relationship

3.2x

FREQUENCY · 92% RETENTION

Subscribe & Save converts one-time buyers into predictable, recurring demand.

*You don't have to do all three at once. **Start where you are** — the shopper is already waiting.*

THANK YOU



We had five minutes. This took twenty slides.
The full analysis – data, methodology, and what we'd do Monday morning.