



## Achieving an Optimized Assortment with IRI: Feedback interview regarding IRI Assortment Optimization



Interview with Axel Glismann, Head of Category Management & Sales Force at Continental Foods Germany, regarding the assortment optimization of the category of canned soups executed in 2015.

Continental Foods is one of Europe's leading food companies with operations in Germany, Belgium, Finland, France and Sweden.

**IRI: What convinced you to execute this project with us?**

**AG:** The methodology of combining various aspects relevant for optimizing assortments into one optimal value result for shoppers, retailers and manufacturers.

**IRI: For which applications does this methodology work exceptionally well from your point of view?**

**AG:** Categories offering a great variety of products and brands, which can only be represented inadequately at the POS.

**IRI: Which value benefit for your strategic business did you gain through this project?**

**AG:** Through the analysis we identified in which areas we need to develop our assortments strategically and which areas are of lower priority.

**IRI: Did you gain new insights? If so, which ones?**

**AG:** The strength of our brand Erasco in the soup category became very evident and transparent. Furthermore, we found out that specialists exist -in our case Indonesia, Unox and Weight Watchers.

However, it also became surprisingly clear that, private label aside, all remaining brands carry very little relevancy for an optimum value outcome.

**IRI: In which way did you use the insights gained from this project in your discussions with retailers?**

**AG:** The analysis was a basic tool in order to make recommendations for assortments and placements - specifically for smaller shop floor sizes.

**IRI: Did the retail industry execute your recommendations? If so, which ones?**

**AG:** It was challenging to explain the complexity of the analysis in a simple way. After mastering this, we were able to have very positive discussions with retailers regarding the soup category. Our discussions led to a detailed and very individual development of the category.