SmartStock

Category Management
Solutions

Executing performance-driven category management
has never been **easier**.

Know More, Sell More, with **SmartStock**®

Putting data and demand on your shelves.

Exclusive to SmartStock® Customers:

Twice-monthly dedicated in-store visits

Monthly category focus with in-depth analysis and action item implementation

Products are fully guaranteed and without return fees or you will receive an off-invoice spoilage allowance*

Ongoing technology credit for ordering application and in-store scanner

Exclusive promotional access

Achieve Speed-to-Shelf with new items and innovation

Specialized insights dashboard

Merchandise service options available on select items for an additional fee**

✦ BlueYonder

Leveraging best-in-class space management software, data insights and our team of experts to execute a category management strategy that will drive your sales

*All items will be eligible to receive either an off-invoice spoilage allowance or will be fully guaranteed. (Listing available upon request)
**Additional services available in select markets (fee-based) include order writing, as well as product stocking, rotation, and spoils removal/processing.

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Core·Mark

Twice a Month, You'll See the Value of **In-Store Assistance**

Your Core-Mark representative will arrive on-site to help you reap the benefits of in-store execution.

Each Visit Includes:

- Total program review

- Evaluate set integrity

- Execute monthly performance recommendations for in-depth category review

- Strategize implementation of Speed-to-Shelf and promotional item distributions

- Tackle the everyday basics, including item updates and shelf tags

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Track, Assess, and Act Based on SmartStock® Power BI Application Delivered On-Demand

- Real-time, data-rich Power BI dashboard
- Overall performance analysis
- Marketplace benchmarks
- Top-selling items and product voids
- New item and category insights

Manage Inventory Intelligently and Efficiently

Product Satisfaction Guaranteed

- 100% guarantee on non-perishable SmartStock® products
- Off-invoice spoilage allowance for qualifying SmartStock® perishable products
- No return fees on SmartStock® products
- Easy identification of SmartStock® products on Core-Mark's ordering platform

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Category Management

Purposeful merchandising solutions and product selection with **❖ BlueYonder**

Actionable Insights That Help You Sell More Products

The SmartStock® program encompasses 16 expertly managed categories

Planograms are developed by an expert team that utilizes **❖ BlueYonder** software

Our data-driven solutions are based on consumer insights and IRi industry data

Data analytics and item-level trends are available using system-wide Core-Mark data from 50,000+ outlets

Benefit from quarterly planogram updates and new item releases

Leverage our cloud-based space visualization platform that delivers best-in-class planograms served up through Core-Mark's ordering platform

Take advantage of assortment optimization through **❖ BlueYonder** that moves data through weighted analysis, targeted metrics and product ranking/sorting to drive optimal recommendations

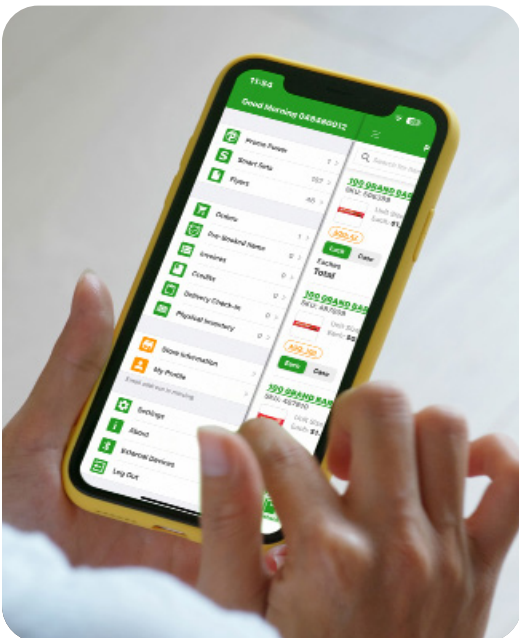Experience instant category compliance remediation via application

SmartStock® retailers experience **double the growth rate** of non-participating stores[1].

[1]Based on FY23 compared to FY22 sales growth performance of SmartStock® products.

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Core·Mark®

Innovations and Opportunities to **Grow Your Business**

Ordering Made Smart

- Manage your store with our advanced ordering application

- Pair with integrated Bluetooth scanner for ease of ordering

- Quickly and easily identify SmartStock® products

- Available on iOS and Android platforms

- Access to promotions and new items

- Up to $5.50 weekly discount for Core-Mark's ordering technology

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Core·Mark®

Bring **SmartStock® Performance** Solutions Into Your Store

SmartStock® Categories Include

Salty Snacks	Sunglasses
Meat Snacks	Lighters
Nuts and Seeds	HBC
Healthy/Breakfast	Private Label Candy/Snacks
Cookie/Cracker	Frozen Food
Sweet Snacks	Fresh Food and Sandwiches
Cell Phone Accessories	Novelty Confection
GM Accessories	Take Home - Shareable Candy

Retailer Commitment

- Purchase all SmartStock® categories through Core-Mark

- Purchase $1,200+ of SmartStock® products each month

- Place required Multi-Vendor Snack Rack in prominent location and maintain 90%+ compliance of required SKUs

- Accept monthly auto distributions of Speed-to-Shelf and exclusive promotional offers

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