

# BABY BRAND. BIG SHELF PRESENCE.

HELPING BEECH-NUT **STAND OUT  
ON THE SHELF**

**B**eech-Nut baby food is made with natural ingredients – and its large variety of products for babies and toddlers has led to natural growth for the brand; however, with a major competitor capturing 80% of the market share, they needed a bigger brand presence. As the national sales team for the brand, CROSSMARK was charged with increasing Beech-Nut's market share.



“ONLY 3 DAYS AFTER TAKING ON THE BEECH-NUT LINE, **CROSSMARK** HAS BEEN **MORE AGGRESSIVE** ABOUT GETTING **INCREMENTAL BUSINESS** THAN **ANY** SINCE I STARTED WITH THIS COMPANY OVER A YEAR AGO! I LOOK FORWARD TO WORKING WITH YOU ON CONTINUED **SUCCESSSES.**”

– REGION SALES MANAGER, HERO, INC.

Experience in the baby food category was essential to understanding how to target stores and shoppers appropriate for Beech-Nut, and CROSSMARK's analytical tools were key in helping the brand get the recognition it deserves.

CROSSMARK helped sell the brand store by store through wholesalers, securing 50% split of the baby food category in the Met Food, Compare, Pioneer and Associated supermarket chains. In a new Plan-O-Gram for White Rose, Beech-Nut achieved 176 facings as compared to 156 for the competition – and in one Bravo store, Beech-Nut's 8-foot display outshined the competition's 4-foot display. **All in all, CROSSMARK created 190,437 points of distribution, greatly increasing the brand's shelf presence.**