



In store brand equity: the Dole experience

Nov 08 2021



Agenda

- Dole Plc
- Fresh Fruit market in Italy
- Strategic role of f&veg area in the store
- Case histories
- Conclusions



Dole Plc



Dole Plc: the company profile



+

Total Produce.





Dole plc: who we are

\$9.0bn

2020A Revenue | Additional \$705mm of share

40,000+

Employees

30 countries

On The Ground Market Presence

170+years

History & Heritage





Fresh Fruit market in Italy



Fresh Fruit market in Italy



Population (000 HH)	
26.028	26.081
53	0,2%

YE June '20	YE June '21
Value abs.	Value abs.
Change abs.	Change %

Buyers (000)		Penetration	
25.427	25.486	97,7	97,7
59	0,2%	0,0	0,0%

Value (000 EUR)		Volume (tonnes)	
5.511.104	5.347.210	3.132.434	2.937.306
-163.894	-3,0%	-195.128	-6,2%

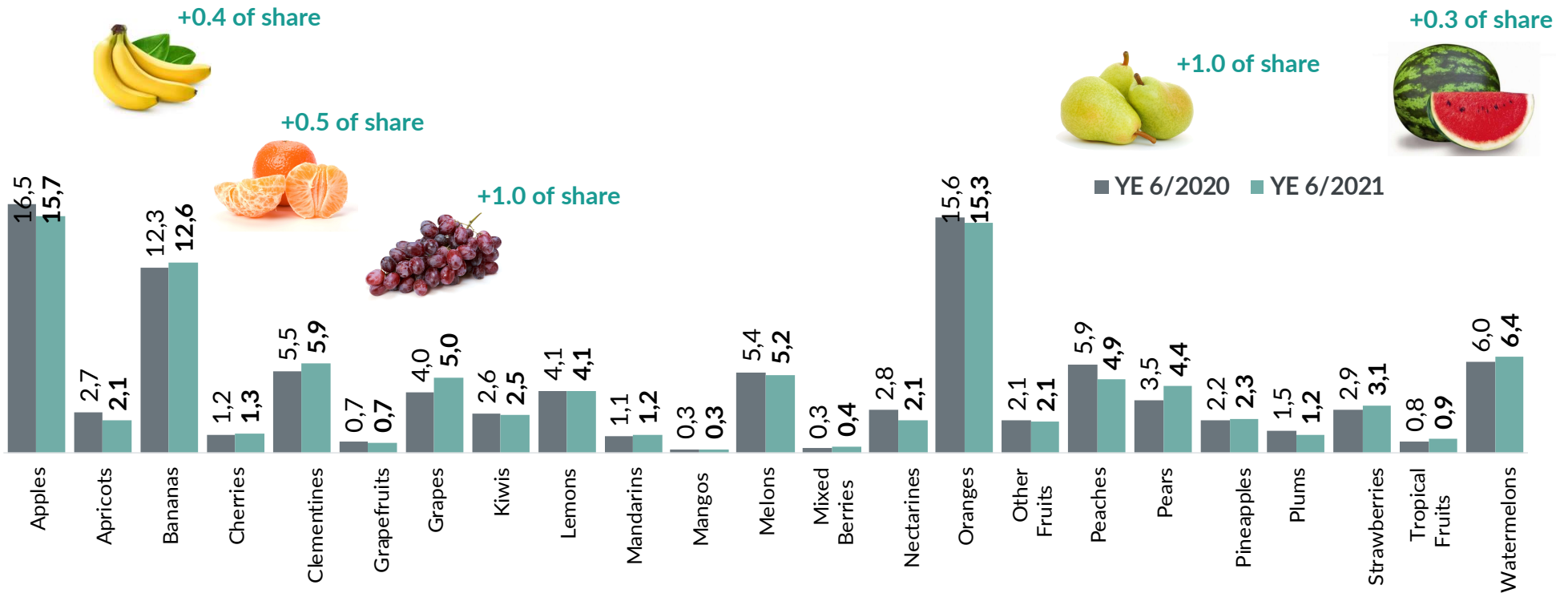
Frequency	
47,9	46,5
-1,4	-2,9%

Source: IT GfK - Consumer Panel - YE June 2021 - Households' consumption



Main fruit Categories in Italy

Best performers are Grapes, Pears, Clementines, Bananas and Watermelons

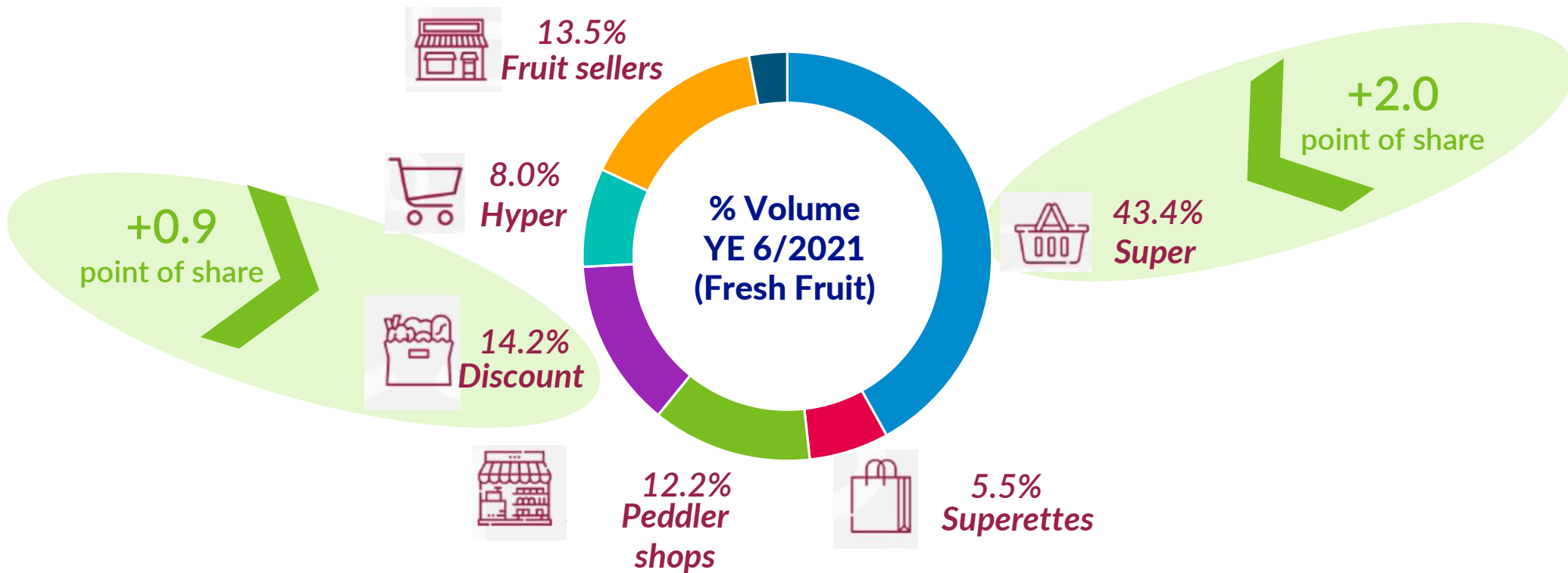


Source: IT GfK - Consumer Panel - YE June 2021 - Households' consumption



Channels of distributions

Supermarkets and Discounters continue to growth



Source: IT GfK - Consumer Panel - YE June 2021 - Households' consumption



Strategic role of f&veg area in the store



F&V : a key differentiation lever for trade

- ✓ **Located at the entrance of the store**
- ✓ **It's the identity card of the store**
- ✓ **It drives the store choice**
- ✓ **It's no longer only a basic high traffic area to exploit**



Requires increasingly differentiated offer solutions

- ✓ Targeting all shoppers - silvers, millennials, z gen, etc.
- ✓ Meeting **new consumers needs** (organic, ready to eat, prepacked)
- ✓ Merchandising and use of colors **to attract attention**
- ✓ **Main focus quality (not volume)**
- ✓ **Price???**



It's conquering a new role

- ✓ It can switch a store visit into an emotional consumer experience, regardless of making a purchase
- ✓ For modern trade it's the new main tool for enhancing a store
- ✓ For suppliers the new way for brand positioning and developing brand equity



Fresh f&v display as a media



Partnership between retailers and suppliers



Before the case histories...



Who decides in modern trade stores?

High Vs Low level of influence at store level





Dole Case history_#1

From the ISPs to the first Photo-contest



Welcome to in-store promotions!

1/2

- ✓ Special in-store promotional activities made by **partnership with some retailers** and focused on Dole Bananas/Pines and combined with a cut-price on folders
- ✓ A real opportunity to **increase the value of store and catch the attention of consumers** (not only push the volumes)



Welcome to in-store promotions!

2/2





The first photo-contest!

1/2

- ✓ **Partnership with GROS and focused in Rome**
- ✓ **Objective: to reward the most beautiful and representative display of Dole bananas/pines**
- ✓ **Direct involvement of store managers and fruit&veg supervisors**
- ✓ **Challenge based on inspiration and creativity (stores competing with each other)**
- ✓ **Final award ceremony in store with Dole Certificate of Excellence 2021**



The first photo-contest!

2/2



Dole

Dole ti premia

Da giovedì 24 Marzo a sabato 3 Aprile
partecipa al **contest fotografico Dole**
che premia l'esposizione più bella e creativa
di banane e di ananas Dole.

Prepara l'allestimento nel tuo punto vendita,
scatta una foto e inviala a contatto@dole.com

Il vincitore sarà premiato in-store da Dole!

In palio tanti premi e gadget firmati Dole.



Dole Bananas
+ 19,8 %
YTD in Volume





Dole Case history_#2

The first permanent promo-display



The project

1/4

- ✓ **Partnership with Gruppo Alì S.p.A.** (retailer leading in Veneto and strongly rooted in Emilia Romagna)
- ✓ **Historical client of Dole Italia**
- ✓ **End of 2019 / Beginning of 2020: the challenge begins!**



The project

Renewal and extension of the Dole offer

2019 ————— 2020



Dole prepacked bananas



Dole RFA bananas: replacement in April!





The project

3/4

Renewal and extension of the Dole offer



Starting from March:
doubling with Dole RFA
WeLoveNature bananas
prepacked!



2019



Dole
prepacked
bananas

2020

Dole RFA
bananas:
replacement
in April!

2021





The project

4/4

Renewal and extension of the Dole offer

**But that's
not all...**



What goals?

- ✓ Enhance and differentiate the offer
- ✓ Push the volumes
- ✓ **Tell** consumers the meaning of sustainability and all value included inside a Dole banana certificated RFA and produced for WeLoveNature by Alì

**A new, exciting and conscious
consumer shopping experience!**



The first permanent promo-display in fresh fruit area!

- ✓ **Great visual impact (extraordinary space management)**
- ✓ **Bamboo canes panels (strong reference to the tropical countries)**
- ✓ **Banana plant**
- ✓ **Clear and informative texts**
- ✓ **Special video on top**
- ✓ **More than 50 stores involved**



The promo-displays

1/2





The promo-displays

2/2





A big success!



**Attention from other
retailers!**

**Excellent
feedback by Ali
and their
customers!**

**+ 50 %
Dole Banans
YTD in
Volume**



Conclusions



Even in f&v the brand power enhances the product category and the whole store!

- ✓ Control the store? How?
- ✓ Store as as a communication tool
- ✓ Activate the brand: product and department positioning
- ✓ Brand to create a real emotional product experience
- ✓ Distinctiveness of the offer
- ✓ Consumer: create a **WOW** / surprising effect



Driving the purchasing behaviour



Pushing the product performance



Thanks!

Giusto.Curti@dole.com

DOLE ITALIA S.p.A.

Calcio (BG) | Italia

Tel. +39 0363 183541

www.dole.it