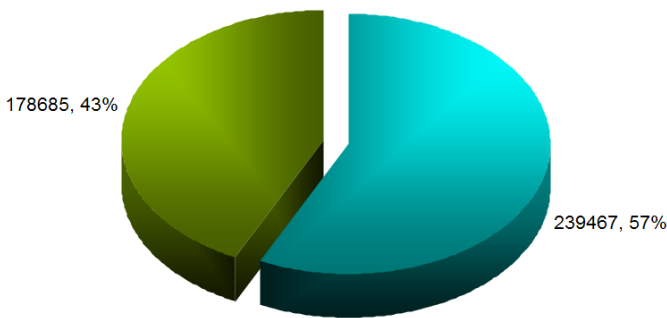


Core Range Report

Understand how the key items in your core range are performing, and their impact on total business performance. Review here how your core range is tracking against your business strategy.

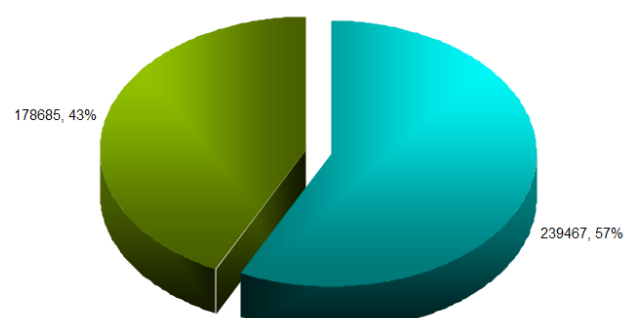
Core Range Total Contribution in L52 wks

Core Range Share - Value Category



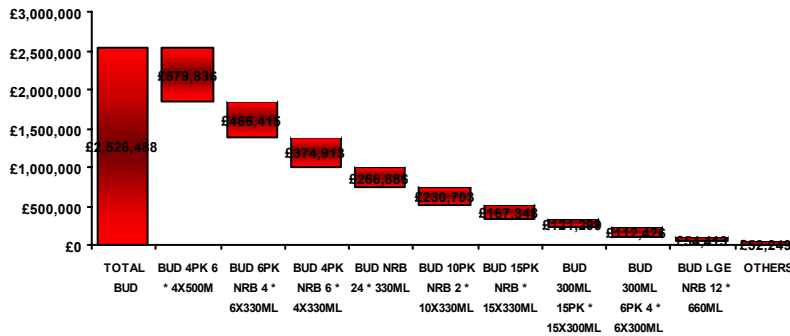
Core Range Total Contribution in L13 wks

Core Range Share - Value Category



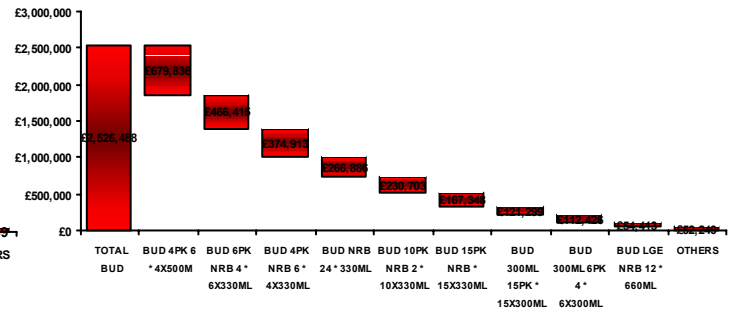
Core Range Item Contribution L52wks

Budweiser SKU's Value Sales Latest MAT



Core Range Item Contribution L13wks

Budweiser SKU's Value Sales Latest MAT



Core Range Detail

	Total Nisa								New Era							
	L13wks				Rank				L13wks				Rank			
	Value Sales	Chg	Value Share	Chg	Dist	ROS	Dist	ROS	Value Sales	Chg	Value Share	Chg	Dist	ROS	Dist	ROS
Sku 1	409,086,173	2.3%	2.5	2.3%	41%	28.15	8	4	409,086,173	2.3%	2.5	2.3%	41%	28.15	8	4
Sku 2	418,670,599	2.4%	3.5	2.4%	64%	83.82	3	1	418,670,599	2.4%	3.5	2.4%	64%	83.82	3	1
Sku 3	428,809,527	-0.7%	2.5	-0.7%	42%	27.47	7	6	428,809,527	-0.7%	2.5	-0.7%	42%	27.47	7	6
Sku 4	425,941,520	-0.6%	3.5	-0.6%	70%	34.78	1	3	425,941,520	-0.6%	3.5	-0.6%	70%	34.78	1	3
Sku 5	423,532,604	-0.1%	2.5	-0.1%	59%	25.9	4	8	423,532,604	-0.1%	2.5	-0.1%	59%	25.9	4	8
Sku 6	422,987,269	-0.3%	3.5	-0.3%	66%	35.28	2	2	422,987,269	-0.3%	3.5	-0.3%	66%	35.28	2	2
Sku 7	421,529,014	2.5%	2.5	2.5%	44%	26.58	6	7	421,529,014	2.5%	2.5	2.5%	44%	26.58	6	7
Sku 8	432,293,075	2.1%	3.5	2.1%	59%	27.98	4	5	432,293,075	2.1%	3.5	2.1%	59%	27.98	4	5
Sku 9	441,594,725	1.3%	2.5	1.3%	40%	21.34	9	9	441,594,725	1.3%	2.5	1.3%	40%	21.34	9	9
Sku 10	447,452,776	2.2%	3.5	2.2%	20%	18.15	10	10	447,452,776	2.2%	3.5	2.2%	20%	18.15	10	10

Call us now:

UK: +44 (0)870 860 8700

North America: +1 401 884 2208

South Africa: +27 (0)84 699 8808

Europe: +44 (0)1869 255760