

KRAFT LIVEACTIVE CHEESE

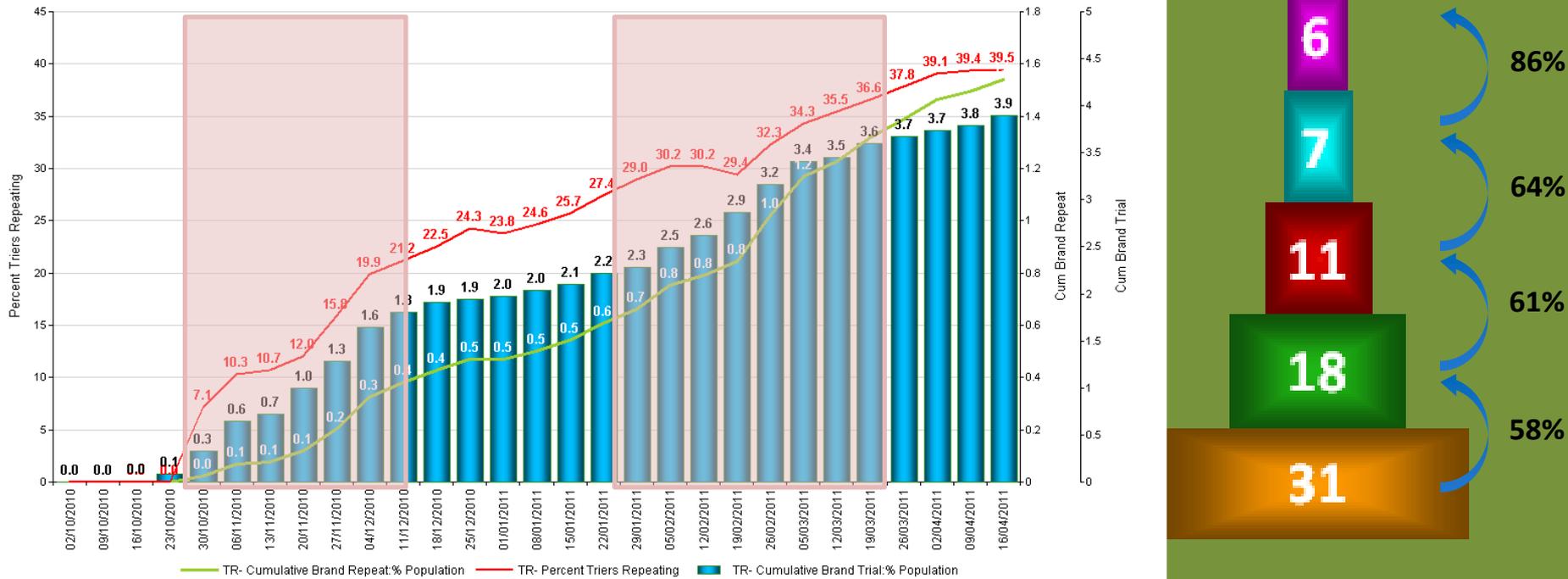
Natasha Moulton
September 2011



Performance of Liveactive

- Liveactive outperformed the median benchmark for Dry Grocery launches – (Medium Cumulative Trial benchmark is 3.1%, Cumulative Repeat benchmark is 30.3%)

AUS - T. Kraft Live Active
Depth of Trial vs Depth of Repeat
W/E 16/04/2011



SOURCE: Nielsen | Homescan (Australia) - Issue#472520

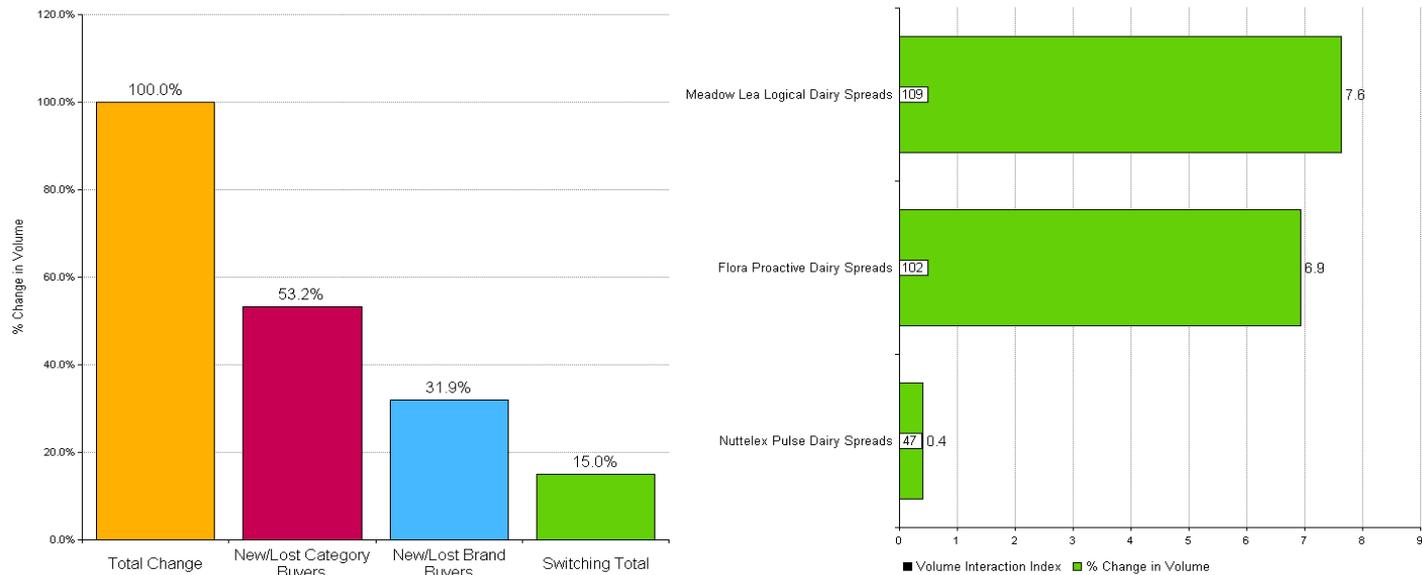
- Repeat purchase of slices is very strong – particularly the 410g pack

Performance of Liveactive

- Live Active is **incremental** to the 'cholesterol reduction universe' and to the cheese category
- **53%** the volume is from 'non-sterol' purchasers
- **32%** purchases were in addition to cholesterol reducing spreads

New Product Shifting | Based on Volume

AUS - Total Live Active Cheese - 26 Weeks To 14/05/2011 vs. YA

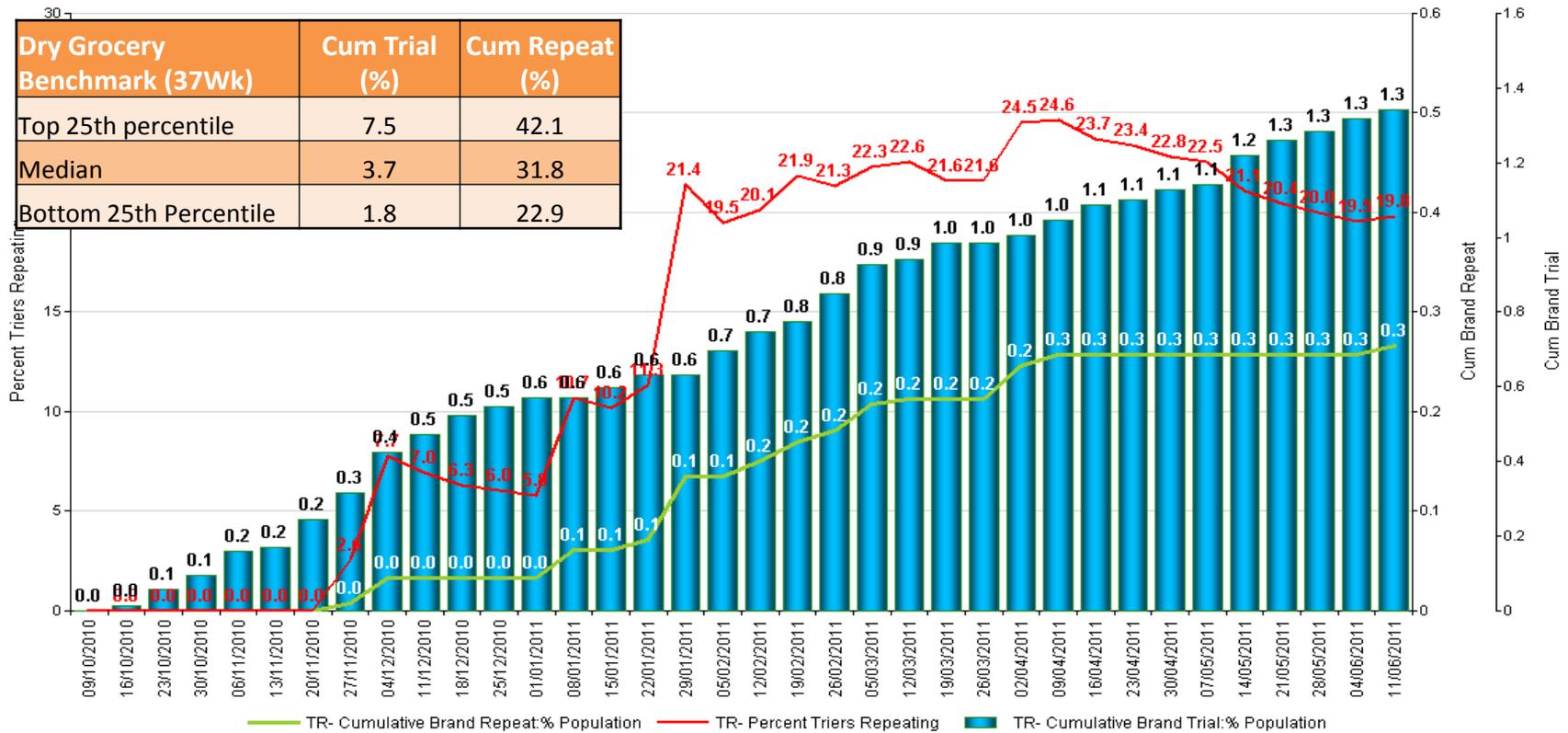


Performance of Liveactive Cream Cheese

- Live Active Cream Cheese is under performing to expectations when trial is lower than the bottom 25th percentile benchmark of 1.8%

AUS - Kraft Live Active Light Cream Cheese 160g

Depth of Trial vs Depth of Repeat
W/E 11/06/2011



SOURCE: Nielsen | Homescan (Australia) - Issue#483867

- Product was really liked in research

Sales data/usages/penetration

	Philadelphia Spreadable Tub	Philadelphia Spreadable Mini Tub
Penetration	23%	7%
Retail Sales (\$m's) 52 w/e 24/7/11	\$31.9m -4%	\$6.6m -28%
Market Share	77% (Cream Cheese Tubs)	89% (Cream Cheese Mini Tubs)
AWOP (Vol)	0.7 kg	0.4 kg
Awareness	87%	61%
("White dairy brands" inc. segment prompts)	(Aided)	(Aided)
Major Usage	As a spread (47%)	As a spread (36%)



Price

- Cost /Value is a barrier to purchase
 - On promotion, 160g CC sells 2* then on bench price
 - 240g tub is 30% cheaper (per serve) than the current portioned offering making the tub more accessible for our consumers.



**NOTE: mock up only. Disregard weight statement displayed.

Standout and Position on shelf

- People are finding it difficult to find in store

[] - Summary Comments		2/05/2011
<u>could</u> you please let me <u>know</u> who stocks your live active cream cheese tubs, as i bought <u>it</u> at <u>woolworths</u> but the following week it was not there and has not been on the shelves <u>since</u>		
[] - Summary Comments		3/05/2011
I am looking for Kraft Live Active Cream cheese in the small tubs. Is it still available & <u>if</u> so through which supermarkets?		
[] - Summary Comments		5/05/2011
Can you tell me of a store, local to me in the Ryde area that stocks the <u>liveactive</u> <u>cream</u> cheese spread? I managed to find it once at a local Woolworths, and they have <u>never</u> stocked it again. While they all have the cheese slices (which sadly, I don't <u>like</u>) none seem to carry the cream cheese spread.		
[] - Summary Comments	N	6/05/2011
Where can I buy the liveactive cream cheese?		

Standout and Position on shelf

<u>[] - Summary Comments</u>	N	20/01/2011	VIC
re liveactive products, where can i buy them in my area please postcode 3765?			
<u>[] - Summary Comments</u>	N	20/01/2011	VIC
I can't find the Liveactive Light Cream anywhere.			

<u>[] - Summary Comments</u>	N	2/03/2011	NSW
have been trying to buy the cream cheese at our woolworths and coles but all supplies are out.where can i buy it now.ican only tolerate cream cheese in my diet but colesterol is high.			
<u>[] - Summary Comments</u>	N	3/03/2011	VIC
The liveactive cheese, where can I buy the cream cheese?			
<u>[] - Summary Comments</u>	N	10/03/2011	VIC
I am wanting to find out where I can purchase Live Active Cream Cheese spread? I can't find it anywhere.			
<u>[] - Summary Comments</u>		21/03/2011	NZL
Hi, Is the kraft Liveactive light cream cheese available in New Zealand, I haven't been able to find it in Auckland supermarket as yet.			
<u>[] - Summary Comments</u>	N	28/03/2011	NSW
Your new product - liveactive, but I can't find the cream cheese spread in any of my stores in Wollongong, NSW? I'm visiting my sister in Geelong, Victoria and we can't find it here either.			
<u>[] - Summary Comments</u>	N		
I am going overseas and would like to know if there is anywhere in Los Angeles that sells the Kraft Liveactive Cream Cheese. I have really reduced the cholesterol and I wanted to continue the progress.			

<u>[] - Summary Comments</u>		11/04/2011	NSW
I would like to purchase Liveactive cream chees and cannot find it in the local supermarkets. Woolworths and Coles			
<u>[] - Summary Comments</u>	N	27/04/2011	NSW
I would like to know where to purchase the Liveactive Cheese Spread from?			
<u>[] - Summary Comments</u>	N	13/04/2011	SA
I just want to know whether or not Live Active Cream Cheese can be frozen. Is it possible for someone to text me back or leave a voice message as I'm at work? Just a simple yes or no would suffice.			
<u>[] - Summary Comments</u>		27/04/2011	NSW
I've been using the Live Active Spreadable Tubs, my cholesterol is down for first time in five years, but my question is:- why is it so hard to find? I have to go to at least 3 supermarkets before I can find it!			

Packaging

- Competitive spreading landscape
 - All margarines/spreading spreads are in larger value tubs
 - Flora Proactiv
 - Logicol
 - Nuttex Environment
- Dosage control
 - Communication on pack as per Logicol
 - Use two tablespoons per day or
 - 2 slices bread or 4 crackers



Packaging

- Environment
 - Consumers have provided wastage feedback

[] - Summary Comments

Hello, I was recently diagnosed with high cholesterol, and have thus radically altered my diet. This week I tried your LiveActive Cream Cheese and am utterly delighted with it. It tastes as good as regular cream cheese, and that it can actually decrease cholesterol is fabulous. I can't thank you enough. There is a problem though. The packaging. So much plastic for so little product! While I want to eat healthily, environmental sustainability is an important factor for me. Do you have plans to package this product in larger containers, so we don't produce so much waste? I look forward to hearing from you. Cheers, Margaret Morgan