

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

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Route to Shopper®

A Strategic Framework for
Integrated Shopper-based Value
Creation in the Frozen Desserts
Industry

Route to Shopper® Framework for Frozen Desserts

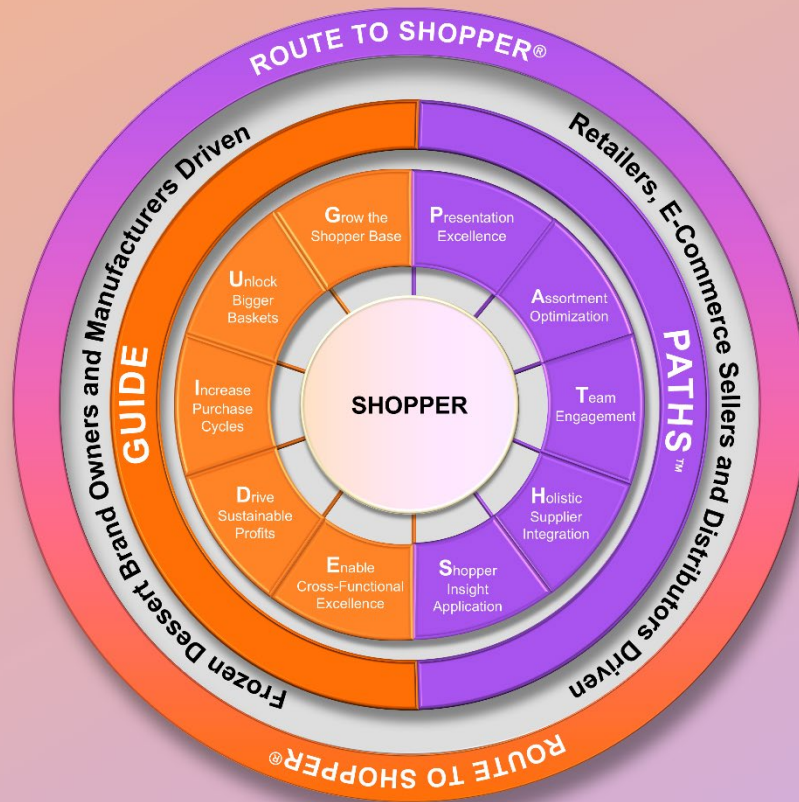
A Strategic Framework for Driving Commercial Excellence in Frozen Desserts

Strategic Blueprint for Category Leaders

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The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Frozen Desserts Industry



Strategic Context: The New Era of Frozen Desserts

What does it really take to win a shopper's consideration in a world of endless options?

The frozen desserts category stands at a critical inflection point. Consumer behaviour shifts, health consciousness, and channel fragmentation demand a new approach to commercial excellence. **Route to Shopper®** provides the strategic framework that connects innovation, retail execution, and shopper behaviour understanding across the entire frozen treat spectrum, from traditional ice creams to plant-based alternatives, premium gelatos to better-for-you options.

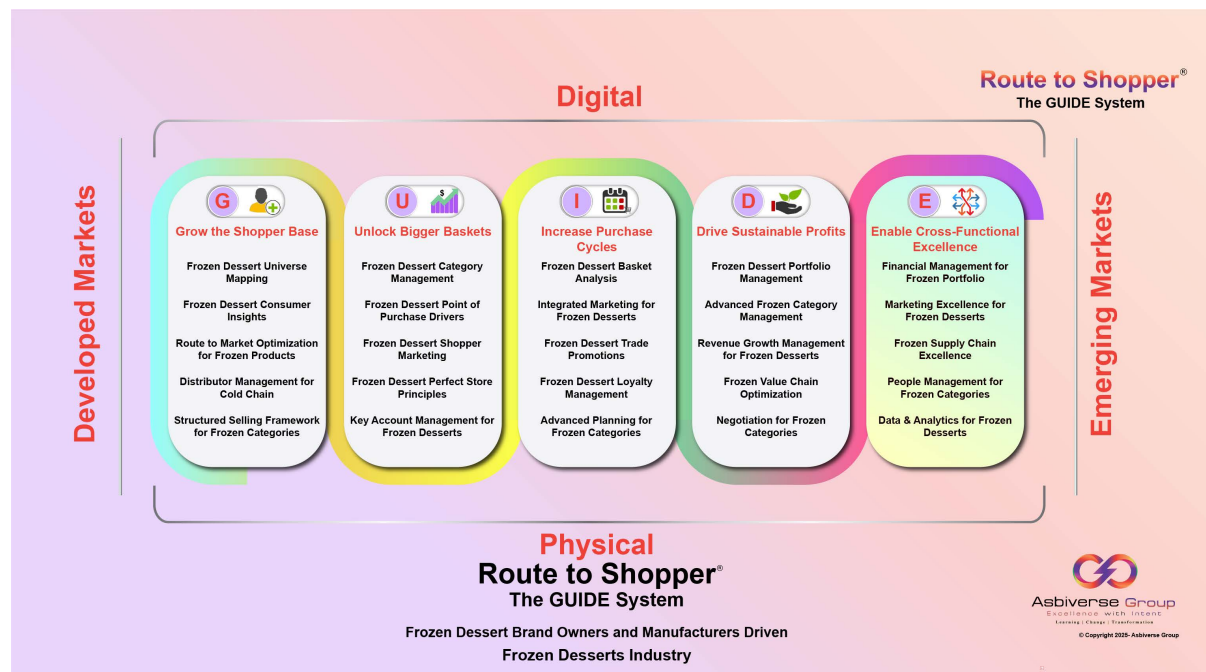
Category Dynamics Requiring Strategic Response:

- **Health-conscious Indulgence:** Shoppers seeking guilt-free pleasure without compromising taste
- **Personalization at Scale:** Rising demand for customizable experiences and flavour innovation
- **Sustainability Imperatives:** Environmental consciousness influencing purchase decisions
- **Convenience Evolution:** On-demand consumption through quick commerce and delivery platforms
- **Premium Elevation:** Trading up to artisanal and experiential frozen desserts

Route to Shopper® enables commercial leaders to build internal capabilities that drive both volume and value growth while addressing diverse shopper missions, from everyday indulgence to health-focused treats, from family sharing moments to personal rewards.

GUIDE – PATHS™: The Dual Framework for Category Leadership

GUIDE Framework: Strategic Direction for Brand Owners



G: Grow the Shopper Base

- Expand category appeal across demographics: millennials seeking Instagram-worthy treats, health-focused consumers, luxury indulgers
- Penetrate new occasions: breakfast alternatives, professional meeting treats, sports recovery
- Leverage cross-generational appeal through nostalgia marketing and modern innovation

U: Unlock Bigger Baskets

- Design multi-buy promotional architectures that drive incremental volume
- Create bundling opportunities: base products with complementary toppings or sauces
- Develop format diversification: tubs, bars, bites, and mini-cups to encourage multiple purchases

I: Increase Purchase Cycles

- Establish year-round consumption patterns beyond summer peaks

- Create subscription models for regular frozen dessert delivery
- Develop portion-controlled formats for daily indulgence without guilt

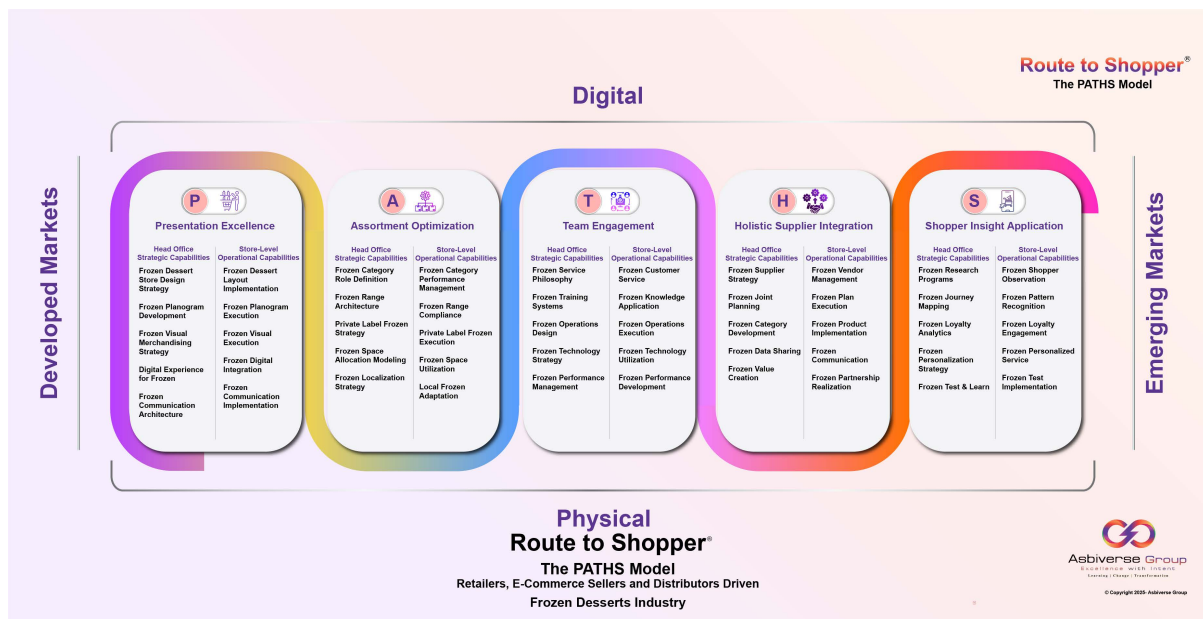
D: Drive Sustainable Profits

- Balance premium innovation with core range optimization
- Optimize portfolio mix across price tiers and health positions
- Implement sustainable packaging solutions that command premium pricing

E: Enable Cross-functional Excellence

- Integrate R&D insights with shopper behaviour data
- Align supply chain capabilities with seasonal demand patterns
- Create feedback loops between customer development and innovation teams

PATHS Framework: Execution Excellence for Retailers



P: Presentation Excellence

- Optimize freezer navigation with clear segment differentiation
- Implement seasonal merchandising that drives impulse purchases
- Create digital shelf experiences that convey product quality and taste appeal

A: Assortment Optimization

- Balance traditional favourites with trendy innovations
- Localize flavour offerings based on regional preferences
- Implement dynamic assortment strategies responding to weather patterns

T: Team Engagement

- Develop staff expertise in dietary trends and flavour profiles
- Enable associates to recommend products based on shopper needs
- Create incentive structures for driving premium product sales

H: Holistic Supplier Integration

- Co-create exclusive flavour innovations for market differentiation
- Establish joint business planning for seasonal activation
- Share real-time data for responsive inventory management

S: Shopper Insight Application

- Leverage transaction data to personalize digital promotions
- Analyse social sentiment to predict emerging flavour trends
- Deploy AI-driven recommendation engines for online platforms

Understanding the Shopper-Consumer Dynamic

In frozen desserts, distinguishing between shopper intent and consumer preferences is crucial:

Shopper Priorities:

- Value perception across family packs and premium offerings
- Convenience in storage and portion control
- Health credentials for family wellness
- Brand trust and quality assurance

Consumer Preferences:

- Taste and flavour excitement
- Texture and mouthfeel experience
- Dietary compatibility (dairy-free, low-sugar)
- Social media shareability

Route to Shopper® ensures commercial strategies address both dimensions, creating win-win propositions that drive purchase decisions while delivering consumer satisfaction.

Strategic Application: Hypothetical Examples

Example 1: Health-conscious Indulgence Revolution

Strategic Challenge: Capture the growing segment of fitness enthusiasts seeking permissible indulgence

GUIDE Application:

- G: Target gym-goers and wellness communities with protein-enriched frozen desserts
- U: Bundle with performance supplements and recovery products
- I: Create post-workout consumption occasions
- D: Premium pricing justified by functional benefits

PATHS Execution:

- P: Position near health foods with clear nutritional callouts
- A: Curate selection of low-calorie, high-protein options
- S: Deploy targeted promotions based on fitness app integration

Example 2: Quick Commerce Optimization

Strategic Challenge: Maximize impulse purchases in rapid delivery channels

GUIDE Application:

- I: Develop single-serve formats optimized for immediate consumption
- U: Create "movie night" bundles with complementary snacks
- E: Integrate supply chain for 15-minute delivery readiness

PATHS Execution:

- P: Optimize product imagery for mobile browsing
- A: Curate limited SKUs for fast fulfilment
- S: Implement weather-triggered promotional algorithms

Example 3: Premium At-home Experience

Strategic Challenge: Elevate frozen desserts to luxury dining occasions

GUIDE Application:

- U: Launch chef-collaboration collections with premium ingredients
- D: Establish super-premium tier with artisanal positioning
- G: Target affluent households and special occasion buyers

PATHS Execution:

- P: Create gallery-style displays in premium store sections
- A: Offer limited-edition seasonal collections
- H: Partner with gourmet suppliers for exclusive ingredients

Expected Outcomes from Route to Shopper® Implementation

Commercial leaders can anticipate:

- 15-20% increase in household penetration through targeted expansion
- 25-30% growth in basket size through strategic bundling
- 10-15% improvement in purchase frequency via occasion development
- 5-8 point margin enhancement through portfolio optimization
- 20% boost in promotional effectiveness through data-driven targeting

Digital Transformation Through Route to Shopper®

AI-Powered Category Management:

- Predictive flavour trend analysis using social media sentiment
- Dynamic pricing based on weather patterns and local events
- Automated planogram optimization for seasonal transitions

Personalization at Scale:

- Individual flavour preference profiling
- Customized promotion delivery through mobile apps
- Subscription service recommendations based on purchase history

Virtual Experience Enhancement:

- AR-enabled product discovery and flavour visualization
- Virtual taste testing through sensory descriptions
- Digital loyalty programs with gamified engagement

Commercial Excellence Academy Partnership

The Academy serves as your strategic growth enabler through:

Customized Implementation:

- Frozen dessert-specific **Route to Shopper®** playbooks
- Category diagnostic tools identifying growth opportunities
- Change management support for organizational adoption

Capability Development:

- Cross-functional training programs
- Leadership development workshops
- Digital transformation guidance

Ongoing Support:

- Regular performance reviews
- Best practice sharing forums
- Innovation trend briefings

Your Path to Category Leadership

Embrace **Route to Shopper®** to:

- Transform frozen desserts from seasonal treats to year-round indulgence
- Build sustainable competitive advantage through shopper-centricity
- Create high-performing teams that drive commercial excellence
- Deliver consistent growth across all channels and segments

Next Steps:

1. Schedule a strategic assessment of your current capabilities
2. Identify priority areas for **Route to Shopper®** implementation
3. Develop a phased rollout plan with the Commercial Excellence Academy
4. Begin building the commercial capabilities that will define category leadership

The future of frozen desserts belongs to organizations that master the connection between shopper understanding and commercial execution. **Route to Shopper®** provides the framework to achieve this mastery.

Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

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