

Walmart 

 **HOWE**  
**COMPANY**  
CANDYCOFFEENUTS



# A Valued Added Direct-Store-Delivery Provider of Candy, Coffee & Nuts!

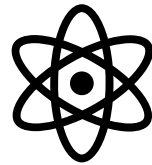


## Our Direct-Store-Delivery **Reach:**

We currently provide Direct-Store-Delivery services to 13 states and DC with continued expansion coming!



Full Service



Product Variety with  
One Price Point



Fully Guaranteed  
Product with No  
Warehouse Inventory



No Labor

# COMPLETE DSD SERVICE

**We stock and merchandise the rack.**

No Walmart personnel/labor necessary . . . *ever.*

**We take ownership of the rack.**

Consistent delivery by seasoned reps who make their living by keeping your rack ready to sell 24/7.

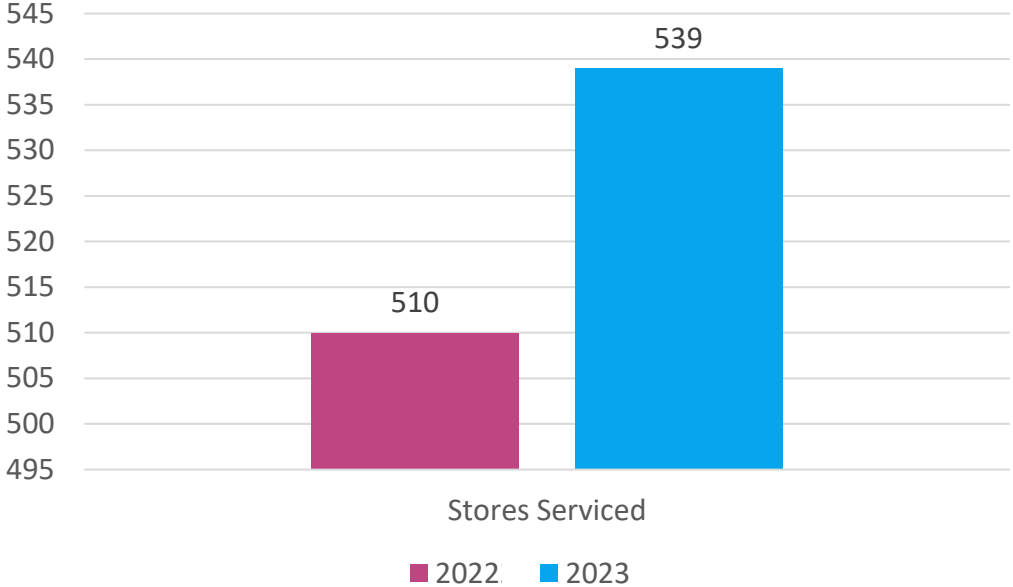
**All of our products are guaranteed.**

That's 100%. No questions asked.

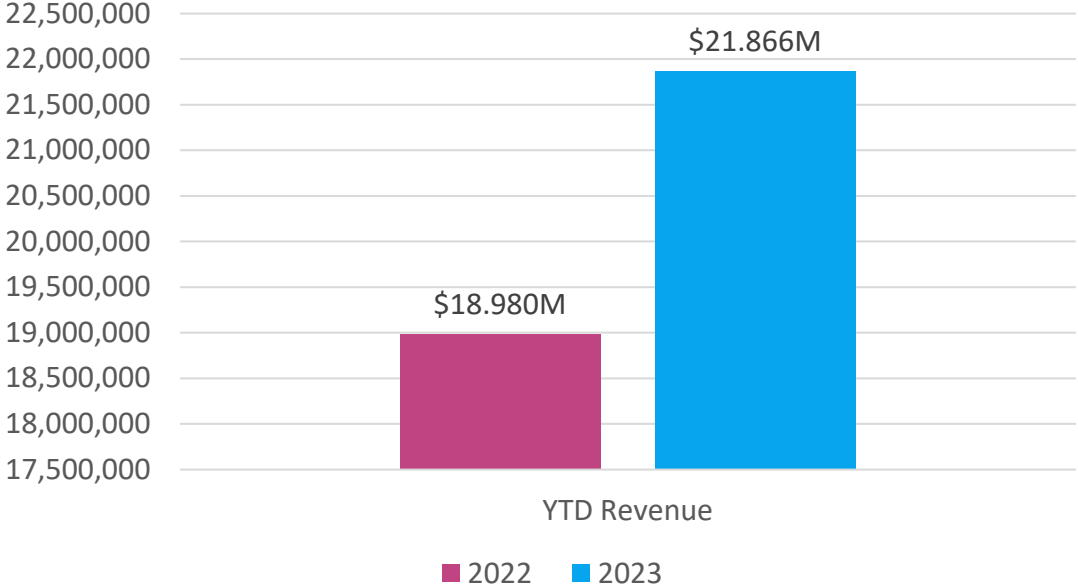


# Growth Driven by Service! Total Walmart

Currently Servicing 539 Stores!

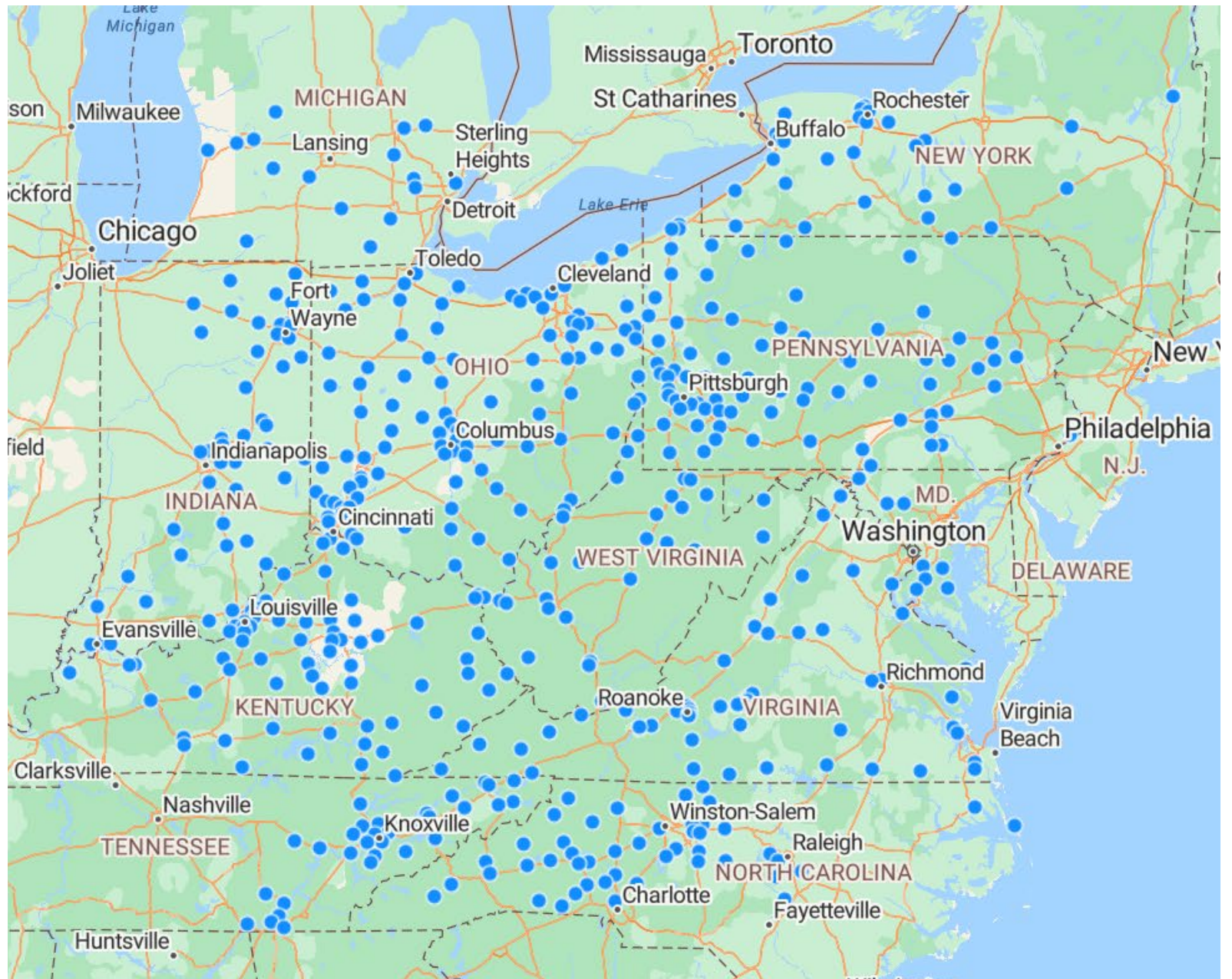


\$21.866M YTD Revenue\*



\*Figures based on Calendar Year YTD

## Total Howe Walmart Locations Serviced



# Getting to know Candy Consumers, category driven by impulse purchases

## Cross-Area Shopping for Non-Chocolate

When shopping for candy, eight in 10 consumers visit the candy aisle, six in 10 buy candy from the checkout area and 50% browse the seasonal area/aisle.

Only bulk bins have relatively low engagement at 20% but are available at fewer stores as well.

### Consumers buying candy by area of the store



Purchase decisions	Never	Hardly ever	Occasionally	Frequently
Specifically plan to purchase candy as a shopping list item	8%	23%	49%	20%
Buy some candy even though I hadn't planned on it	5%	17%	55%	23%
Look for candy specials or promotions	10%	22%	46%	22%
Get reminded to buy candy by in-store displays throughout the store	13%	26%	44%	17%
Get inspired to buy candy by ideas on social media	30%	24%	33%	13%
Get reminded to buy candy by digital ads online or on an app	32%	27%	30%	11%



# Top 25 Items



#1 Caramel Creams



#2 Circus Marshmallow Peanuts

Rank	Item Nbr	Item Desc 1	This YTD Sales	This YTD QTY	Last YTD Sales	Last YTD QTY
1	171503	CARAMEL CREAM	\$759,784	207,577	\$176,585	54,524
2	171372	MARSHMALLOW PEANUTS	\$547,423	149,544	\$370,276	114,285
3	550252457	FRUIT JELLY BEANS	\$431,604	117,951	\$397,097	122,692
4	550252459	CINNAMON JELLY BEANS	\$369,218	100,862	\$353,588	109,213
5	171448	ORANGE SLICES	\$313,229	85,491	\$214,667	66,320
6	171391	PEACH RINGS	\$267,621	73,124	\$186,269	57,647
7	550252462	SPICE JELLY BEANS	\$240,524	65,648	\$253,961	78,510
8	173262	BIT O HONEY	\$225,616	61,684	\$200,921	62,121
9	171311	ASST MM PEANUTS	\$202,399	55,306	\$167,044	51,597
10	171277	MIDGET SPICE JELLY	\$191,357	52,312	\$188,906	58,410
11	550252616	LICORICE JELLY BEANS	\$191,198	52,313	\$201,279	62,254
12	171517	FRENCH BURNT PEANUT	\$177,659	48,537	\$147,986	45,829
13	552040403	ASST TOOTSIE ROLLS	\$176,389	48,200	\$147,705	45,759
14	553129723	ASST FRUIT SLICES	\$175,023	47,865	\$214,385	66,362
15	171416	SPEARMINT LEAAVES	\$162,832	44,485	\$124,109	38,344
16	171525	TOOTSIE ROLLS	\$160,520	43,861	\$123,412	38,109
17	171440	ATOMIC FIREBALLS	\$159,596	43,616	\$90,535	27,948
18	579521572	WINTERGREEN LOZENGES	\$158,662	43,355	\$137,928	42,634
19	587303457	HOWE PEPPERMINT PUFF	\$133,874	36,578	\$48,283	15,078
20	178592	ROOT BEER BARRELS	\$130,068	35,540	\$93,156	28,773
21	552040412	SALT WATER TAFFY	\$119,666	32,695	\$74,401	22,984
22	553129721	BUTTERSCOTCH BUTTONS	\$118,993	32,526	\$83,104	25,848
23	574757541	CINNAMON BEARS	\$118,485	32,394	\$61,588	19,013
24	171402	GUMMI BEARS	\$117,336	32,086	\$95,436	29,467
25	171284	GUMMI WORMS	\$117,184	32,027	\$100,140	30,913

**WAL-MART AUTHORIZED ITEMS**

**GEORGE J HOWE CO. VENDOR #153148**

Effective: January 1 ,2024

WAL-MART	DEPT			Wgt	Unit	Case			WAL-MART				Wgt	Unit	Case		
ITEM #	HOWE UPC		DESCRIPTION	PK.	Oz.	Cost	COST	RETAIL	ITEM #	HOWE UPC		DESCRIPTION	PK.	Oz.	Cost	COST	RETAIL
171503	73171-00401	6	Caramel Creams	12	13	\$3.25	\$39.00	\$4.47	574757535	73171-00704	8	Buttermints	12	9	\$3.25	\$39.00	\$4.47
171448	73171-00406	1	Orange Slices	6	22	\$3.25	\$19.50	\$4.47	553129726	73171-00628	7	Jawbreakers	6	12.5	\$3.25	\$19.50	\$4.47
171416	73171-00407	8	Spearmint Leaves	6	22	\$3.25	\$19.50	\$4.47	574757538	73171-04501	9	Chocolate Peanuts	12	7.5	\$3.25	\$39.00	\$4.47
171277	73171-00409	2	Spice Drops	6	22	\$3.25	\$19.50	\$4.47	574757540	73171-04500	2	Chocolate Raisins	12	7.5	\$3.25	\$39.00	\$4.47
171326	73171-00413	9	Giant Jellies	6	22	\$3.25	\$19.50	\$4.47	552040424	73171-00605		Chocolate Malt Balls	12	10	\$3.25	\$39.00	\$4.47
171409	73171-00423	8	Cherry Slices	6	22	\$3.25	\$19.50	\$4.47	579521572	73171-00629	4	Wintergreen Lozenges	12	13	\$3.25	\$39.00	\$4.47
553129723	73171-00684	3	Asst. Fruit Slices	6	22	\$3.25	\$19.50	\$4.47	579521568	73171-00630	0	Peppermint Lozenges	6	13	\$3.25	\$19.50	\$4.47
552040423	73171-00450	4	Wild Cherries	6	14	\$3.25	\$19.50	\$4.47	579521569	73171-00631	7	Assorted Lozenges	6	13	\$3.25	\$19.50	\$4.47
171381	73171-00449	8	Mint Starlights	6	13	\$3.25	\$19.50	\$4.47	588067033	73171-00708	6	Cherry JuJu Coins	12	14	\$3.25	\$39.00	\$4.47
171311	73171-00451	1	Asst. Marsh. Peanut	6	11.5	\$3.25	\$19.50	\$4.47	588067020	73171-00709	3	Coconut Haystacks	12	13	\$3.25	\$39.00	\$4.47
171302	73171-00469	6	Frosted Pretzel	6	11	\$3.25	\$19.50	\$4.47	587303457	73171-00710	9	Peppermint Puffs	12	10	\$3.25	\$39.00	\$4.47
171364	73171-00465	8	Chocolate Pretzels	6	11	\$3.25	\$19.50	\$4.47	587303455	73171-00714	7	Licorice JuJu Bears	12	12	\$3.25	\$39.00	\$4.47
171517	73171-00472	6	French Burnt Peanut	12	13	\$3.25	\$39.00	\$4.47	587758295	73171-00715	4	Lemon Drops	12	11	\$3.25	\$39.00	\$4.47
178592	73171-00480	1	Root Beer Barrels	6	16	\$3.25	\$19.50	\$4.47	588067018	73171-00716	1	Watermelon Slices	12	13	\$3.25	\$39.00	\$4.47
173262	73171-00607	2	Bit O Honey	12	9.5	\$3.25	\$39.00	\$4.47									
171346	73171-00612	6	Black Jack Taffy	12	11.5	\$3.25	\$39.00	\$4.47									
171525	73171-00618	8	Tootsie Rolls	12	10.5	\$3.25	\$39.00	\$4.47									
171391	73171-00621	8	Peach Rings	12	14	\$3.25	\$39.00	\$4.47									
171433	73171-00623	2	Gummy Sour Brites	12	14	\$3.25	\$39.00	\$4.47	556535610	73171-00586	0	SF Gummi Bears	12	5	\$3.25	\$39.00	\$4.47
134744	73171-05460	8	Party Mints	12	14	\$3.25	\$39.00	\$4.47	556535611	73171-00582	2	SF Mint Starlights	12	6	\$3.25	\$39.00	\$4.47
171372	73171-00452	8	Marshmallow Peanut	6	11.5	\$3.25	\$19.50	\$4.47	556535612	73171-00584	6	SF Root Beer Barrels	12	6	\$3.25	\$39.00	\$4.47
171440	73171-00440	5	Atomic Fireballs	6	12.5	\$3.25	\$19.50	\$4.47	562893294	73171-00583	9	SF Asst Fruit Buttons	12	6	\$3.25	\$39.00	\$4.47
134802	73171-05405	9	Maple Nut Goodies	12	9	\$3.25	\$39.00	\$4.47	562893295	73171-00585	3	SF Asst Toffee	12	5	\$3.25	\$39.00	\$4.47
163256	73171-04679	5	Peppermint Patties	12	10	\$3.25	\$39.00	\$4.47	574757537	73171-00579	2	SF Lemon Buttons	12	5	\$3.25	\$39.00	\$4.47
163248	73171-04678	8	Peanut Butter Cups	12	10	\$3.25	\$39.00	\$4.47	574757539	73171-00578	5	SF Mixed Berry	12	5	\$3.25	\$39.00	\$4.47
552040412	73171-00459	7	Salt Water Taffy	6	13	\$3.25	\$19.50	\$4.47	574757534	73171-00580	8	SF Cinnamon Buttons	12	5	\$3.25	\$39.00	\$4.47
552040408	73171-00493	1	Champagne Mix	6	18	\$3.25	\$19.50	\$4.47	579521571	73171-00581		SF Butterscotch Button	12	5	\$3.25	\$39.00	\$4.47
552040416	73171-00617	1	Mint Sticks	12	11	\$3.25	\$39.00	\$4.47									
552040404	73171-00489	4	Gummy Bears	12	15	\$3.25	\$39.00	\$4.47	171478	73171-04372	5	Smoky Mt. Mix	6	11	\$3.25	\$19.50	\$4.47
552040410	73171-00478		Gummy Worms	12	15	\$3.25	\$39.00	\$4.47	171292	73171-04371	2	Trail Mix	6	11	\$3.25	\$19.50	\$4.47
552040403	73171-00619	5	Asst Tootsie Rolls	12	10.5	\$3.25	\$39.00	\$4.47	252460	73171-00382	8	Sesame Sticks	6	8	\$3.25	\$19.50	\$4.47
552040420	73171-00627	0	Mini Cow Tails	12	8	\$3.25	\$39.00	\$4.47	252461	73171-00368	3	Honey Rst. Ses. St.	6	8	\$3.25	\$19.50	\$4.47
552040417	73171-00611	9	Chocolate Non Pareils	12	9	\$3.25	\$39.00	\$4.47	252463	73171-00316	2	Sunflower Seed C/S	6	11	\$3.25	\$19.50	\$4.47
562893296	73171-00610	2	Cinnamon Imperials	12	12	\$3.25	\$39.00	\$4.47	134705	73171-00308	8	Raw Peanuts	8	14	\$3.25	\$26.00	\$4.47
550252462	73171-04801	0	Jumbo Spice J.Beans	12	19	\$3.25	\$39.00	\$4.47	552040406	73171-04373	2	Tropical Fruit & Nut	6	10	\$3.25	\$19.50	\$4.47
550252459	73171-04803	4	Jumbo Red J.Bean	12	19	\$3.25	\$39.00	\$4.47	552040418	73171-00320		Sunflower Seed N/S	6	11	\$3.25	\$19.50	\$4.47
550252616	73171-04805	8	Jumbo Black J.Bean	12	19	\$3.25	\$39.00	\$4.47	552040421	73171-04375	6	Cajun Mix	6	9	\$3.25	\$19.50	\$4.47
550252457	73171-04807	2	Jumbo Fruit J.Bean	12	19	\$3.25	\$39.00	\$4.47	550040422	73171-00380	4	Cranberry Nut Mix	6	9	\$3.25	\$19.50	\$4.47
552040411	73171-00616	4	Milk Caramels	12	11.5	\$3.25	\$39.00	\$4.47									
122910	73171-01436	7	Asst. English Toffee	6	11	\$3.25	\$19.50	\$4.47	152742	73171-04860	7	Harvest Mix	6	18	\$3.25	\$19.50	\$4.47
171284	73171-04490	6	Gummy Bears /Tub	12	13.5	\$3.25	\$39.00	\$4.47	152794	73171-04862	1	Candy Corn	6	18	\$3.25	\$19.50	\$4.47
171402	73171-04491	3	Gummy Worms/ Tub	12	13.5	\$3.25	\$39.00	\$4.47									
141343	73171-04473	9	Licorice Mix	12	11	\$3.25	\$39.00	\$4.47									
553129721	73171-00448	1	Butterscotch Buttons	6	13	\$3.25	\$19.50	\$4.47									
574757533	73171-00707	9	Red JuJu Fish	12	10	\$3.25	\$39.00	\$4.47									
574757536	73171-00706	2	Cinnamon Buttons	12	10	\$3.25	\$39.00	\$4.47	171532	73171-00614	0	Champagne Mix	6	44	\$7.18	\$43.08	\$9.55
574757541	73171-00705	5	Cinnamon JuJu Bears	12	14	\$3.25	\$39.00	\$4.47	171457	73171-00615	7	Mint Starlights	6	44	\$7.18	\$43.08	\$9.55

**27.3% Profit Margin**



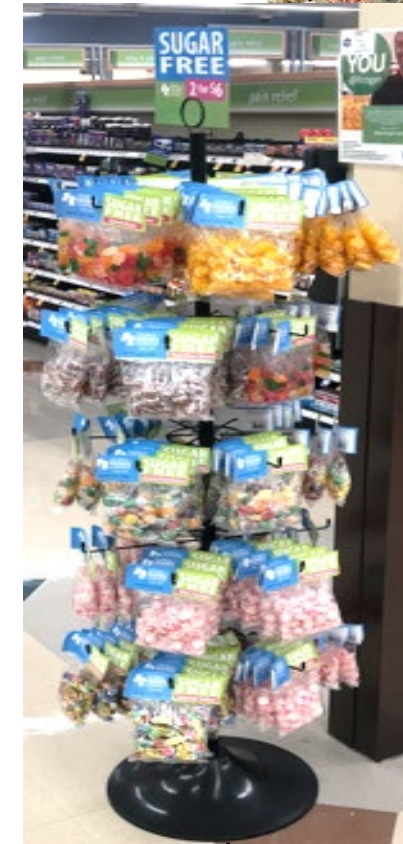
# Sugar Free Items!



ITEM#	ITEM DESCRIPTION
578	12/5oz SUGAR FREE MIXED BERRY BUTTONS
579	12/5oz SUGAR FREE LEMON BUTTONS
580	12/5oz SUGAR FREE CINNAMON BUTTONS
581	12/6oz SUGAR FREE BUTTERSCOTCH BUTTONS
582	12/6oz SUGAR FREE MINT STARLIGHTS
583	12/6oz SUGAR FREE ASSORTED FRUIT BUTTONS
584	12/6oz SUGAR FREE ROOT BEER BARRELS
586	12/6oz SUGAR FREE ASSORTED GUMMY BEARS

*Over 30 Million Americans or 9.4% of the population has Diabetes.  
70% of consumers are interested in sugar free/low sugar options*

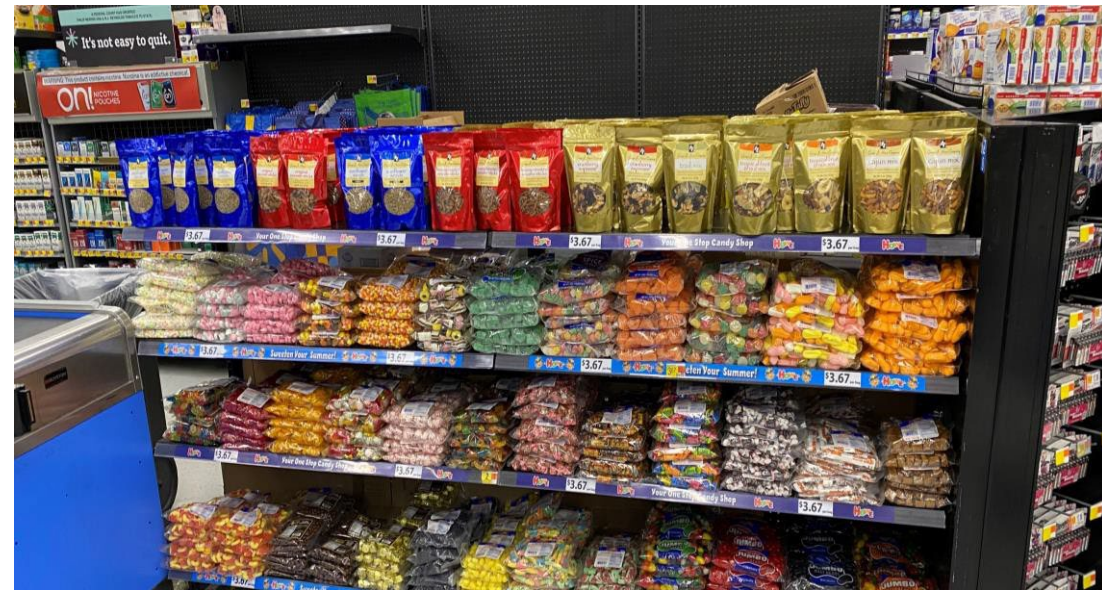
<http://diabetes.org/diabetes-basics/statistics/>



Spinner Rack

Wing Rack

# End Caps & Front End



# 2ft – 3ft – 4ft Rack Displays



# 4FT Table Display w/ Pole Sign – Sides 1 and 2



# Other Displays (Dump Bin – Peg Spinner – Power Wing Rack)



- Table was developed to capture incremental sales associated with high impulse category
- Sales reaching up to \$2k per week( \$125/sq foot).
- Offers great variety of candies, with strong nostalgic brands
- Consistent product availability

“Good example of store community display. I would suggest all stores look into this for checkout space. 4x4 display at checkouts is about \$1-\$2k a week with no wages to stock.”

- Walmart Market Manager



Walmart 

 **HOWE**  
**COMPANY**  
CANDYCOFFEENUTS







## **Regional Manager**

Oversees Market Managers. Rarely will ever see or talk with them.

## **Market Manager**

Oversees several stores within a designated market (on scan data known as a district). Typically, you will only see Market Managers during walk throughs.

## **Store Manager**

Reports into a market manager and oversees the total store operations at a particular store. Very rarely will you talk with them, but if you have a chance to be in front of them, you will want to have numbers to present to them. If you have a good relationship with a Store Manager, they may be able to influence other store managers and/or market leaders.

## **Store Lead**

Store Lead – typically, there are two Store Leads that oversee a department, one in grocery and one in GM (General Merchandise). The Store Leads report into the Store Manager and is training to someday become a Store Manager.

## **Grocery Coach**

Oversees all departments within grocery and oversees Grocery Leads. Along with Leads, Coaches will be the most talked to managers at the store. Depending on the store, the Grocery Coach will tell you to talk to the Lead first.

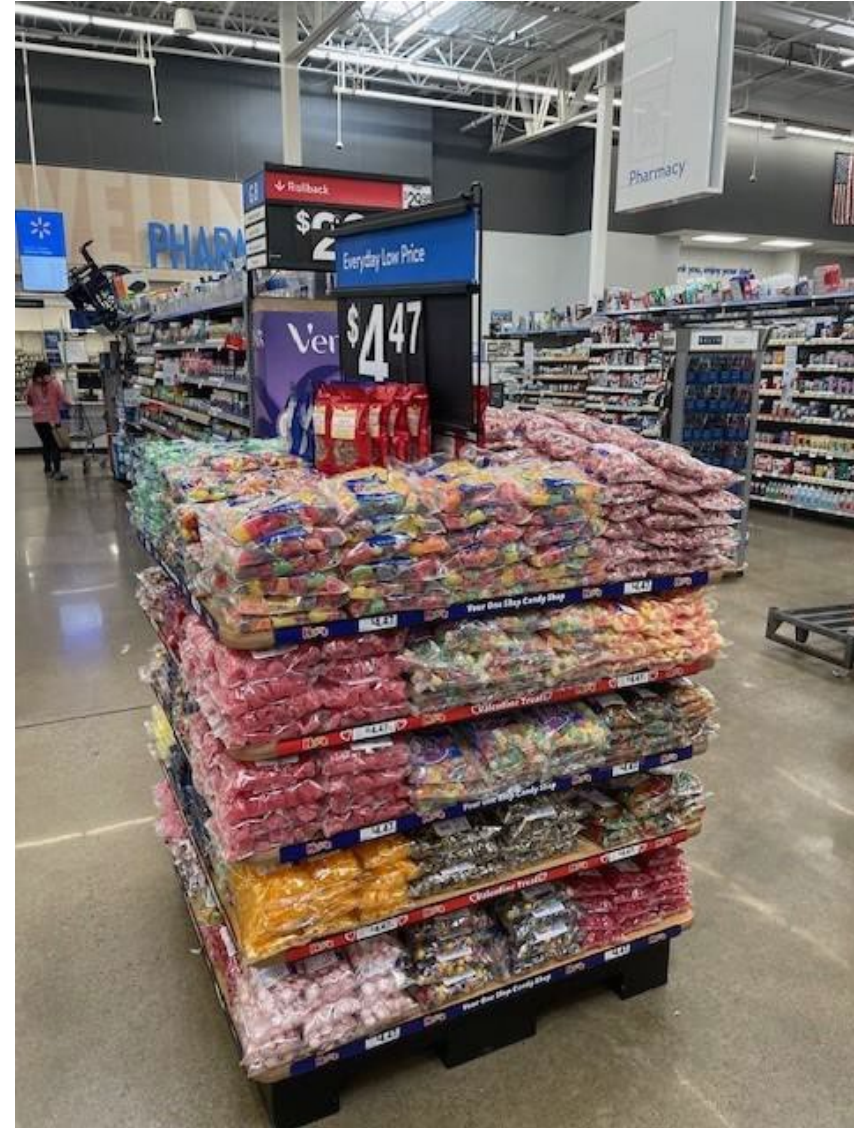
## **Grocery Lead**

Oversees specific departments within grocery, such as beverage, bakery, candy, etc. The Lead is the person you will most likely speak to about additional space, gaining distribution in the store and presenting numbers to that you will ultimately want to get to the Store Lead and Store Manager.

## **Front End Lead**

Oversees the front-end area, inclusive of front registers and front-end action alley. With store remodels, most front-end action alleys have been taken away and therefor, our tables have lost a location.

# 4FT Table Display w/ Pole Sign – Sides 3 and 4



# Rack Displays

