



[www.KingstonFoods.com](http://www.KingstonFoods.com)



# THAILAND



## **Meijer items purchased:**

Cooked, Raw Peeled & Deveined Shrimp and Shrimp Rings

# VIETNAM



**Meijer items purchased:**

Cooked, Raw Peeled & Deveined Shrimp



# CHINA



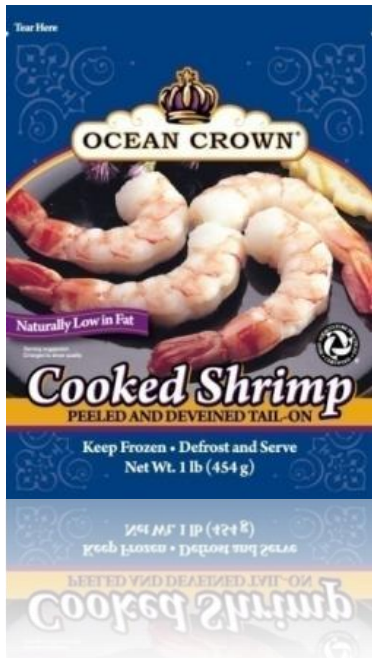
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# Packaging Capabilities



## Black Tie or Paradise

- Retail Skewers in bag
- Tray wrapped product cooked and raw.
- Clear bag bulk products.

We can R&D any items Meijer would like to develop.



# How we manage your inventory

## Kingston Ad Planning

	Meijer Ad Planner 2012 Period # 5			
	Week 1	Week 2	Week 3	Week 4
Week	5/20/2012	5/27/2012	6/3/2012	6/10/2012
Theme		Memorial Day 5/28/12		Flag Day 6/14/12 Fathers Day 6/17/12
SF	36/40 Ckd - \$7.99	26/30 Ckd - \$8.99	50/60 Ckd - \$6.99	36/40 Ckd - \$7.99
In-Store	50/60 Ckd - \$6.99	Ckd Salad - \$2.99	31/35 Ckd EZ Peel - \$11.99	50/60 Ckd - \$6.99
In-Store	31/35 Ckd EZ Peel - \$11.99	20 oz Ring - \$10.99	35 Ct Raw - \$5.99	91/110 Ckd Tail Off - \$5.99
In-Store	40 oz Ring - \$23.99	Skewers - 2 for \$3.00	10 oz Ring - \$5.99	20 oz Ring - \$10.99
In-Store	Skewers - 2 for \$3.00		Skewers - 2 for \$3.00	16/20 Ckd - \$11.99
	Brd Deep Cut - \$3.99			Brd Deep Cut - \$3.99
	Brd Coconut - \$3.99			Brd Coconut - \$3.99
	Brd Calamari - \$3.99			Brd Calamari - \$3.99
	Brd Pepper - \$3.99			Brd Pepper - \$3.99
Event	No Event Scheduled	1 Day Event - 6/01/12 36/40 Ckd - \$6.99 2000 cs - \$335,520	No Event Scheduled	No Event Scheduled

# Meijer Prior Year Ad Period

Last Year History / Information Period 5 2011				
Week	5/22/2011	5/29/2011	6/5/2011	6/12/2011
Theme		Memorial Day 5/30/11		Flag Day 6/14/11 Father's Day 6/19/11
SF	36/40 Ckd - \$6.99 930 cs - \$156,017	26/30 Ckd - \$8.99 347 cs - \$56,152	50/60 Ckd - \$6.99 1807 cs - \$303,142	36/40 Ckd - \$6.99 2282 cs - \$382,828
In-Store	31/35 Ckd EZ Peel - \$11.99 38 cs - \$6,834	91/110 Ckd Tail Off - \$4.99 cancelled - out	31/35 Ckd EZ Peel - \$11.99 104 cs - \$18,704	91/110 Ckd Tail Off - \$4.99 cancelled - out
In-Store	16/20 Ckd - \$11.99 119 cs - \$25,683	Ckd Salad - \$2.99 114 cs - \$12,271	35 ct Raw - \$5.99 386 cs - \$55,491	16/20 Ckd - \$11.99 cancelled - out
In-Store	40 oz Ring - \$23.99 38 cs - 3,646	20 oz Ring - \$10.99 89 cs - \$5,869	10 oz Ring - \$5.99 215 cs - \$10,303	20 oz Ring - \$10.99 160 cs - 10,550
	50/60 Ckd - \$6.99 - added 418 cs - \$70,124	36/40 Ckd - \$7.99 - added 423 cs - \$81,115		50/60 Ckd - \$6.99 - added 772 cs - 129,510
Event	No Event Scheduled	No Event Scheduled	No Event Scheduled	1 Day Event - 6/17/11 50/60 Ckd 24/1 lb - \$5.99 Event cancelled



# Vendor Net Sales

Product ID		Week End Date	Vendor Pack	Sales: Qty	PTS Sales Qty	Total Sales Cases	Inv: DF and Store Qty (Most Recent Week End)
494864	BLACK TIE SHRIMP RING & SAUCE FROZEN	8/4/2012	6	0	0	0.00	0
495255	MJR SHRIMP COOKED 91/110 (18) 16 OZ FRZ	8/4/2012	18	3,249	409	180.50	14,229
495674	SHRIMP 6/8 COOKED P&D TAILON FRZ(VIET/F)	8/4/2012	18	0	0	0.00	0
495772	MJR SHRIMP RING (8) 10 OZ FRZ	8/4/2012	8	393	4	49.13	3,291
495888	MEIJER FISH SHRIMP POPCORN 12 OZ	8/4/2012	12	147	7	12.25	1,637
496092	MJR SHRIMP COOKED 50/55 (24) 12 OZ FRZ	8/4/2012	24	0	0	0.00	0
496318	SHRIMP EASY PEEL 31/35 CT 32 OZ FRH	8/4/2012	15	0	0	0.00	0
497744	MJR SHRIMP COOKED 16/20 (18) 16 OZ FRZ	8/4/2012	18	687	3	38.17	2,950
498487	MEIJER FISH CALAMARI BREADED RINGS 10 OZ	8/4/2012	12	156	5	13.00	2,655
499053	LOBSTER TAIL TRAY 5 OZ FRZ	8/4/2012	0	0	0	#DIV/0!	0
499139	BLACK TIE COOKED SHRIMP RING FROZEN	8/4/2012	4	0	0	0.00	-2
499375	MEIJER FISH SHRIMP COCONUT 9 OZ	8/4/2012	12	165	1	13.75	2,763
499521	MJR SHRIMP COOKED 26/30 (18) 16 OZ FRZ	8/4/2012	18	12,932	12,901	718.44	29,052
499972	MJR SHRIMP RING (6) 40 OZ FRZ	8/4/2012	4	3	0	0.75	-5
500236	MEIJER FISH SHRIMP DEEP CUT BREADED 9 OZ	8/4/2012	12	166	2	13.83	2,798
501325	MJR SHRIMP P+D 35/40 (24) 12 OZ FRZ	8/4/2012	24	6	0	0.25	291
501553	SHRIMP COOKED 8/12 (VIET/F) 32 OZ FRZ	8/4/2012	18	0	0	0.00	0
502923	MJR SHRIMP P+D 50/55 FRZ (24) 12 OZ FRZ	8/4/2012	0	0	0	#DIV/0!	0
503075	MEIJER SHRIMP EZ PEEL 31/35 32OZ FRZ	8/4/2012	15	815	793	54.33	5,142
503149	MJR SHRIMP 10/12 COOKED (18) 16 OZ FRZ	8/4/2012	18	151	2	8.39	1,681
503253	BLACK TIE CALAMARI BREADED FRZ	8/4/2012	12	0	0	0.00	0
503293	MJR SHRIMP RING (6) 20 OZ FRZ	8/4/2012	6	269	23	44.83	4,126
510033	MJR SALAD SHRIMP COOKED (36) 8 OZ FRZ	8/4/2012	36	5	0	0.14	389
510034	MJR SHRIMP COOKED 36/40 (24) 16 OZ FRZ	8/4/2012	24	4,129	1,026	172.04	46,801
510035	MJR SHRIMP COOKED 50/60 (24) 16 OZ FRZ	8/4/2012	24	33,715	31,775	1404.79	45,242
510060	MJR COOKED SHRIMP RING W/SAUCE 36 OZ FRZ	8/4/2012	4	2	0	0.50	-8
2854030	MJR SHRIMP RING 40 OZ CIS FRZ	8/4/2012	4	116	114	29.00	2794
2965323	MJR SHRIMP SKEWER (THAI/F) 2.67OZ FRZ RW5246	8/4/2012	5	3783	315	756.60	58,066
3035564	MEIJER FISH SHRIMP BREADED PEPPER 9 OZ	8/4/2012	6.75	103	5	15.26	2,477

# Meijer Period Sales Recap

## Recently added to better monitor and control Inventory

L1-Product ID		Fiscal Period		Period 2012	Cases 2011	Projected Cases 2012	Cases Sold 2012	Cumulative Sales to Date
495255	MJR				5721	6490	5133	-1357
	SHRIMP	13	2010	1/1/2012	889	978	476	-502
	COOKED	1	2011	1/29/2012	900	990	797	-193
	91/110 (18)	2	2011	2/26/2012	824	948	914	-34
	16 OZ FRZ	3	2011	3/25/2012	1025	1179	507	-672
		4	2011	4/22/2012	1578	1814	734	-1080
		5	2011	5/20/2012	332	382	801	419
		6	2011	6/17/2012	173	199	904	705
495772	MJR	Total			2086	2295	1473	-822
	SHRIMP	13	2010	1/1/2012	252	277	308	31
	RING (8)	1	2011	1/29/2012	410	451	236	-215
	10 OZ FRZ	2	2011	2/26/2012	297	327	120	-207
		3	2011	3/25/2012	283	311	164	-147
		4	2011	4/22/2012	252	277	168	-109
		5	2011	5/20/2012	269	296	177	-119
		6	2011	6/17/2012	324	357	300	-57
497744	MJR	Total			1436	1627	2075	448
	SHRIMP	13	2010	1/1/2012	230	253	317	64
	COOKED	1	2011	1/29/2012	243	267	175	-92
	16/20 (18)	2	2011	2/26/2012	268	308	150	-158
	16 OZ FRZ	3	2011	3/25/2012	149	172	390	218
		4	2011	4/22/2012	133	153	210	57
		5	2011	5/20/2012	253	290	233	-57
		6	2011	6/17/2012	160	184	600	416
499521	MJR	Total			6681	7148	7132	-16
	SHRIMP	13	2010	1/1/2012	1064	1170	564	-606
	COOKED	1	2011	1/29/2012	1567	1724	684	-1040
	26/30 (18)	2	2011	2/26/2012	869	913	971	58
	16 OZ FRZ	3	2011	3/25/2012	1144	1201	970	-231
		4	2011	4/22/2012	434	456	982	526
		5	2011	5/20/2012	759	797	1028	231
		6	2011	6/17/2012	844	887	1933	1046
501325	MJR	Total			3363	3920	1648	-2272
	SHRIMP	13	2010	1/1/2012	578	636	354	-282
	P+D 35/40	1	2011	1/29/2012	573	630	653	23
	(24) 12 OZ	2	2011	2/26/2012	499	598	527	-71
	FRZ	3	2011	3/25/2012	537	644	103	-541
		4	2011	4/22/2012	163	196	7	-189
		5	2011	5/20/2012	448	538	4	-534
		6	2011	6/17/2012	565	678	0	-678
503075	MJR	Total			1433	1201	1084	-117
	PARADISE	13	2010	1/1/2012	302	332	233	-99
	SHRIMP	1	2011	1/29/2012	286	315	148	-167
	EZ PEEL	2	2011	2/26/2012	201	132	138	6
	31/35 32	3	2011	3/25/2012	185	121	152	31
	OZ FRZ	4	2011	4/22/2012	146	96	136	40
		5	2011	5/20/2012	168	110	144	34
		6	2011	6/17/2012	145	95	133	38
503149	MJR	Total			518	591	483	-108
	SHRIMP	13	2010	1/1/2012	56	62	84	22
	10/12	1	2011	1/29/2012	48	53	86	33
	COOKED	2	2011	2/26/2012	42	48	55	7
	(18) 16 OZ	3	2011	3/25/2012	85	98	36	-62
	FRZ	4	2011	4/22/2012	95	109	26	-83
		5	2011	5/20/2012	91	105	106	1



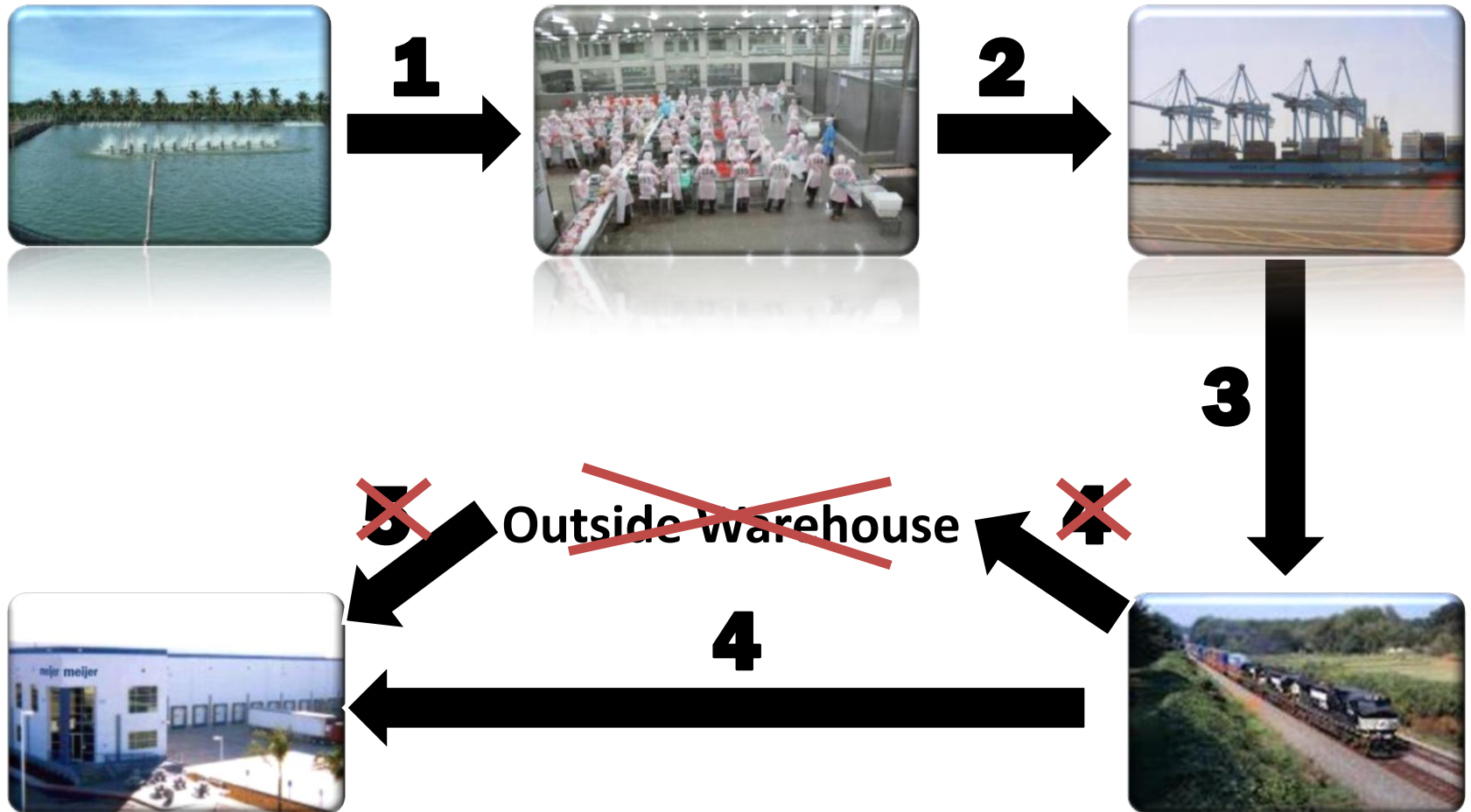
# Packaging Label Overview For Quicker Speed to Market

## Recommended Steps to Speed to Market by shortening the following:

1. Exchange of issues with Kingston Art Department with **ONE** Decision Maker
2. Artwork to Kingston for review by artwork designer and proof reader
3. If corrections needed, changes made and sent to Meijer decision maker for approval
4. Resolve issues and slowdowns quickly
5. Final film proof sent to Meijer decision maker for final approval

# With Logistics “Time is Money”

## Flow Chart of Direct Ship





# RESULTS!

## **Ability to source product from multiple BAP certified plants for a continuous flow of product.**

- Thailand, Vietnam and China

## **Could Buy New Products – Additional sales and innovations for your customers.**

- Grillers in Retail Bag
- IVP Skewers in Retail Bag
- Boxed Skewers
- Tray Packed exact weight for individual sale
  - Cooked Shrimp, Raw Peeled & Deveined and Skewers

## **Vendor Managed Inventory for just in time delivery to your DC's.**

- Use of Meijer Vendor Net and projections to control inventory

## **Quicker to Market – Time and Money Savings.**

- Speed up New Artwork process
- Containers direct to your warehouses
- Cost Saving for direct containers \$.05/lb.
  - & Time Savings Minimum 1-2 weeks quicker delivery