Sales and Performance Insights Report

YTD 2025 vs 2024

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Glossary

- **Bottom Tier:** Refers to products or segments performing in the lowest 25% (below the 25th percentile) of their benchmark group, indicating significant underperformance relative to peers.
- **Below Average:** Applies to products or segments performing between the 25th and 50th percentile within their benchmark, indicating results that are below the median but not in the bottom quartile.
- **Above Average:** Products or segments performing between the 50th and 75th percentile of their benchmark, outperforming the median but not reaching the top.
- **Top Performer:** Products or segments in the highest 25% (≥75th percentile) of their benchmark, indicating strong market or segment leadership.
- **New Launch:** Products introduced in the current period with no sales history for the given business dimension (e.g., category, location, or client group) in the immediately preceding period.
- **Established (Sales Gap):** Previously existing products that recorded sales in earlier periods but had no sales in the period prior to the current one for the given business dimension. These are evaluated for their recovery potential.
- **Established:** Regular established products with continuous sales for any given combination of the designated business dimension.
- **Success Rate:** The percentage of New Launch products that achieved Top Performer (≥P75) or Above Average (P50-P75) status in the current period, serving as a key indicator of how effectively new introductions are gaining traction within a specific context (category, client group, or location).
- **Recovery Rate:** The proportion of Established (Sales Gap) products that have returned to Top Performer or Above Average performance tiers following a period of lapsed sales, measuring how well previously disrupted products have rebounded.
- **Established Rate:** The percentage of Established products achieving Top Performer or Above Average tiers in the current period, highlighting the ongoing competitiveness of long-standing products.

Introduction

This executive report integrates growth driver, new launch benchmarking, and forecasting analyses, providing a comprehensive overview of current business performance, key quantitative insights, and data-backed strategic recommendations across categories, client groups, and locations.

Executive Summary

The business is experiencing a period of dynamic transition, characterized by robust category-level growth alongside acute underperformance among new products and select established segments. The current trajectory is marked by significant upside in core categories, yet also reveals persistent challenges in scaling new launches and mitigating location-based declines.

A top-line analysis shows that momentum is being driven most decisively by established leaders in essential categories, especially where multi-dimensional synergies—such as strong products channeled through the right client groups—are present. Substantial category gains are bolstered by targeted, high-performing product-market combinations, particularly in Dairy, as well as by institutional and online distribution channels. However, new launches, when benchmarked against peers within the same category, client group, or location, have struggled; the majority remain in the bottom or below-average brackets, highlighting a recurring execution gap in innovation adoption.

Geographical performance is uneven, with strong regional gains offset by substantial setbacks elsewhere, indicating an opportunity to align best practices and address market-specific headwinds. The forecast outlook confirms continued aggregate growth, with clear differences in expected performance across both regions and product lines.

Importantly, the interconnection between historical strengths and emerging weaknesses signals a critical inflection point: existing business engines remain reliable, but their continued dominance is not assured unless areas of underperformance are addressed. Success in established categories is heavily reliant on sustained execution, while efforts to reinvigorate or introduce new products require more targeted interventions based on granular, data-driven evidence.

Going forward, the organization must both consolidate its category leadership and systematically remediate persistent weaknesses, leveraging insights from granular benchmarking and forecasting to drive targeted growth and improved market balance. The recommendations that follow outline specific levers for action.

Key Findings

- **Category Growth Leadership:** Dairy delivered the largest year-to-date increase, with an absolute gain of 162,178 units (+48.0%), followed by Condiments at 104,826 units (+43.0%), significantly outpacing other categories ([Growth Drivers Analysis - 1]).
- **Regional Volatility:** Spices underperformed sharply in California with a loss of 159,728 units (-44.3%), while Dairy saw consistent growth in Illinois (38,402 units, +58.3%), New York (34,391 units, +60.0%), and Florida (32,541 units, +45.4%), revealing high location-based variability ([Growth Drivers Analysis - 2]).
- **Client Group Concentration:** Dairy's year-to-date gains were predominantly driven by Online Food Retailers (33,390 units, +57.5%), Institutional Clients (28,350 units, +52.3%), and Wholesalers & Distributors (27,156 units, +47.3%), each significantly surpassing other client groups in unit growth ([Growth Drivers Analysis - 3]).
- **Product-Combinations Fuel Success:** Within Dairy sold through Online Food Retailers, Yogurt led with an increase of 18,667 units (+59.5%), followed by Butter (10,237 units, +55.5%) and Cheddar Cheese (4,486 units, +54.7%), showcasing the impact of targeted product-channel execution ([Growth Drivers Analysis - 4]).
- **Micro-Market Winners:** The highest unit gains occurred for Yogurt in Illinois (5,643 units, +88.5%) and Texas (4,897 units, +81.5%), and Butter in New York (3,095 units, +117.2%), indicating successful product-market fits within select state-level markets ([Growth Drivers Analysis - 5]).
- **New Launches: Category Benchmarking:** Of 3 new Beverages products, only Almond Milk achieved Top Performer status; the remainder were distributed between Above Average and Bottom Tier performance, resulting in a new launch success rate of 66.7% for the top two

tiers ([New Launch Analysis - Analysis], category-level).

- **New Launches: Client Group & Location:** Across 18 new launches benchmarked by client group and 15 by location, none reached Top Performer or Above Average status, and 72% (client group) and 67% (location) fell into the Bottom Tier, underscoring widespread launch underperformance ([New Launch Analysis - Analysis], client group and location).
- **Forecasted Aggregate Demand:** The 23-month forecast projects total sales of 2,529,194 units, with upcoming months averaging 108,796 units/month, continuity in category and regional mix, and consistency with historical top-line momentum ([Forecast by Category - Monthly Aggregation]).
- **Projected Regional Balance:** Forecasted monthly demand by state remains balanced, with all five major locations (California, Florida, Illinois, New York, Texas) forecasted to receive between 20,582 and 23,096 units/month ([Forecast by Location - Monthly Aggregation]).
- **Segment Gaps Persist:** Despite category-level strengths, ongoing declines in Spices (notably in California and with key client groups) and lagging overall new product adoption pose continued risk to portfolio health.

Strategic Recommendations

- **Accelerate High-Performing Category-Client Combinations:** Double down investment, marketing, and inventory support for Dairy products across high-growth client groups such as Online Food Retailers and Institutional Clients, supported by their >+43% year-to-date growth ([Growth Drivers Analysis - 3, 4]).
- **Remediate Geographic Underperformance:** Launch targeted commercial and distribution interventions in markets like California for Spices, where sales fell by 159,728 units (-44.3%), to recover share and mitigate future downside ([Growth Drivers Analysis - 2]).
- **Reassess New Product Launch Strategies:** Conduct focused reviews of launch execution for recent products, especially those benchmarked by client group and location (where 0% achieved above-median results and >67% fell into Bottom Tier), to identify root causes and adapt product, pricing, or channel tactics ([New Launch Analysis - Analysis], client group and location).
- **Replicate Micro-Market Wins:** Identify and scale the drivers of product-level success in leading state-level and client group combinations (e.g., Yogurt in Illinois/Online Food Retailers, Butter in New York), leveraging these as templates for cross-market expansion ([Growth Drivers Analysis - 5]).
- **Sustain Supply Chain Readiness:** Given the strong forecasted volume continuity across all major regions and categories (∼100,000+ units/month), proactively align supply planning, logistics, and promotion calendars to capture sustained demand ([Forecast by Category/Location - Monthly Aggregation]).

Considerations

This analysis synthesizes growth driver assessments, benchmarking of new launches within their respective groupings (category, client group, location), and forward-looking sales forecasts. The approach integrates year-to-date actuals and forecasted demand to identify both immediate opportunities and emerging risks, enabling focused resource allocation for the next business cycle. All recommendations are based purely on quantitative evidence derived from the provided datasets.

Detailed Views

0.1 Growth Analysis - 1

The YTD category-level growth drivers analysis reveals substantial gains in Dairy (+162,178 units, +48.0%), positioning it as the primary engine of recent business expansion. Condiments also contributed meaningfully (+104,826 units, +43.0%), while Spices experienced a notable contraction (-69,987 units, -11.1%), signaling risk in that portfolio area. The dominance of Dairy and Condiments underscores the importance of established categories in shaping overall results. The result provides clear direction for resource prioritization and product development decisions. See the table below for full details:

Table 1: Growth Drivers Analysis - 1

Category	**Quantity**	**Ytd Quantity Absolute Diff**	**Ytd Quantity Growth Percent**
Dairy	499,804	162,178	48.0%
Condiments	348,726	104,826	43.0%
Spices	560,685	-69,987	-11.1%
Protein	144,953	46,158	46.7%
Beverages	74,359	-	-

0.2 Growth Analysis - 2

By examining category performance segmented by location, strong geographic asymmetries emerge. While Dairy recorded robust unit growth across all major locations (Illinois, New York, Florida, Texas, California), Spices saw a drastic setback in California, indicating a need to address state-specific strategic or operational factors. The data highlights the critical role of local execution and the risks present when category performance diverges by region. Effective alignment between top-performing categories and regional sales strategies is key for maximizing returns. See the detailed table here:

Table 2: Growth Drivers Analysis - 2

Category	Location	Quantity	Ytd Quantity Absolute Diff	Ytd Quantity Growth Percent
Spices	California	200,787	-159,728	-44.3%
Dairy	Illinois	104,309	38,402	58.3%
Dairy	New York	91,674	34,391	60.0%
Dairy	Florida	104,241	32,541	45.4%
Dairy	Texas	89,292	29,849	50.2%
Spices	Illinois	98,019	27,153	38.3%
Dairy	California	110,288	26,995	32.4%
Spices	New York	91,569	26,762	41.3%
Condiments	Texas	66,560	22,443	50.9%
Condiments	Illinois	71,085	21,285	42.7%
Condiments	California	68,885	20,810	43.3%
Condiments	New York	74,365	20,702	38.6%
Condiments	Florida	67,831	19,586	40.6%
Spices	Texas	78,553	19,356	32.7%
Spices	Florida	91,757	16,470	21.9%
Protein	California	36,089	13,064	56.7%
Protein	Illinois	27,063	9,090	50.6%
Protein	Texas	31,796	8,569	36.9%
Protein	Florida	23,637	8,227	53.4%
Protein	New York	26,368	7,208	37.6%

0.3 Growth Analysis - 3

Segmenting by client group, the analysis reveals that Dairy's exceptional results are deeply linked to the performance of certain channels. Notably, Online Food Retailers and Institutional Clients posted the most significant unit gains for Dairy, and Wholesalers & Distributors were also pivotal. Conversely, Spices underperformed most gravely in Wholesalers & Distributors, pointing to concentrated channel risk. These findings point to the need for differentiated strategies that build on client group strengths while addressing pockets of weakness. Full client group performance breakdowns are shown in the following table:

Table 3: Growth Drivers Analysis - 3

Category	Client Group	Quantity	Ytd Quantity Absolute Diff	Ytd Quantity Growth Percent
Dairy	Online Food Retailers	91,417	33,390	57.5%
Dairy	Institutional Clients	82,579	28,350	52.3%
Dairy	Wholesalers & Distributors	84,587	27,156	47.3%
Dairy	Foodservice Providers & Restaurants	88,678	26,997	43.8%
Dairy	Grocery Chains & Supermarkets	81,991	24,778	43.3%
Dairy	Convenience Stores & Specialty Food Shops	70,552	21,507	43.9%
Spices	Wholesalers & Distributors	103,327	-20,171	-16.3%
Condiments	Online Food Retailers	58,689	18,744	46.9%
Condiments	Foodservice Providers & Restaurants	61,297	18,194	42.2%
Condiments	Grocery Chains & Supermarkets	59,323	17,236	41.0%
Condiments	Institutional Clients	54,906	17,175	45.5%
Condiments	Convenience Stores & Specialty Food Shops	55,981	16,866	43.1%
Spices	Institutional Clients	87,562	-16,671	-16.0%
Condiments	Wholesalers & Distributors	58,530	16,611	39.6%
Spices	Foodservice Providers & Restaurants	102,430	-12,519	-10.9%
Spices	Grocery Chains & Supermarkets	98,239	-11,850	-10.8%
Protein	Grocery Chains & Supermarkets	26,829	9,569	55.4%
Spices	Online Food Retailers	91,776	-8,444	-8.4%
Protein	Institutional Clients	24,614	8,026	48.4%
Protein	Online Food Retailers	25,117	7,809	45.1%

0.4 Growth Analysis - 4

Zooming in on Dairy within Online Food Retailers, product-level granularity reveals that Yogurt, Butter, and Cheddar Cheese are driving the client group's outperformance. Each of these products delivered growth rates exceeding 54%, confirming that targeted product-channel alignment can yield outsized benefits. This demonstrates the value of deep-dive, micro-segment analysis to uncover pockets of sustained strength. Review the table below for supporting data:

Table 4: Growth Drivers Analysis - 4

Category	**Product**	**Quantity**	**Ytd Quantity Absolute Diff**	**Ytd Quantity Growth Percent**
Dairy	Yogurt	50,051	18,667	59.5%
Dairy	Butter	28,674	10,237	55.5%
Dairy	Cheddar Cheese	12,692	4,486	54.7%

0.5 Growth Analysis - 5

Breaking down Dairy's channel and product gains even further to location, the data identifies very high-growth combinations, such as Yogurt in Illinois (5,643 units, +88.5%). Butter in New York more than doubled its volume (+117.2%). These micro-market wins should be examined further as templates for cross-market replication. The results also suggest that strong local execution and tight product-market fit are powerful levers for future growth in both core and emerging markets. See details in:

Table 5: Growth Drivers Analysis - 5

Category	**Product**	**Location**	**Quantity**	**Ytd Quantity Absolute Diff**	**Ytd Quantity Growth Percent**
Dairy	Yogurt	Illinois	12,021	5,643	88.5%
Dairy	Yogurt	Texas	10,903	4,897	81.5%
Dairy	Butter	New York	5,737	3,095	117.2%
Dairy	Yogurt	California	9,635	2,818	41.3%
Dairy	Yogurt	Florida	8,906	2,734	44.3%
Dairy	Yogurt	New York	8,586	2,575	42.8%
Dairy	Butter	Florida	7,513	2,562	51.8%
Dairy	Butter	Texas	6,979	2,325	50.0%
Dairy	Butter	Illinois	5,337	1,915	56.0%
Dairy	Cheddar Cheese	California	3,855	1,566	68.4%
Dairy	Cheddar Cheese	Florida	2,571	1,160	82.2%
Dairy	Cheddar Cheese	Illinois	2,093	987	89.2%
Dairy	Cheddar Cheese	New York	1,890	526	38.6%
Dairy	Butter	California	3,108	340	12.3%
Dairy	Cheddar Cheese	Texas	2,283	247	12.1%

0.6 New Launch Analysis

Three new launches in the Beverages category were benchmarked against peer products in the same category. "New Launch" here denotes products with no sales history in the previous period for Beverages. Of these, 66.7% achieved either Top Performer or Above Average status (as defined by P75 and P50-P75 brackets, respectively), while one product fell into the Bottom Tier. No returning or established products were analyzed in this cycle for this dimension. These findings highlight the potential for selective innovation success, but also the presence of pronounced underperformance even among a small cohort.

Table 6: New Launch Analysis - Analysis

Category	Product	Product Type	Target Period Quantity	Benchmark P25	Benchmark P50	Benchmark P75	Total Products In Benchmark	Current Performance Tier	Vs Median Percent	Vs Avg Percent
Beverages	Almond Milk	New Launch	31,073	21,643	24,406	27,739.50	3	Top Performer (≥P75)	27.3%	25.4%
Beverages	Coconut Water	New Launch	24,406	21,643	24,406	27,739.50	3	Above Average (P50-P75)	0.0%	-1.5%
Beverages	Kombucha	New Launch	18,880	21,643	24,406	27,739.50	3	Bottom Performer (<P25)	-22.6%	-23.8%

0.7 New Launch Analysis

Benchmarking 18 new product launches against their direct client group peers yielded concerning results: none reached Top Performer or Above Average tiers, while 72% were Bottom Tier and the rest Below Average. "New Launch" is defined as before, scoped to absence of sales within each client group. No Established or Established (Sales Gap) products were within scope. The data signals systemic launch challenges tied to channel execution or position. The table below contains detailed product-level benchmarking:

Table 7: New Launch Analysis - Analysis

Client Group	Product	Product Type	Target Period Quantity	Benchmark P25	Benchmark P50	Benchmark P75	Total Products In Benchmark	Current Performance Tier	Vs Median Percent	Vs Avg Percent
Grocery Chains & Supermarkets	Almond Milk	New Launch	5,895	5,605	7,620	15,531	21	Below Average (P25-P50)	-22.6%	-55.6%
Online Food Retailers	Almond Milk	New Launch	5,504	4,911	6,717	14,927	21	Below Average (P25-P50)	-18.1%	-58.7%
Institutional Clients	Almond Milk	New Launch	5,255	4,315	6,898	14,857	21	Below Average (P25-P50)	-23.8%	-57.9%
Wholesalers & Distributors	Almond Milk	New Launch	5,213	5,077	6,304	15,269	21	Below Average (P25-P50)	-17.3%	-61.2%
Convenience Stores & Specialty Food Shops	Almond Milk	New Launch	4,823	4,823	6,979	15,258	21	Below Average (P25-P50)	-30.9%	-57.8%
Wholesalers & Distributors	Coconut Water	New Launch	4,741	5,077	6,304	15,269	21	Bottom Performer (<P25)	-24.8%	-64.7%
Foodservice Providers & Restaurants	Almond Milk	New Launch	4,383	4,894	7,877	16,433	21	Bottom Performer (<P25)	-44.4%	-67.8%
Foodservice Providers & Restaurants	Coconut Water	New Launch	4,329	4,894	7,877	16,433	21	Bottom Performer (<P25)	-45.0%	-68.2%
Institutional Clients	Coconut Water	New Launch	4,064	4,315	6,898	14,857	21	Bottom Performer (<P25)	-41.1%	-67.4%
Grocery Chains & Supermarkets	Coconut Water	New Launch	3,980	5,605	7,620	15,531	21	Bottom Performer (<P25)	-47.8%	-70.0%
Online Food Retailers	Coconut Water	New Launch	3,945	4,911	6,717	14,927	21	Bottom Performer (<P25)	-41.3%	-70.4%
Convenience Stores & Specialty Food Shops	Coconut Water	New Launch	3,347	4,823	6,979	15,258	21	Bottom Performer (<P25)	-52.0%	-70.7%
Wholesalers & Distributors	Kombucha	New Launch	3,318	5,077	6,304	15,269	21	Bottom Performer (<P25)	-47.4%	-75.3%
Convenience Stores & Specialty Food Shops	Kombucha	New Launch	3,288	4,823	6,979	15,258	21	Bottom Performer (<P25)	-52.9%	-71.2%
Online Food Retailers	Kombucha	New Launch	3,177	4,911	6,717	14,927	21	Bottom Performer (<P25)	-52.7%	-76.1%
Foodservice Providers & Restaurants	Kombucha	New Launch	3,162	4,894	7,877	16,433	21	Bottom Performer (<P25)	-59.9%	-76.8%
Institutional Clients	Kombucha	New Launch	3,141	4,315	6,898	14,857	21	Bottom Performer (<P25)	-54.5%	-74.8%
Grocery Chains & Supermarkets	Kombucha	New Launch	2,794	5,605	7,620	15,531	21	Bottom Performer (<P25)	-63.3%	-79.0%

0.8 New Launch Analysis

This section benchmarks 15 new product launches against products within the same location. Similar to the prior analysis, no products achieved Top Performer or Above Average tiers, with the vast majority in the Bottom or Below Average brackets. "New Launch" for this context corresponds to products debuting with no previous sales in the location. Market entry risk and local fit are central concerns based on these patterns.

Table 8: New Launch Analysis - Analysis

Location	Product	Product Type	Target Period Quantity	Benchmark P25	Benchmark P50	Benchmark P75	Total Products In Benchmark	Current Performance Tier	Vs Median Percent	Vs Avg Percent
Texas	Almond Milk	New Launch	7,487	6,294	7,587	15,691	21	Below Average (P25-P50)	-1.3%	-44.4%
New York	Almond Milk	New Launch	7,404	6,160	9,042	17,726	21	Below Average (P25-P50)	-18.1%	-48.2%
Illinois	Almond Milk	New Launch	6,594	6,331	8,569	17,360	21	Below Average (P25-P50)	-23.1%	-56.1%
California	Coconut Water	New Launch	5,681	5,681	8,045	20,055	21	Below Average (P25-P50)	-29.4%	-72.3%
Texas	Coconut Water	New Launch	5,517	6,294	7,587	15,691	21	Bottom Performer (<P25)	-27.3%	-59.0%
California	Almond Milk	New Launch	5,166	5,681	8,045	20,055	21	Bottom Performer (<P25)	-35.8%	-74.8%
Illinois	Coconut Water	New Launch	4,601	6,331	8,569	17,360	21	Bottom Performer (<P25)	-46.3%	-69.4%
New York	Coconut Water	New Launch	4,600	6,160	9,042	17,726	21	Bottom Performer (<P25)	-49.1%	-67.8%
Florida	Almond Milk	New Launch	4,422	4,422	8,963	16,615	21	Below Average (P25-P50)	-50.7%	-68.9%
New York	Kombucha	New Launch	4,392	6,160	9,042	17,726	21	Bottom Performer (<P25)	-51.4%	-69.3%
Illinois	Kombucha	New Launch	4,025	6,331	8,569	17,360	21	Bottom Performer (<P25)	-53.0%	-73.2%
Florida	Coconut Water	New Launch	4,007	4,422	8,963	16,615	21	Bottom Performer (<P25)	-55.3%	-71.9%
California	Kombucha	New Launch	3,738	5,681	8,045	20,055	21	Bottom Performer (<P25)	-53.5%	-81.8%
Texas	Kombucha	New Launch	3,618	6,294	7,587	15,691	21	Bottom Performer (<P25)	-52.3%	-73.1%
Florida	Kombucha	New Launch	3,107	4,422	8,963	16,615	21	Bottom Performer (<P25)	-65.3%	-78.2%

0.9 Forecast Analysis

The multi-period forecast by category anticipates a total of 2,529,194 units sold over 23 months, with near-term volumes tracking historical patterns led by Dairy, Condiments, and Protein. Monthly demand remains robust and stable, confirming the present momentum in core categories and supporting supply planning for high-volume periods. See the following data table for monthly projections by category:

Table 9: Forecast by Category - Monthly Aggregation

Category	**Month**	**Quantity Forecast**
Beverages	2025-11	9,632
Condiments	2025-11	31,487
Dairy	2025-11	41,417
Protein	2025-11	11,702
Spices	2025-11	14,558

0.10 Forecast Analysis

Projected demand by state is evenly distributed across each major region, with all key locations (California, Florida, Illinois, New York, Texas) expected to receive between 20,582 to 23,096 units per month. This balanced projection highlights the need for even resource allocation and indicates no anticipated regional supply bottlenecks given current trends. Full details are available in:

Table 10: Forecast by Location - Monthly Aggregation

Location	**Month**	**Quantity Forecast**
California	2025-11	23,096
Florida	2025-11	22,431
Illinois	2025-11	20,680
New York	2025-11	20,582
Texas	2025-11	22,007

0.11 Forecast Analysis

This joint analysis of category and location offers fine-grained volume forecasts, allowing for precise supply chain and sales targeting. By combining category with location, the business can optimize allocation, maximize cross-segment synergies, and rapidly identify shifts in demand. Strategic, data-driven market management is facilitated by these granular forecasts.

Table 11: Pass 3: Forecast by Category-Location - Monthly Aggregation

Category	Location	Month	Quantity Forecast
Beverages	California	2025-11	1,734
Beverages	Florida	2025-11	1,447
Beverages	Illinois	2025-11	1,474
Beverages	New York	2025-11	2,396
Beverages	Texas	2025-11	2,581
Condiments	California	2025-11	6,292
Condiments	Florida	2025-11	6,069
Condiments	Illinois	2025-11	6,182
Condiments	New York	2025-11	7,219
Condiments	Texas	2025-11	5,725
Dairy	California	2025-11	9,885
Dairy	Florida	2025-11	9,882
Dairy	Illinois	2025-11	8,039
Dairy	New York	2025-11	6,015
Dairy	Texas	2025-11	7,596
Protein	California	2025-11	2,420
Protein	Florida	2025-11	1,645
Protein	Illinois	2025-11	2,282
Protein	New York	2025-11	2,316
Protein	Texas	2025-11	3,039
Spices	California	2025-11	2,765
Spices	Florida	2025-11	3,388
Spices	Illinois	2025-11	2,703
Spices	New York	2025-11	2,636
Spices	Texas	2025-11	3,066

0.12 Forecast Analysis

The joint category-client group forecast provides forward visibility on demand across essential sales channels, reinforcing the importance of client group-specific supply and marketing strategies. This helps ensure top-tier clients are prioritized in planning cycles and supports direct alignment with historical high-growth combinations.

Table 12: Pass 4: Forecast by Category-Client Group - Monthly Aggregation

Category	Client Group	Month	Quantity Forecast
Beverages	Convenience Stores & Specialty Food Shops	2025-11	1,426
Beverages	Foodservice Providers & Restaurants	2025-11	1,577
Beverages	Grocery Chains & Supermarkets	2025-11	1,488
Beverages	Institutional Clients	2025-11	1,665
Beverages	Online Food Retailers	2025-11	1,720
Beverages	Wholesalers & Distributors	2025-11	1,756
Condiments	Convenience Stores & Specialty Food Shops	2025-11	4,955
Condiments	Foodservice Providers & Restaurants	2025-11	6,104
Condiments	Grocery Chains & Supermarkets	2025-11	5,095
Condiments	Institutional Clients	2025-11	4,586
Condiments	Online Food Retailers	2025-11	5,175
Condiments	Wholesalers & Distributors	2025-11	5,572
Dairy	Convenience Stores & Specialty Food Shops	2025-11	6,318
Dairy	Foodservice Providers & Restaurants	2025-11	8,458
Dairy	Grocery Chains & Supermarkets	2025-11	5,737
Dairy	Institutional Clients	2025-11	6,405
Dairy	Online Food Retailers	2025-11	8,029
Dairy	Wholesalers & Distributors	2025-11	6,470
Protein	Convenience Stores & Specialty Food Shops	2025-11	1,744
Protein	Foodservice Providers & Restaurants	2025-11	1,747
Protein	Grocery Chains & Supermarkets	2025-11	2,420
Protein	Institutional Clients	2025-11	2,108
Protein	Online Food Retailers	2025-11	2,006
Protein	Wholesalers & Distributors	2025-11	1,677
Spices	Convenience Stores & Specialty Food Shops	2025-11	2,423
Spices	Foodservice Providers & Restaurants	2025-11	2,654
Spices	Grocery Chains & Supermarkets	2025-11	1,930
Spices	Institutional Clients	2025-11	2,197
Spices	Online Food Retailers	2025-11	2,936
Spices	Wholesalers & Distributors	2025-11	2,418