

MONDAY MORNING PRICE TRACKER



**RECEIVE PRICES BEFORE 11.15AM,
AND TAKE ACTION!**

! What you get:

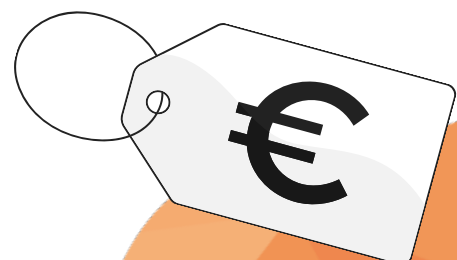
1. Get **weekly pricing and origin** information of **fresh produce**.
2. Know **what pricing levels** are being **communicated by major retailers** in Germany.
3. Get **info** on promotions, price and country of origin **before 11.15 am**.
4. Get a more structured trade, less **reliant on rumours**.

! How you can use it:

Adjust commercial strategies based on

- real-time prices
- observe subcategory seasonality

And provide feedback to production.



How much does it cost?

€125+ PER WEEK! (Package dependant)
Training included / min. 2500 visits per year*

The basic basket includes:

- *Organic** Bananas
- Bananas
- Iceberg lettuce
- Grapes - *white seedless 500 gram*
- Melon - *Galia*
- Bell pepper - *Traffic light*
- Pineapple
- Broccoli

.....
*Only bananas are measured organic, rest is conventional.

Receive a customised basket adapted to you needs!

1. Let us know **which products** you are interested in.
2. Receive a **proposal**
3. We **onboard** you to the monitor.

*Your commitment: I.E. minimum 6 months.

INSIGHTS DELIVERED!

- Every Monday morning before 10.30am, 36 to 58 stores across Germany are visited.
- All collected data is immediately analysed and reported in **Power BI** before 11.15 am that day.
- We visit supermarkets in every Nielsen region.

You receive information on price, country of origin and promotion

WHAT DOES IT LOOK LIKE?

CLOSE-UP PRODUCT PICTURES



REWE

Netto
Marken-Discount

NORMA



DASHBOARD



CUSTOMISE YOUR DATASET WITH THE FOLLOWING PRODUCTS:

Product	Product Range	Number of SKUs
Cucumber, conventional (NO bio/ snack)	per Unit packed/ unpacked	1
Cucumber, organic	per Unit packed/ unpacked	1
Apple - Pink Lady	Pink Lady (packed & Unpacked) per unit/ apple	2
Apple - Kanzi	(packed & Unpacked) per unit/ apple	2
Grapes, red, seedless, 500g, packed		1
Cauliflower	unpacked per Unit	1
Watermelon, seedless	Price per KG/Piece	1
Grapefruit	Packed / unpacked	2
Paraguayo (flat Peach)	Packed - price per unit/ kg	1
Mandarin	KG price/ unit/ packed/ unpacked	3
Hand Oranges	KG price/ unit/ packed/ unpacked	2
Pitaya (Dragonfruit)	unpacked per Unit	1
Salatrito Lettuce	google picture / per unit packed/ unpacked	1
Pear	Conference (packed/ & Unpacked) per unit/ pear	2
Leek	unpacked per Unit	1
Brussel Sprouts	KG price/ unit/ packed	1
Peaches	(packed & Unpacked) per unit/ peach	2
Lemon	KG price/ unit/ packed/ unpacked	2
Ginger, organic	Price per kg	1
Bell Pepper, red	Unpacked. Price per piece/ kg	1
Sweet Pointed Pepper	Packed / unpacked	2
Paksoi	Packed	1
Nectarines	Packed / unpacked	2
Spring onions	loose	1
Green Beans	Packed / unpacked	2

Total additional

34

ROAMLER FRESH PRODUCE SOLUTIONS

CUSTOMER JOURNEY- CONSUMER RESEARCH

1. Store check including purchase
2. Meal preparation & describing cooking process
3. In depth survey on consumer preferences



MONITORS

TOMATO / EXOTIC / BERRY / CITRIX

Soft fruit, tomato & avocado/mango analysis on the following KPIs:

- Price
- Country of Origin
- Supplier / Brand
- Promotion
- Organic / Conventional ratio
- Packing
- Share of shelf
- Perceived Quality

Available in Germany, UK, France, Spain, Italy, Poland, Benelux, Sweden, Denmark, Ireland & Norway.

AD HOC QUESTIONS

Visit supermarkets within a day to answer your in-store questions!

OUT OF STOCK INFO - PEAK HOUR

We are ready to measure OOS anytime, including evenings and weekends.

CONTACT OUR EXPERTS



Christiaan Rijnhout

Commercial Lead Fresh



+ 31 6 15 29 48 69



christiaan.rijnhout@roamler.com



Angel Bondía Hernando

Sales Manager



+ 31 6 53 42 74 07

(Please dial +31 since it is a Dutch phone number)



angel.bondia@roamler.com



Thomas Domange

Key Account Director Retail



+ 33 6 84 99 70 64



thomas.domange@roamler.com



www.roamler.com



roamler