



Win with key customers. **Align** resources with areas of greatest upside. **Outpace** the industry.

Face your moment of truth with conviction.

Gain a Competitive Edge with Cleveland Research

CRC is an independent research firm headquartered in Cleveland, Ohio. Our firm is comprised of intellectually curious, highly motivated individuals who strive to build the best research firm in the business. We believe high-quality research directly leads to high-impact conclusions that can give you a competitive edge.

Broad Channel Network

Our team interacts regularly with a broad network of experts across end-markets & categories.

We identify and share best practices highlighting what's working across channels.

We equip you with important industry inflections to help you stay ahead of the curve.

Relationship with Retail Executives

Our financial analysis experience offers us unique relationships with Senior Management teams that give us a clear understanding of key strategic initiatives.

With that access, our work uncovers opportunities and risks within your key retailer strategies.

We help you prioritize key customer strategies to maximize your investments.

Shopper Insights & Surveys

Shopper surveys complement our research with data points to round out the full story on a particular theme, retailer, or channel.

Understand how shopper preferences are changing and how these changes impact your product category.

We add to your perspective on how shoppers are engaging with your customers.

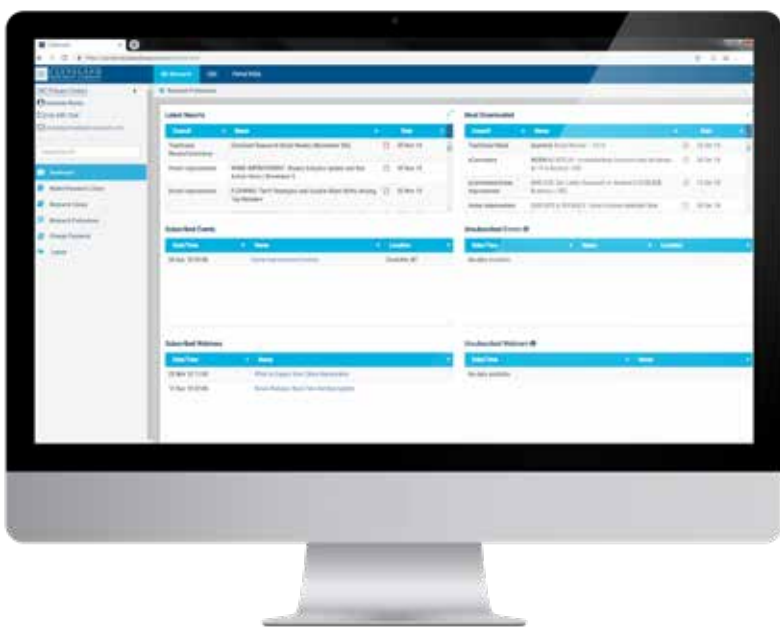
Cross-Sharing & Benchmarking

Our quarterly surveys give our partners unique data points that help benchmark your performance against other council members who are also your peers.

Regional roundtables facilitated by CRC provide an opportunity to discuss challenges and share best practices with peers in non-competing categories.

Join our network & begin building more informed strategies for your team.

Why Cleveland Research



CRC provides a clear picture of where the market is today and where it will be in the future.

Our timely and relevant market research helps our partners grow sales, save money, optimize investments, and strategically plan their business. CRC's real-time reports and forecasts identify short-term inflections, long-term trends, and emerging opportunities.

CRC's research can also be used to support:

- Internal & external strategic discussions
- Budgeting, forecasting, and benchmarking
- Faster response to changing market conditions
- Alignment across leadership, cross functional teams, and customers





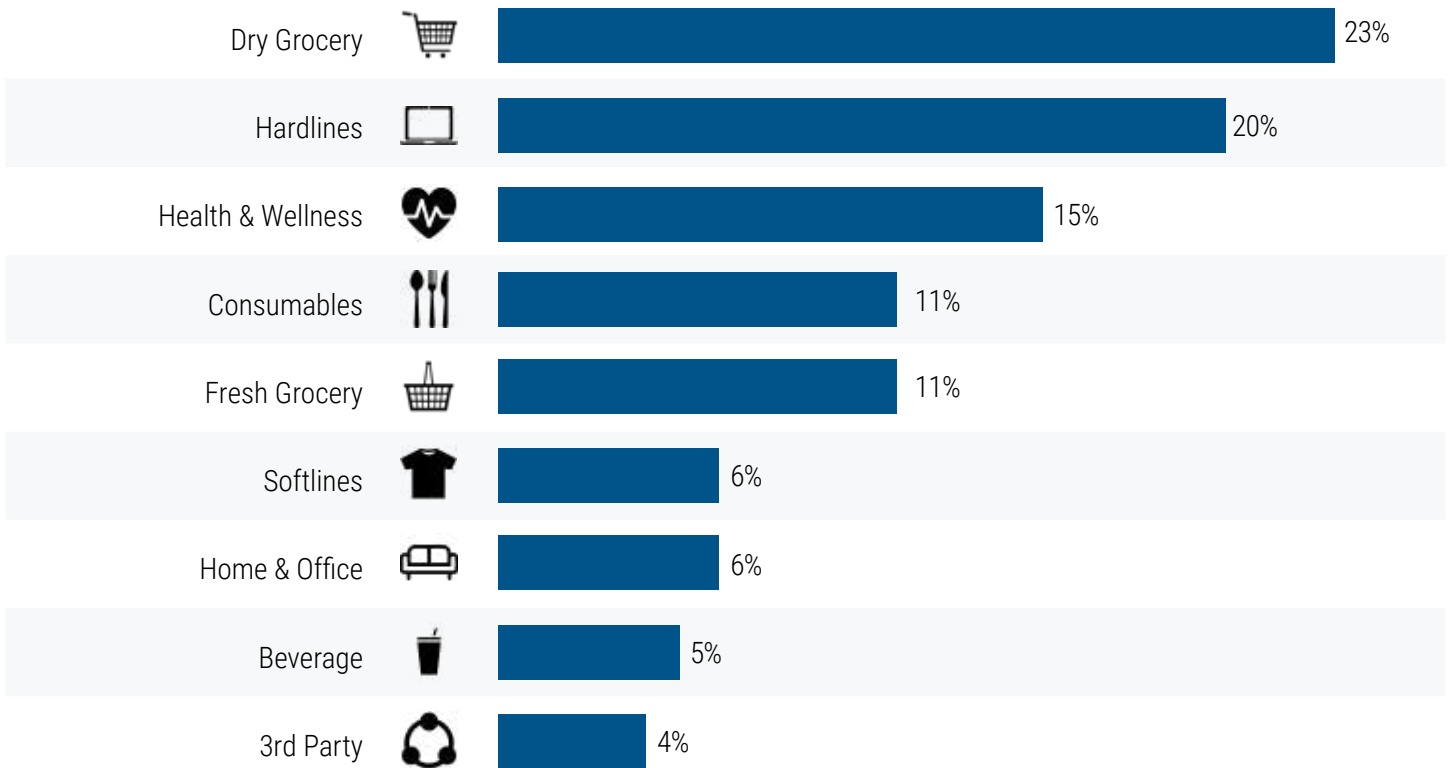
“I find the value in organized and summarized delivery of news and results. It helps to prepare for meetings like the upcoming national meetings with Costco to anticipate where their hot spots might be.”

- Tiffany Pratt
Director of Sales
Clif Bar & Company

Traditional Retail Council

CRC has a broad range of intelligence and actionable insights on traditional brick & mortar retailers across mass, club, grocery, discount, drug, dollar, department store, and specialty retail channels. Research coverage includes the largest retailers within each vertical highlighting business inflections, company-specific strategies, and market share fluctuations across the entire retail landscape.

Traditional Retail Council Partners



Traditional Retail Experts

Phone a Traditional Retail expert with a Cleveland Research partnership. You gain access to our team to help you answer questions and solve problems on a day-to-day basis. Our expert analysts have over 20 years of experience combined analyzing Retail trends. They specialize in identifying inflections to help vendors and suppliers grow more profitably and better navigate the constantly evolving customer purchase decision process.

Jackie Lewis

Director, Traditional Retail Council

Scott Bender

Senior Analyst

John Selio

Research Associate

Ben Metzger

Market Research Associate

Traditional Retail Council Reports

CRC's custom reports provide insight into the current brick & mortar retail environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business across the mass, club, dollar, drug, grocery, and specialty retail channels. Partners will have access to over 250 reports including industry overviews, customer updates, consumer surveys, and channel outlooks distributed to your inbox each week. **With a Traditional Retail Council membership, you have unlimited access to all reports delivered directly to your inbox and are available to download in our online partner portal.**

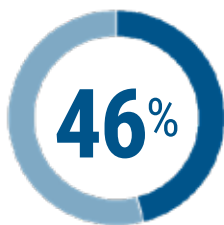
Company Updates

- Mass Retail (Walmart & Target)
- Drug (Walgreens & CVS)
- Automotive Aftermarket
- Department
- Club (Costco, Sam's Club, BJ's)
- Dollar (Dollar General, Dollar Tree, Family Dollar)
- Grocery (Albertsons, Ahold Delhaize US, Supervalu, Kroger)
- Natural (Whole Foods, Sprouts, UNFI)

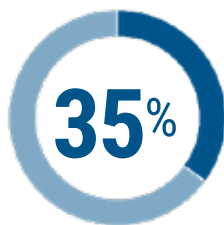
Benchmarking Resources & Consumer Surveys

- Quarterly Chartbooks: Grocery, Mass, Club
- Walmart Benchmark
- Target Benchmark
- Annual Pet Specialty Report
- Annual C-Store Report
- Annual Forecasts Across Retail
- Consumer Surveys: Target, Hard Discount, Club, Walmart

Traditional Retail Research Breakdown



Channel Research



Customer Research



Category Research



Consumer Research

Traditional Retail Events

Target Forum

March 12, 2019 | Minneapolis, MN

CRC reviews the takeaways from recent meetings with Target's senior management team, provide forward-looking forecasts and a longer term outlook on how suppliers can win with Target. This event is best positioned for Target team leads, NAMs, category managers, and others calling on Target, as well as members of other retail teams that have interest in, compete with, or are looking to sell into Target.

Walmart Forum

October 17, 2019 | Bentonville, AR

Fresh on the heels of CRC's participation at Walmart's investor meeting, we share the key takeaways from Walmart's management team and our perspective on how to strategically position your business to respond to the company's forward-looking strategies and initiatives for each of Walmart's business units including US, Sam's Club, International, and eCommerce. The goal of the Forum is to answer your strategic and tactical questions that will better equip your Walmart team across all functions.

Members receive five seats to CRC's Traditional Retail Forums.



Traditional Retail Webinars

We host webinars to share key changes and emerging themes in the industry with practical implications to help partners with tactical and strategic planning. **Members receive unlimited registrations to CRC webinars.**

Walmart Year Beginning Webinar

February 21, 2019

Natural Webinar

May 7, 2019

Club Webinar

July 16, 2019

Dollar Webinar

September 2019

Holiday Real-Time Update Webinar

December 2019



Traditional Retail Roundtables

Aimed at sharing best practices across the industry, we facilitate small group roundtable discussions with industry experts to navigate challenges and identify best practices.

Aldi Roundtable

April 2019 | Chicago, IL

Walmart Roundtable

June 6, 2019 | Bentonville, AR

Traditional Retail Roundtable

August 2019 | Chicago, IL

Costco Roundtable

September 10, 2019 | Seattle, WA

Kroger Roundtable

November 2019 | Cincinnati, OH



CRC Traditional Retail Team



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*Director,
Traditional Retail Council*



Scott Bender
Senior Analyst



John Selio
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Ben Metzger
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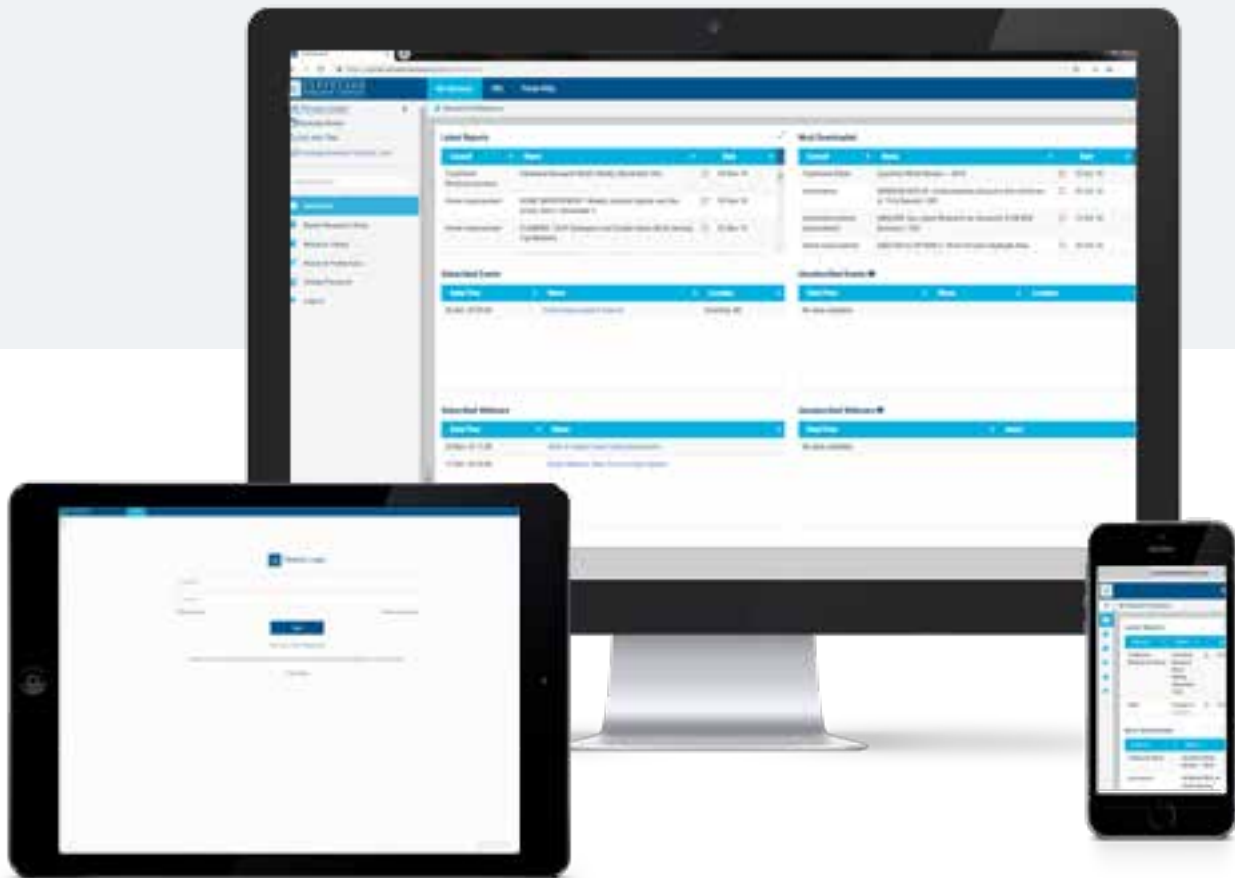


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Market Research Partner Portal

CRC's Partner Portal is an online research tool that allows partners to search and download industry reports, customer updates, shopper reports, and channel outlooks. Our custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business. Current and historical reports, dated back three years, are available to download.



Engage with Cleveland Research in a variety of convenient ways.



Reports & Benchmarks

CRC's custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business.



Expert Engagement

With a Cleveland Research partnership, you gain access to our analyst team to help you answer questions and solve problems on a day to day basis.



Roundtables

Aimed at sharing best practices on a particular topic, channel or retailer with non-competitive peers, we host small group roundtable gatherings with industry experts and identify new action items to implement in your business.



Webinars

We host a variety of webinars that identify key changes and emerging themes in the industry with practical implications to help partners with strategic planning, forecasting, and benchmarking their businesses.



Market Research 2019 Event Calendar

Whether you want to accelerate your strategic thinking or need key deliverables for your team to execute immediately, our events and webinars provide forward-looking forecasts and actionable recommendations. CRC events help empower intelligent business decisions.



January

1|15 Macroeconomic Webinar



February

2|6-7 Home Improvement Roundtable
Atlanta

2|21 TRC Walmart Year Beginning Webinar

2|22 FSC Foodservice Distribution Webinar



March

3|7 eCommerce Webinar

3|12 TRC Target Forum
Minneapolis

3|14 FSC Sysco Roundtable
Houston

3|21 eCommerce Roundtable
Phoenix



April

4|4 eCom Live Cast

4|24-25 Home Improvement Roundtable
Charlotte



May

5|7 TRC Natural Webinar

5|9 eCom Live Cast

5|16 eCommerce Roundtable
Cleveland

5|29 eCom Amazon Webinar

5|31 FSC Non-Commercial GPO Webinar



June

6|2019 Home Improvement Webinar

6|6 TRC Walmart Roundtable
Bentonville

6|14 FSC 2H19 2020 Forecasting Webinar

6|19 eCom Live Cast

6|26 FSC US Foods Roundtable
Chicago



July

7|16 TRC Club Webinar

7|24-25 Home Improvement Roundtable
Atlanta

7|31 eCom Live Cast



August

8|2019 Traditional Retail Roundtable
Chicago

8|15 FSC Contract Management Roundtable
Cleveland

8|23 FSC Restaurant Industry Webinar



September

9|2019 Home Improvement Webinar

9|2019 TRC Dollar Webinar

9|10 TRC Costco Roundtable
Seattle

9|12 eCommerce Summit
Seattle

9|20 FSC Performance Food Group Webinar

9|25 Foodservice Forum
Dallas



October

10|17 TRC Walmart Forum
Bentonville

10|23-24 Home Improvement Roundtable
Charlotte



November

11|2019 TRC Kroger Roundtable
Cincinnati

11|6-7 eCommerce Roundtable
Seattle

11|22 FSC eCommerce in Foodservice Webinar



December

12|2019 TRC Holiday Real-Time Update Webinar

12|5 Home Improvement Summit
Charlotte

