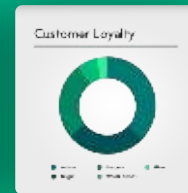
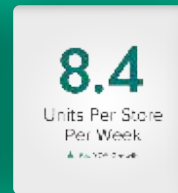
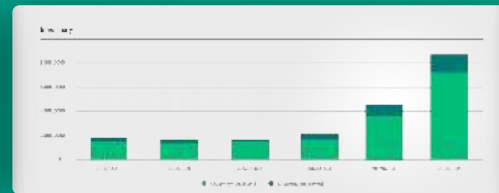


Create your business dashboard with Crisp

April 8, 2022



Today's agenda:

1 Why are successful sales data driven?



Samantha Schend

VP of Sales at Crisp

2 Conversation with Mid-Day Squares



Mike Scavuzzo

Vice President of Sales
at Mid-Day Squares

3 Crisp data platform demo



Tony Miller

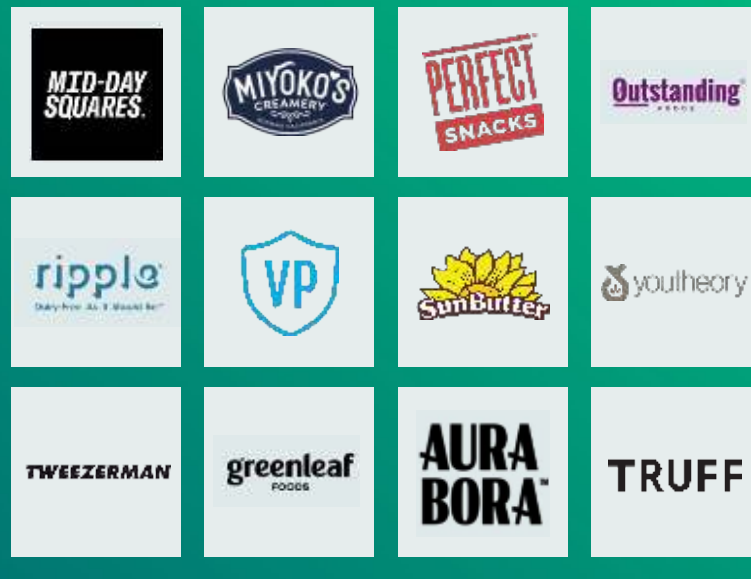
CPG Business
Line Leader at Crisp

crisp.

We believe in a data ready world.

- Modern data and collaboration platform dedicated to CPG
- Data integrations with 40+ large retailers and distributors pipe live data to brands
- 300+ CPG brands on the platform ranging from \$1M in revenue to \$80B
- On a mission to reduce food waste

We're a favorite among emerging CPG brands



Partnerships with

foodbevy

UNFI

RODEO

EMERGECPG

NielsenIQ

Our team's DNA spans the top tech and retail brands.

TAPAD

Sizmek

theTradeDesk

LiveRamp

Google

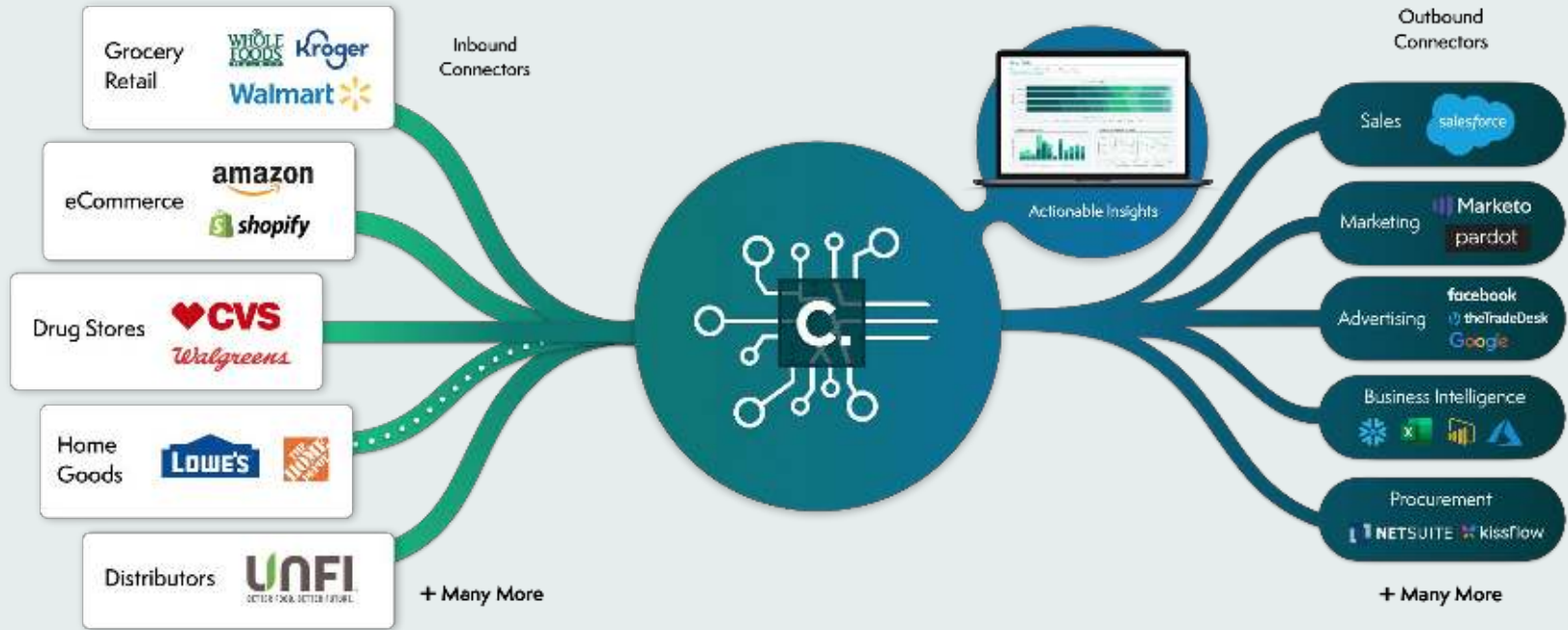
General Mills

TARGET

Walmart

rubicon PROJECT

Taboola



Crisp extracts, transforms & delivers data to all participants in the supply chain to optimize every part of the business.

**Why are successful
sales strategies
data-driven?**

In today's
retail landscape,
**data is
everything.**



Gain distribution

Increase velocity

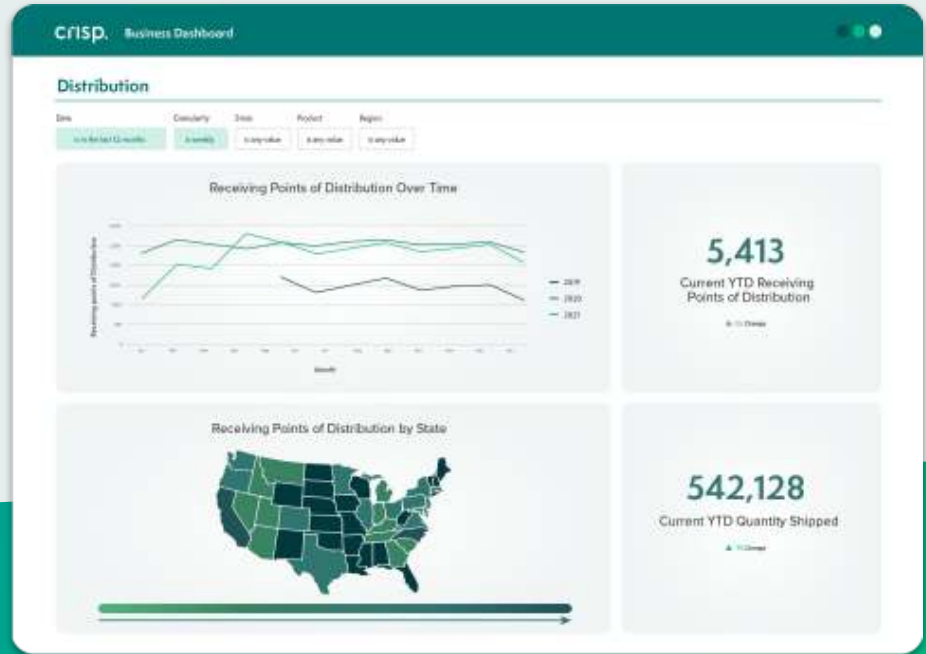
Launch new products

Raise capital

Manage supply chain

Gain distribution

- Understand current distribution
- Identify areas for future growth
- Find sales hot-spots
- Identify similar stores across location, demographic, and retailer
- Offer specific store lists and proof points



Gain distribution

Increase velocity

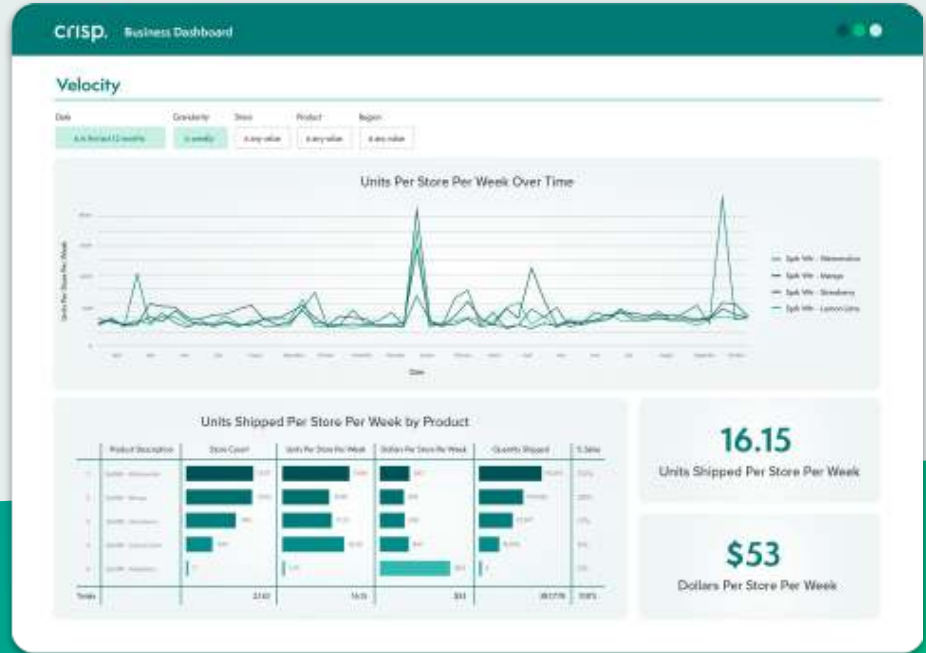
Launch new products

Raise capital

Manage supply chain

Increase velocity

- Find velocity hotspots to replicate success or expand shelf space
- Identify stores that need more support
- Evaluate lift from marketing and promotions



Gain distribution

Increase velocity

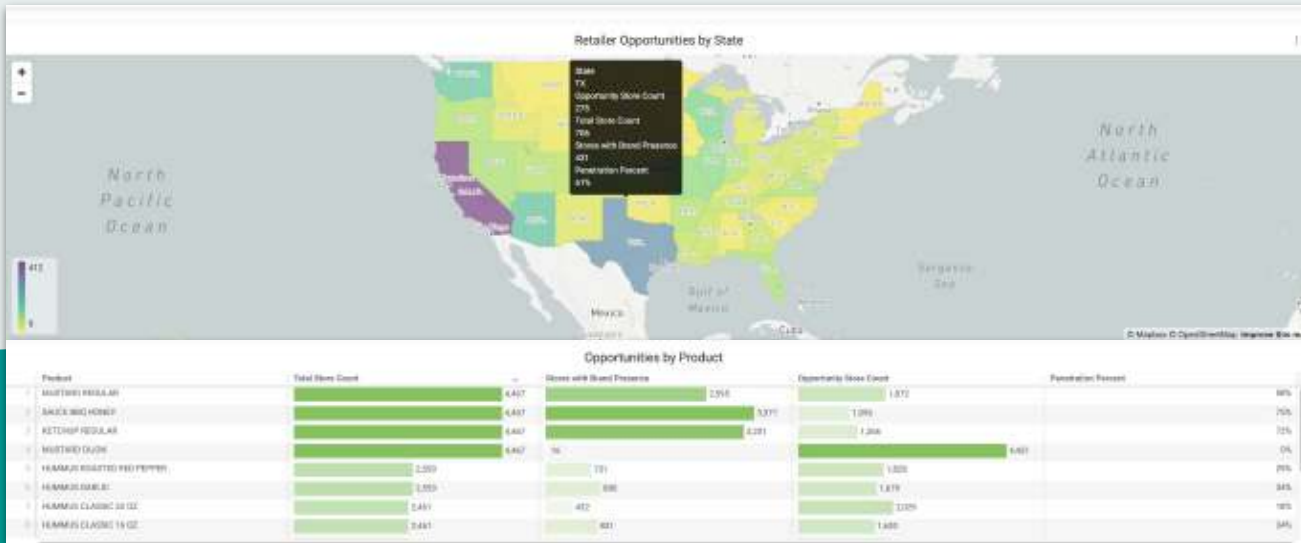
Launch new products

Raise capital

Manage supply chain

Launch new products

- Identify stores for new product rollouts
- Track product roll out
- Target advertising and promotion
- Stay on top of orders and shipments
- Drive re-orders



Gain distribution

Increase velocity

Launch new products

Raise capital

Manage supply chain

Raise capital

- Product differentiation and market fit
- Distribution and sales momentum
- Customer engagement and loyalty



Gain distribution

Increase velocity

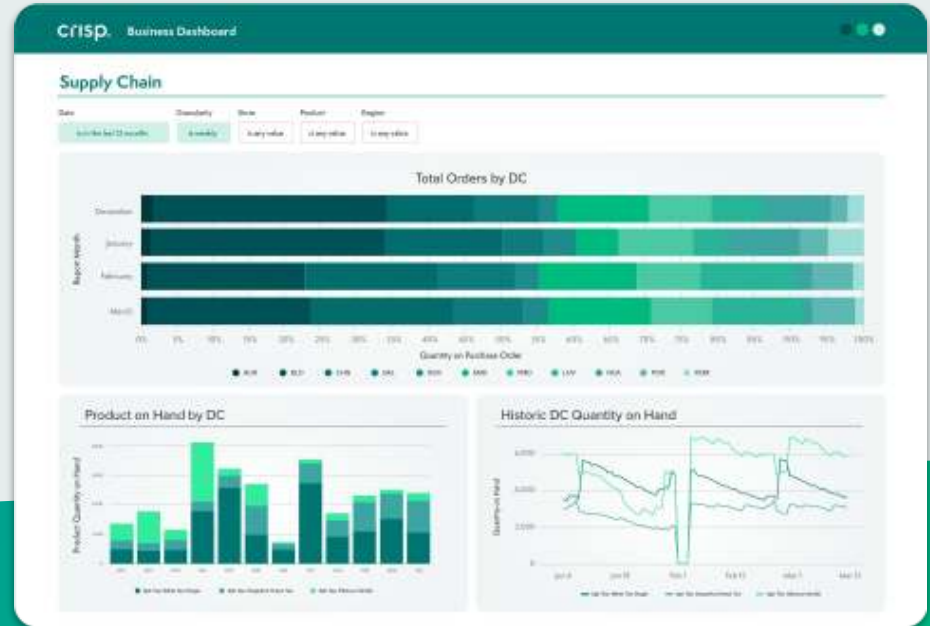
Launch new products

Raise capital

Manage supply chain

Manage supply chain operations

- Demand planning
- Inventory tracking
- Waste reduction
- Chargebacks



Gain distribution

Increase velocity

Launch new products

Raise capital

Manage supply chain

Case study

With Crisp's data insights, Outstanding Foods is in hog heaven



Outstanding
FOODS



Results they crave:

- + Moved insights from monthly to weekly across the company
- + Measured velocity to create compelling stories for buyers
- + Identified voids across national distribution channels
- + Designed successful promotions to boost sales
- + Tracked inventory to manage a packaging redesign

“

“Crisp has helped us provide strong regional data to retailers that shows we're not just a West Coast brand, we're seeing success nationally.”

Bobbie Turco
VP of Sales

crisp.

Favorite insight:

Voids at Risk

Detects locations where a product should be selling, but isn't



Case study

Crisp helps No Evil Foods go from plant powered to power player



Revolutionary results:

- + Operational plan with 99% forecast accuracy
- + Achieved plastic negative certification
- + Updated naming and packaging without losing customers
- + Optimized regional product assortments

crisp.

Favorite insight:

Store retention

Monitors new, lost, and at-risk points of distribution



“

“Products can easily get lost on the shelf with hundreds of other brands. Crisp helps us stay top of mind with retailers to maintain stock, and that makes our business.”

Shelby Sinoway
Account Manager



A conversation with Mid-Day Squares



Mike Scavuzzo

Vice President of Sales



Crisp data platform demo

Crisp + Foodbevy help growing brands be data-ready

Benefits include:

- + Data strategy consultation
- + 60-day free trial
- + Exclusive reduced pricing
- + Visit www.gocrisp.com/foodbevy to get started





Why successful sales strategies are data driven

Visit gocrisp.com/foodbevy to get started