
FASTRAX Retail Auditing

Provides an accurate and fast survey of retail market conditions in select U.S. cities on a regular basis. **FASTRAX** gives you immediate "snapshot" information on your company's brands/commodities, competitive products, and retail conditions.

Applications:

- Use **FASTRAX** to measure your product's distribution, retail price, shelf space, promotional and advertising support, etc. among multiple retailers.
- Use **FASTRAX** to measure your competition's distribution, retail price, shelf space, promotional and advertising support, etc. among multiple retailers.
- Use **FASTRAX** to measure a specific retailer's quality of distribution and merchandising support.
- Use **FASTRAX** to secure samples of retailer merchandising support (newspaper ads, store features, signage, p.o.p, etc.)
- Use **FASTRAX** to compare your product's shelf space, pricing, dating, etc. over time.
- Use **FASTRAX** to track important retail causal data at store level for category management initiatives.
- Use **FASTRAX** to measure shelf space for your brand/commodity among U.S. Retailers.
- Use **FASTRAX** for supermarkets, club stores, drug stores, and mass merchandisers.
- Use **FASTRAX** for category management initiatives and support.

**U.S. Marketing Services
FASTRAX
Market List (As of 5/1/2017)**

Northeast

<u>Rochester/Syracuse</u>	<u>Boston</u>	<u>NY/NJ</u>	<u>Hartford/Springfield</u>	<u>Philadelphia</u>	<u>Central PA.</u>	<u>Pittsburgh</u>
P&C	Demoulas	Super WalMart	Big Y	Acme	Giant	Giant Eagle
Price Chopper	Shaw's	Food Town	Shaw's	Shop Rite	King's	Kuhn's
Tops	Stop & Shop	Wegman's	Shop-Rite	Wegman's	Redner's	Shop 'n' Save
Wegman's	Super WalMart	Shop-Rite	Stop & Shop	Super WalMart	Weis	Super WalMart

Central

<u>Cincinnati</u>	<u>Columbus</u>	<u>Chicago</u>	<u>Detroit</u>	<u>Indianapolis</u>	<u>Milwaukee</u>	<u>Minneapolis</u>	<u>Omaha</u>
Remke	Giant Eagle	Jewel	Kroger	Kroger	Pick N Save	Cub	Baker's
Kroger	Kroger	Meijer	Kroger	Marsh	Piggly Wiggly	IGA Supermarket	Hy-Vee
Meijer	Meijer	Mariano's	VG's	Meijer	Sentry	Super WalMart	Super WalMart
Super WalMart	Super WalMart	WalMart	Super WalMart	Safeway	Super WalMart	Country Market	Whole Foods

South

<u>Atlanta</u>	<u>Birmingham</u>	<u>Charlotte</u>	<u>Tampa</u>	<u>St. Louis</u>	<u>Miami</u>
Costco	Bruno's	Harris Teeter	Publix	Dierberg	Albertsons
Kroger	Food 4 Less	Publix	Super WalMart	Save-A-Lot	Publix
Publix	Super WalMart	Food Lion	Winn-Dixie	Schnuck's	Super WalMart
Super WalMart	Food World	Super WalMart	Target	Shop 'n' Save	Whole Foods
Super Target					Winn Dixie

South Central

<u>Nashville</u>	<u>Louisville</u>	<u>Baltimore-Washington</u>	<u>Richmond</u>	<u>Memphis</u>
Food Lion	Kroger	Giant	Farm Fresh	Kroger
Kroger	Meijer	Safeway	Food Lion	Piggly Wiggly
Publix	Save-A-Lot	Shoppers Food	Kroger	Super Target
Super WalMart	Super WalMart	Weis	UKrop's	Super WalMart

Southwest

<u>Dallas</u>	<u>Houston</u>	<u>Kansas City</u>	<u>San Antonio</u>	<u>Reno-Las Vegas</u>	<u>Denver</u>	<u>Phoenix</u>
Albertsons	H.E.B.	Dillons	Albertsons	Albertsons	Albertsons	Albertsons
Brookshire's	Kroger	Hen House	H.E.B.	Raley's	King Sooper	Basha's
Kroger	Randalls	Hy-Vee	Randall's	Scolaris's	Safeway	Fry's
Tom Thumb	Super WalMart	Price Chopper	Super WalMart	Smith's	Whole Foods	Safeway

West

<u>Los Angeles</u>	<u>Salt Lake City</u>	<u>San Diego</u>	<u>Boise</u>	<u>Portland</u>	<u>Sacramento</u>	<u>Seattle</u>
Albertsons	Albertsons	Food 4 Less	Winco	Haggen	Raley's	Haggen
Ralph's	Harmon's	Henry's	Albertsons	Fred Meyer	Safeway	Fred Meyer
Stater Bros.	Smith's	Ralph's	Super Target	QFC	SaveMart	QFC
Vons	Super WalMart	Whole Foods	Super WalMart	Safeway	BelAir	Safeway
Whole Foods					Super WalMart	

- Audits can be scheduled weekly, semi-monthly, monthly, seasonally.
- Multiple store checks available.
- Canadian Markets available: Vancouver, Calgary, Montreal, and Toronto
- Also available: Sprouts, Trader Joes, Aldi in most markets
- Special club store reports: 25 US Markets

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