# Winning with Data

## Leveraging Insights to Build Partnerships & Drive Sales

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Founder

# 75 YEARS IN THE BAKING

BAKING OUR WAY INTO HEARTS, AND ONTO PLATES, ACROSS THE MAINLAND.


THE ALOHA SPIRIT: OUR KEY INGREDIENT.

# An Irresistible Portfolio

**Bread / Rolls / Bites**

- **#1 item** in the Deli
- **#2** at Thanksgiving & Xmas
- **#3** at Easter


**Enhancements**

- **Top Growth Pickle** in Enhancements Category
- **Fresh** and Preservative Free

**New & Future Acquisitions**

- Irresistible taste & brand story

# Background

KING'S HAWAIIAN

# Where We Started

## We had something… but not much!

**44%**

of consumers rate King's Hawaiian a

**10 OUT OF 10**

NEARLY

**2 OUT OF 3 CONSUMERS**

(65%) ages 18–34 say they would be more likely to recommend a restaurant to family & friends if that restaurant offered King's Hawaiian products

Making a product with King's Hawaiian increased orders by up to

**28%**

**53%**

of consumers said

**THEY WOULD PAY AT LEAST 10% MORE**

for products made with King's Hawaiian bread compared to products made with other bread

**64%**

is the average increase in revenue and volume when offering a King's Hawaiian branded item

# Our Challenge

**Too Salesy**

**Not Visually Appealing**

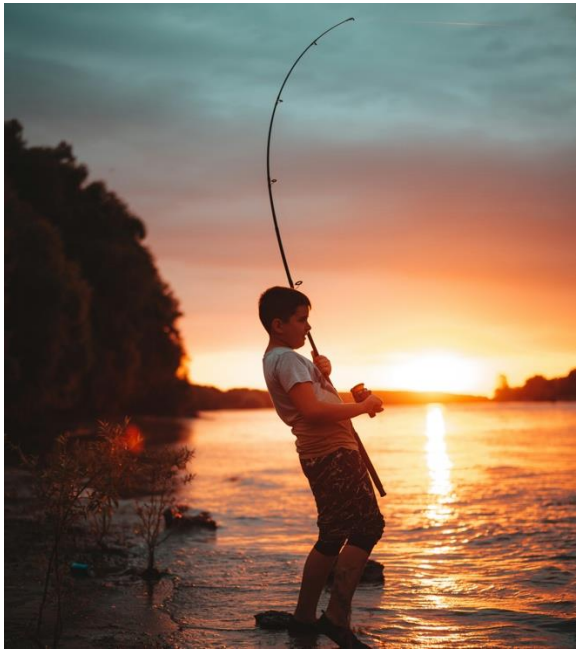
**Reactive vs. Proactive**

# Our Solution

**360°**
**Makeover**

# Our Process

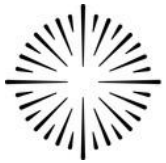
**Why King's Hawaiian?**



**Why Work Together?**

**How Did We Do?**

# Our Resources



Technomic®

Circana.

Numerator

DATASSENTIAL

MINTEL

BERA

statista

KANTAR

# Getting ‘Em Hooked:

## Why King’s Hawaiian?

# KH Brand Strength

# Impact of KH on Menus

**If King's Hawaiian was on menu at a Sports Bar CDR...**

**48%**

of consumers would be **likely to purchase** a KH menu item

**31%**

of consumers would be more likely to **recommend**

**36%**

of consumers would be more likely to **visit**

**25%**

of consumers would be likely to **pay more** for a KH-branded item



**Source:** KH Foodservice Survey, Numerator 2024

# Our Socials

## 29.2MM

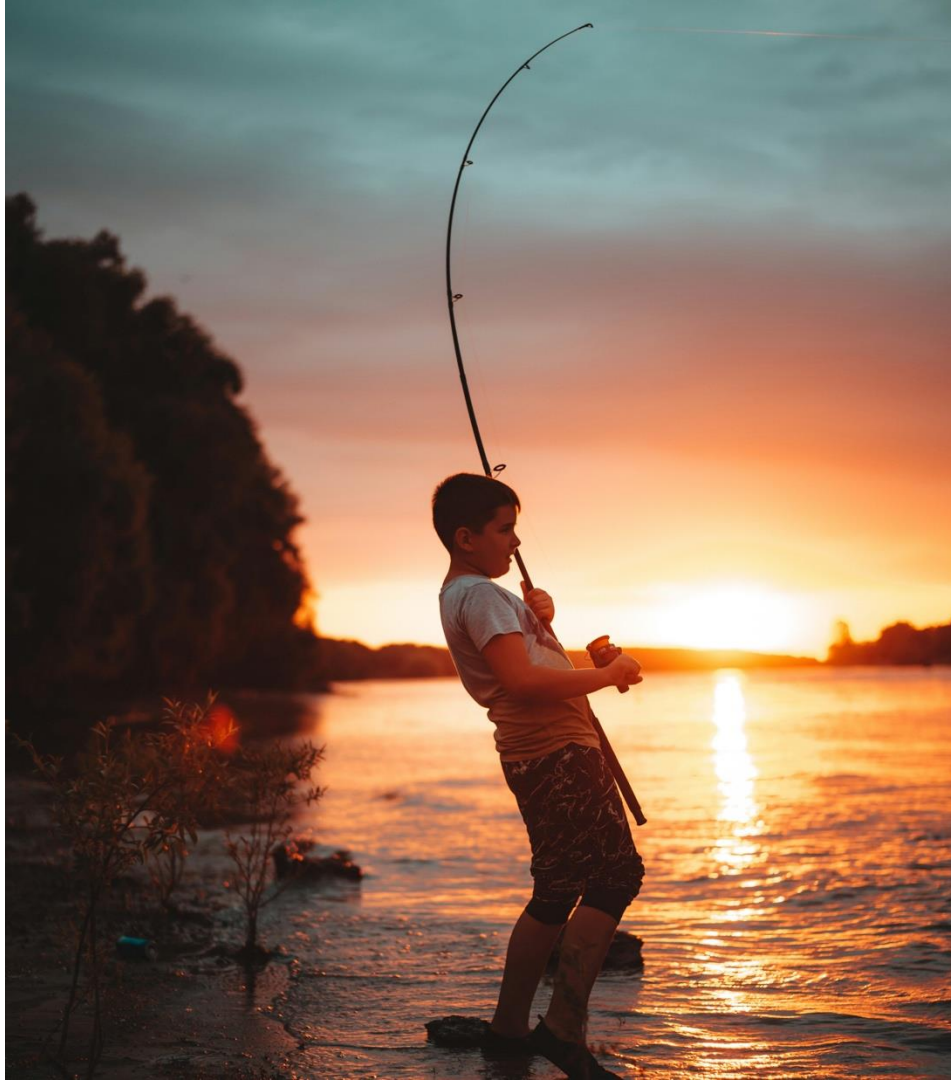
## 25MM

## 10.5MM


## 1.3MM

# Reeling ‘Em In:

## Why Work Together?



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# Trend Analyses

## Industry

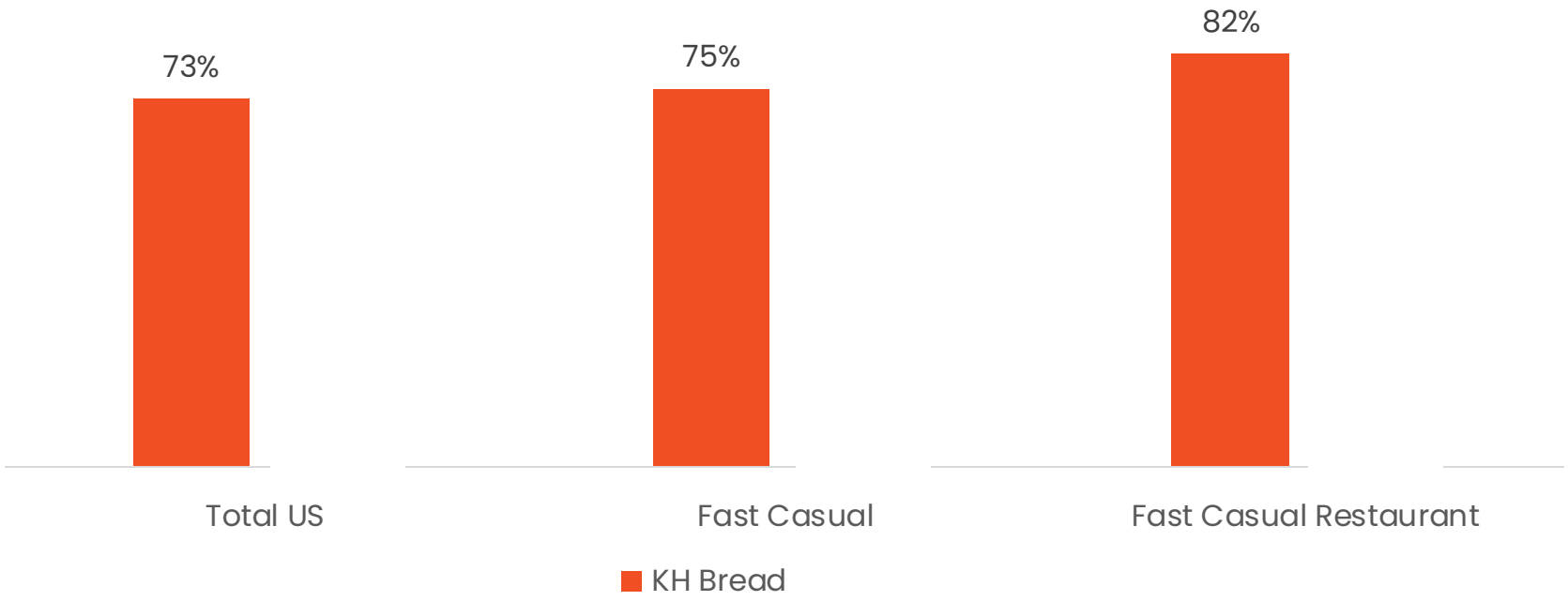



## Flavor



# Brand Love

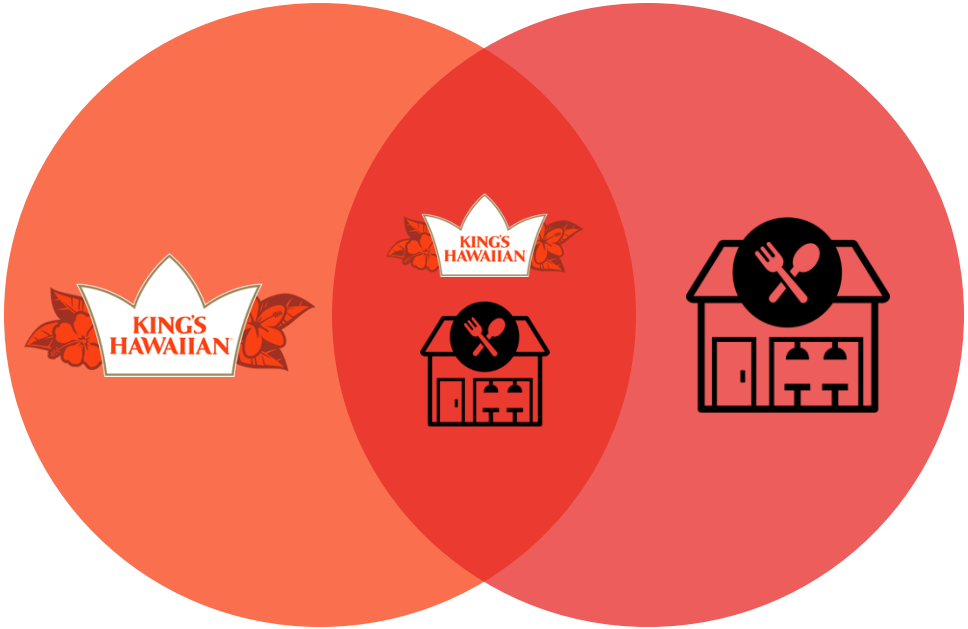
## Brand Fit & Opportunity Analysis




KING'S HAWAIIAN **Source:** Datassential

# The Interplay of KH + Operator

## Brand Fit & Opportunity Analysis




KING'S HAWAIIAN **Source:** Numerator

# Identify Menu Gaps

| | FSR Operator | Casual Dining Bar & Grill (Avg.) | Difference (Operator – Avg.) |
|---|---|---|---|
| Appetizers | 59% | 63% | -4% |
| Wings | 78% | 61% | **+18%** |
| Hot Sandwiches | 49% | 57% | -8% |
| Burgers | 54% | 66% | -12% |
| Chicken Entrees | 60% | 57% | **+3%** |
| Sides | 48% | 54% | -6% |

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**Source:** Datassential (% Rating Best In Class/Above Average)

# Tying It All Together

| | Item 1 | Item 2 | Item 3 |
|---|---|---|---|
| |  |  |  |
| Craveability | 139 | 146 | 156 |
| Uniqueness | 164 | 176 | 83 |

KING'S HAWAIIAN **Source:** Technomic

# Weighing The Prize:

## How Did We Do?

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# What is Success?

| Before | Now |
| --- | --- |
| $ | Sales<br>KPI Performance<br>Brand Perceptions<br>Post-Purchase Behavior<br>Strategic Partnership |

# Evaluate LTO performance

- Verified Buyers of product
- Readable base size (N=300+ per product)
- Short LOI (15 questions or less)

- **Pre-Purchase:** Source of Awareness, Purchase Drivers, Planned vs. Impulse Purchase
- **Post-Purchase:** Attribute Agreement, Product Satisfaction, Likelihood to Repurchase, N3M Visitation at Operator, & N3M Brand Purchase

# A Win for King's Hawaiian...

**59%**
**Specifically Planned to Purchase LTO**

**61%**
**Will Buy KH Product in N3M**

# ...and the Operator!

**86%**
**Good Fit with Menu/Lineup**

**82%**
**Will Visit Again in N3M**

**65%**
**Improved Opinion of Operator**

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**Source**: Numerator LTO Surveys
Crowns indicate significant differences at the 95% level

# Compare product-level performance…

| Key Performance Indicators *(T2B Scores)* | Offering A | Offering B | Offering C |
|---|---|---|---|
| **Satisfaction** | 80% | 91% | 93% |
| **Repurchase Intent** | 72% | 86% | 86% |
| **Likelihood to Return to [Store]** | 88% | 89% | 91% |
| **Purchase KH** | 58% | 73% | 68% |

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**Source**: Numerator LTO Surveys
Crowns indicate significant differences at the 95% level

# … and operator-level performance

| Key Performance Indicators *(T2B Scores)* | Operator 1 *(A)* | Operator 2 *(B)* | Operator 3 *(C)* | Operator 4 *(D)* | Operator 5 *(E)* |
|---|---|---|---|---|---|
| **Satisfaction** | 88%B | 80% | 91%B | 90%B | 92%AB |
| **Repurchase Intent** | 79%B | 72% | 82%B | 82%B | 86%AB |
| **Likelihood to Return to [Store]** | 78% | 88%AD | 83% | 82% | 90%ACD |
| **Purchase KH** | 61% | 58% | 59% | 61% | 70%ABCD |

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**Source**: Numerator LTO Surveys
Letters indicate significant differences at the 95% level

# Open-ended feedback aids future LTOs

## Product Likes

"*The **flavor** of the ham and Swiss on the sweet roll*"

"*It was something **different** and the **bread make it taste better***"

"*Everything, the texture, the **taste** was perfect and the right amount of meat and cheese*"


"*Good **taste, high quality** ingredients*"

"*Fast, easy and **great tasting** for the price*"

"*They were really good flavor and sauce and that with the **Hawaiian bread was delicious***"



**Source**: Numerator Survey, Q7_OE_What, if anything, did you like about the King's Hawaiian [insert product]?

# Identifying the Long-Term Impact

**For a recent LTO…**

**1 in 3**

LTO Buyers were new to buying meals from the operator

**19%**

of LTO Buyers were Repeat Buyers (bought 2+ times)

**+5%**

growth in avg. spend/trip

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Source: Numerator Insights
Time Frame: 5/3/2023 – 9/5/2023 (for LTO), 5/3/2023 – 12/31/2023 versus Prior Period (for KH Purchase Metrics)

# So What?

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# Our Successes











**And much more!**

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# So What?


- Brand KPIs
- Social Media
- Consumer Testimonials


- Trend/White Space Analyses
- Brand Fit
- Custom Surveys
- Concept Testing
- Partner Testimonials


- Buyer Surveys
- Consumer Feedback
- Panel Analyses

Mahalo