
IRI-TIA Unify Reporting

Industry-specific Insights for TIA Members



Today's Presenters



Jim Carlson

Consultant & Team Leader,
Client Insights Mid Market

Jim is a Consultant and Team Leader with 10+ years experience in the IRI Mid Market group. Jim manages new business and existing relationships across a portfolio of small to mid-sized brands, as well as strategic partnerships with trade association groups.



Today's Agenda

- 1 IRI & TIA Partnership Details for Members

- 2 Unify Reporting for Members

- 3 IRI Coverage Details

- 4 Live Demonstration of Unify Reporting



We Propose a Multi-prong Approach for Addressing TIA Member Needs

Dynamic Reporting Suite

- Utilize IRI Unify Public to create an “Association Portal” to deliver dynamic monthly reporting at a topline level:
 - TIA members access exclusive Unify portal via link in their membership portal.
 - Unify report story will update on a month by month basis for near real-time reporting.
 - Unify story provides topline insight on TIA aisle, category, sub-category current trends.



Brand/UPC & Retailer Inquires

- Recommend leveraging IRI Insights Team.
- Ad hoc or subscription reporting available for deeper product granularity (Brand/UPC)
- Customize and scope one-off report needs or consultative project needs.



Industry Trends

- IRI & TIA collaborate on Thought Leadership opportunities



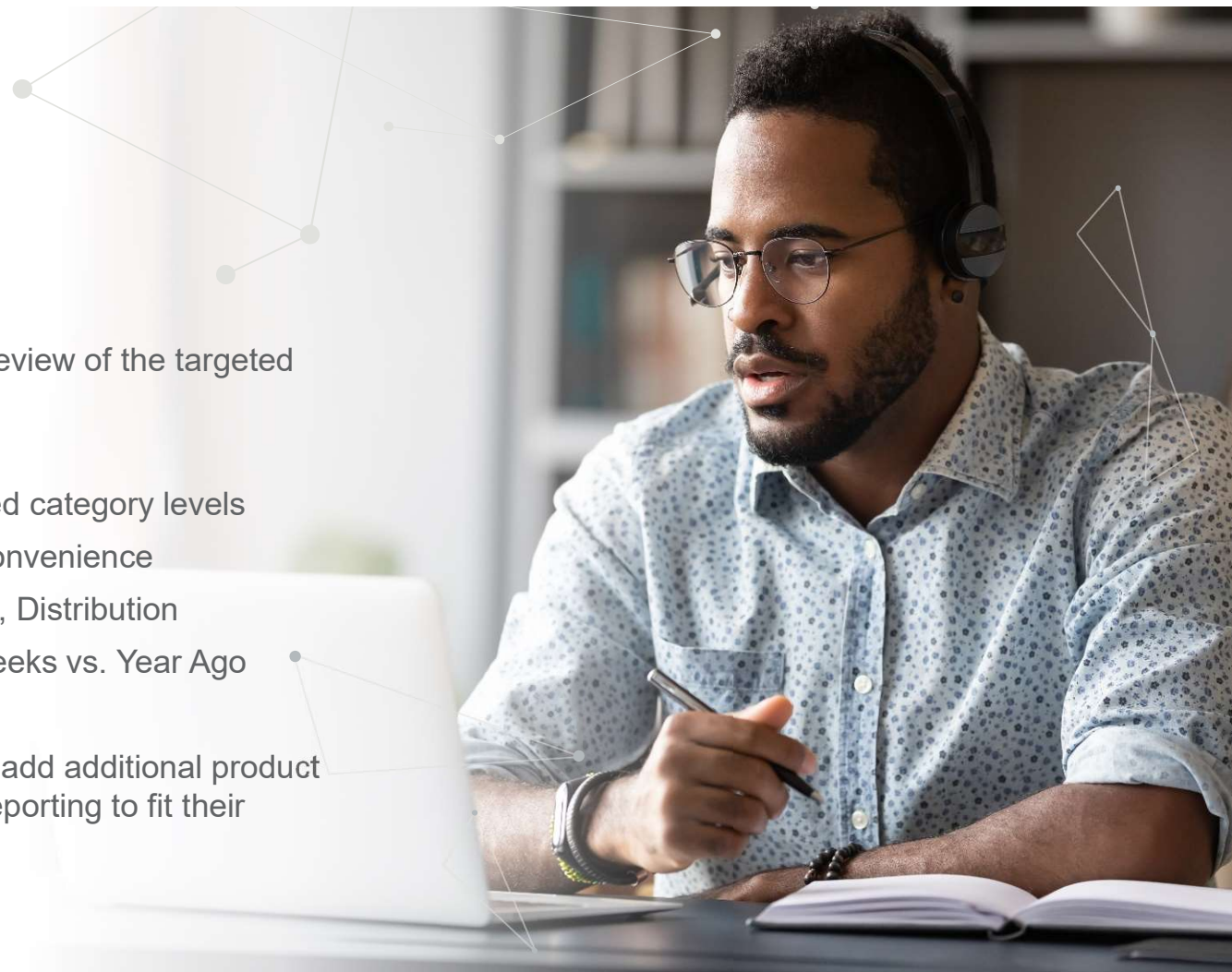
Association Reports Library

General Scope:

Story will provide a monthly updated topline review of the targeted association product universe:

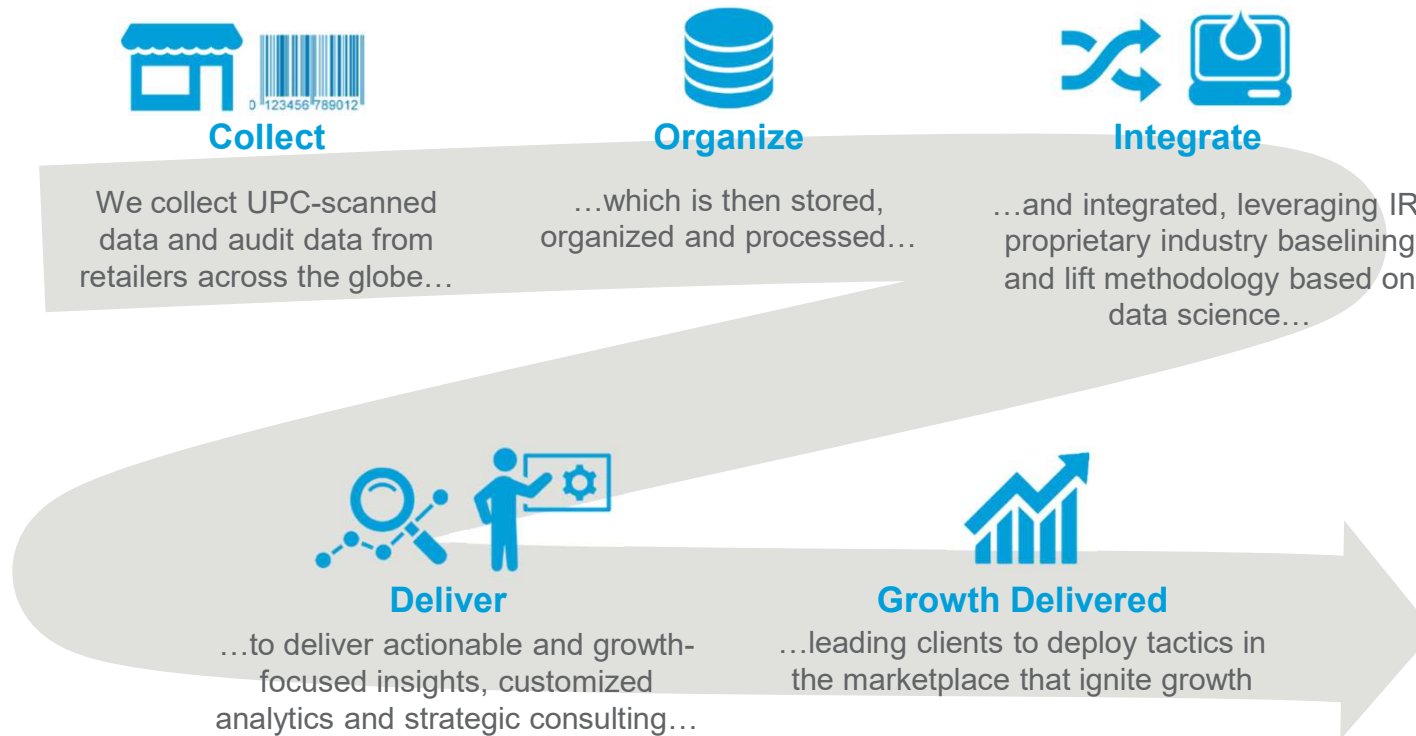
- **Product Granularity:** Tortilla syndicated category levels
- **Geography:** Total US Multi-Outlet + Convenience
- **Measures:** Dollars/Units/Volume Sales, Distribution
- **Time Period:** Latest 52 / 26 / 13 / 4 Weeks vs. Year Ago

Members can contact IRI if they would like to add additional product or geography granularity, or fully customize reporting to fit their specific business needs.




























Delivers Insights Leveraged from POS Data Collected and Configured from Retailers

Point-of-Sale Collection Methodology



IRI Multi-Outlet + Convenience Universe

	ACV (\$)	ACV (%)
Total U.S. – Grocery    	646 B	42%
Total U.S. – Drug   	64 B	4%
Total U.S. – Mass  	93 B	6%
Total U.S. – Walmart 	344 B	23%
Total U.S. – Club  	63 B	4%
Total U.S. – Dollar  	45 B	3%
Total U.S. – Military   	9 B	<1%
Total U.S. – Amazon   	2 B	<.5%
Total U.S. – Convenience     	255 B	17%
Total U.S. – Multi-Outlet + Convenience	1,522 B	100%



IRI Syndicated Product Category Definitions

- **Hard/Soft Tortillas / Taco Kits**: includes sales for all shelf-stable soft tortillas, hard shells, & hard and/or soft taco kits.
- **Tortilla/Tostada Chips**: includes all tortilla or tostada chips sold within the broader Salty Snacks aisle.
- **RFG Tortillas**: includes all tortillas sold in the refrigerated department.
- **Tortillas – Bakery**: includes sales for perimeter, fresh tortillas sold in in-store bakery area of store across all forms (chips, flour/corn/wheat tortillas).

Access Instructions for TIA Members

Step 1 - Navigate to TIA website:

<https://www.tortilla-info.com/default.asp?contentID=21>

Step 2 – Click “Here” link in IRI section to launch IRI Unify report portal

NEW!! TIA Members get FREE access to IRI Market Data



At TIA we are always looking for opportunities to use the power of our organization to add value for our association members. We have created a new partnership with IRI to provide a value-added benefit to our members: complimentary access to IRI data. With members of all sizes, some with more challenged market research budgets, we wanted to give all our members access to the latest market data and analysis tools that are often otherwise accessible only to those with larger budgets.

As a TIA member, you can now access IRI data on tortilla retail sales including department, aisle and category performance across time periods, measures and product selection. The data is refreshed regularly so that you will always have the latest information. Your access includes:

- **Quarterly sales** with 5 years back data
- **Weekly sales** with 5 years back data
- **Department, aisle, and category performance**

Time periods: latest 4, 12 and 52 weeks

Measures: dollar sales, unit sales, volume sales, ACV weighted distribution, average weekly ACV weighted distribution, total points of distribution and change vs. year ago for all of these measures

Product selection: multiple categories

To access this information, please make sure your current year Membership Dues have been paid then obtain your password from Jim Kabbani, then click [HERE](#)





**FOR MORE
INFORMATION,
CONTACT US...**

Email us at:

customerinteractioncenter@iriworldwide.com

Call us at:

1-866-262-5973, option 1

Follow us on Twitter: @IRIworldwide

