



CAMPARI GROUP

Courvoisier Europe Case Study



Introduction

This case study demonstrates how Shelftrak provides brands with actionable insights into their in-store execution across various locations.

Objectives

1. Using total Europe as a benchmark, evaluate Courvoisier band performance across the Europe to identify opportunities for improvement.
2. Highlight specific opportunities to enhance Courvoisier brand presence and in-store execution across the category in key locations.
3. Benchmark Courvoisier shelf space, facings, category share, and positioning against competitors, pinpointing targeted growth opportunities.

Key Headlines

Courvoisier Share Of Space
In Europe

**35%
LOWER**

Than The
UK Average

Courvoisier Share Of
Space In CDG

**69%
LOWER**

Than The
European Average

Courvoisier Facings Per
SKU Index

**35%
LOWER**

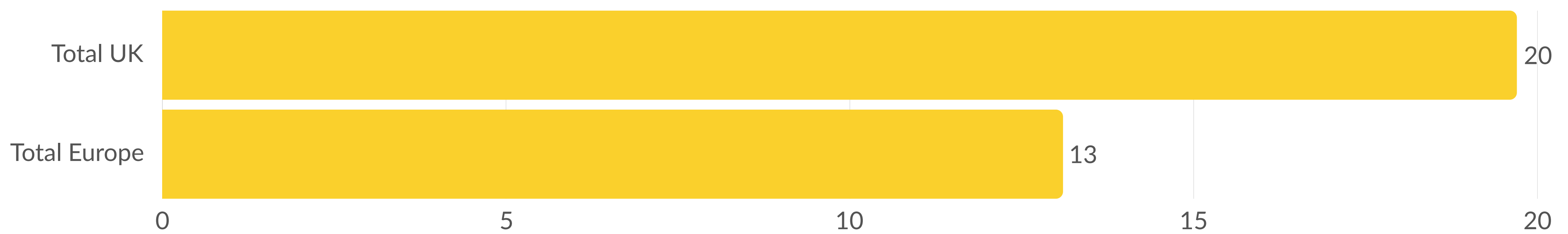
Than Other Key Brands
in CDG T1

Analysis

Benchmarking the key metrics of share of space for Cognac & Brandy highlights strategic opportunities for Campari Group to enhance the in-store presence for Courvoisier.

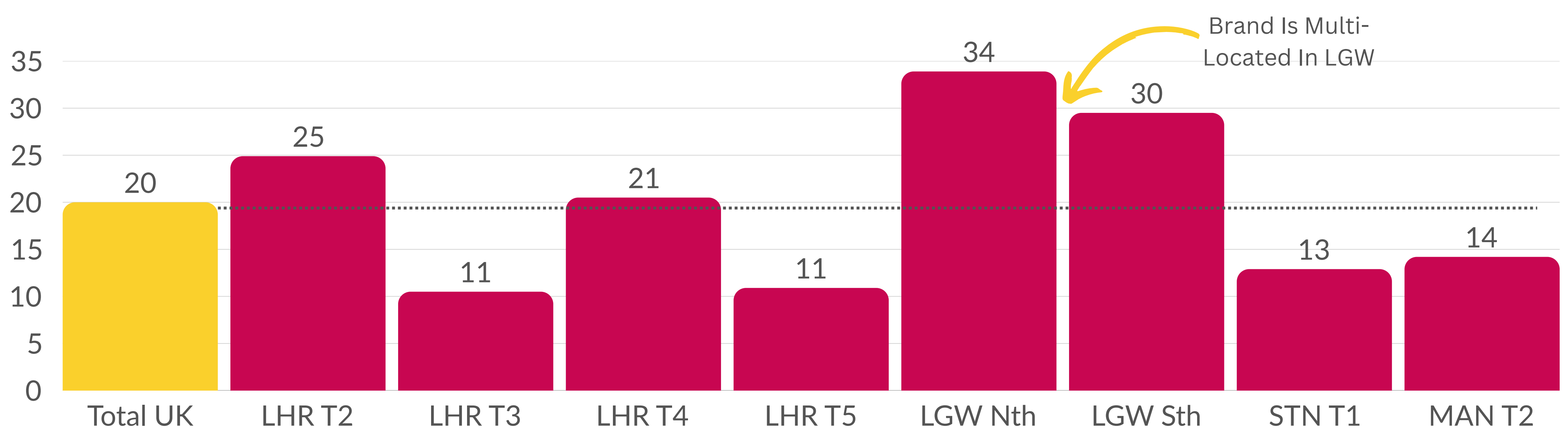
At a total level, the UK market shows a higher share of total Cognac & Brandy compared to total Europe.

Courvoisier UK v Europe - Share Of Linear Space (m)



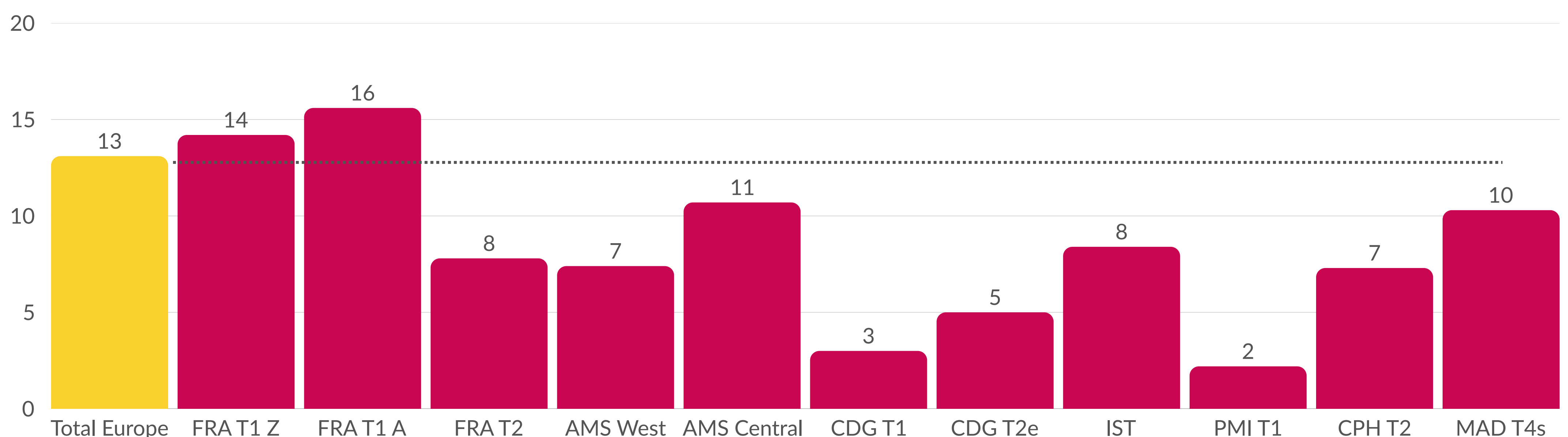
When considering share of space across key UK locations, data suggests opportunities exist in LHR T3 and T5. Due to the PAX mix in STN and MAN, a lower share of space is expected.

Courvoisier UK - Share Of Cognac & Brandy Linear Space (m)



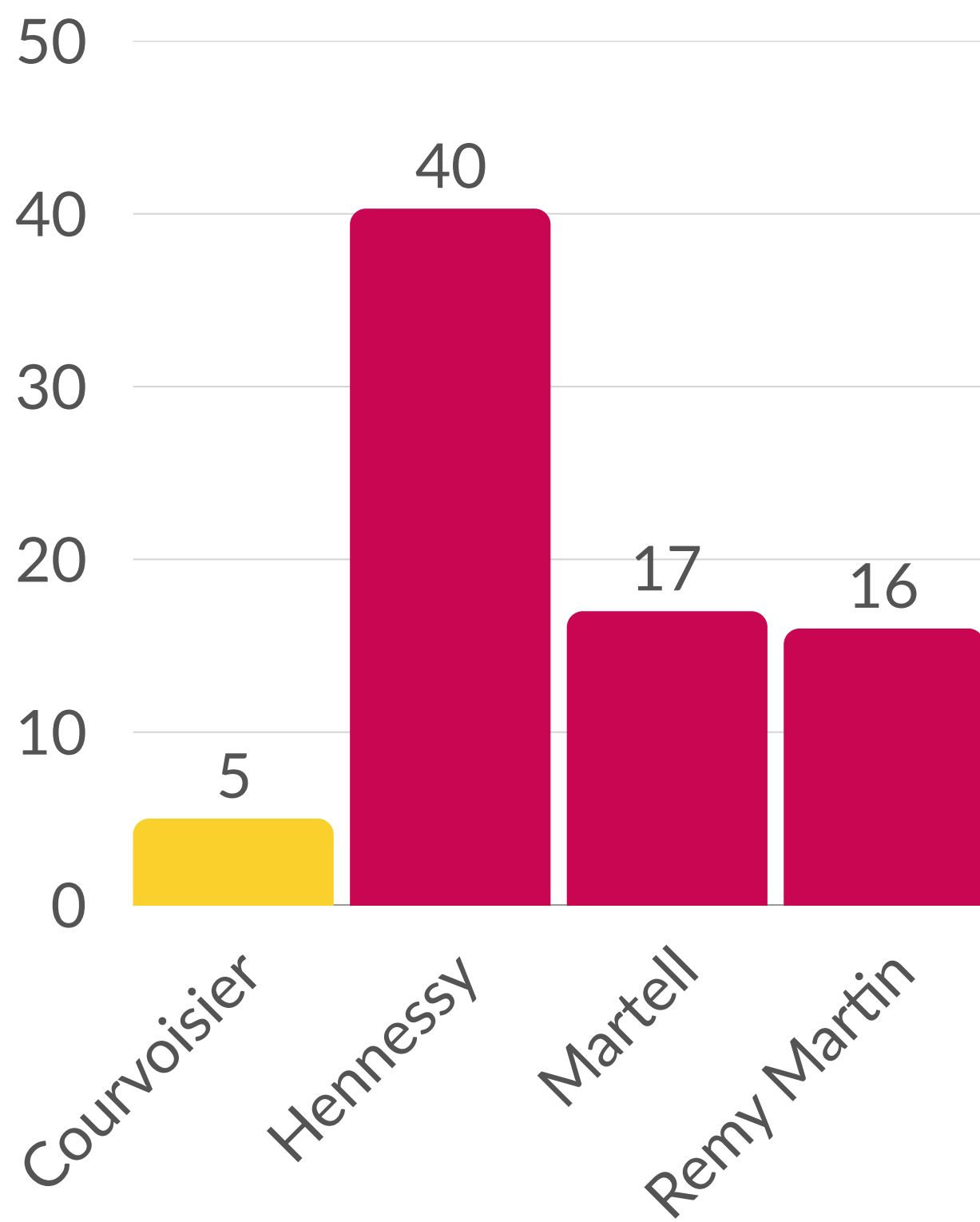
When considering share of space across key European airports, data suggests multiple locations should be reviewed. Most noticeable are FRA T2 and both key stores in CDG.

Courvoisier Europe - Share Of Cognac & Brandy Linear Space (m)



CDG T1 Main Store Execution

Total Cognac & Brandy represents more than 9% of total category space within the store. Hennessy is the dominant brand followed by Martell and Remy Martin.

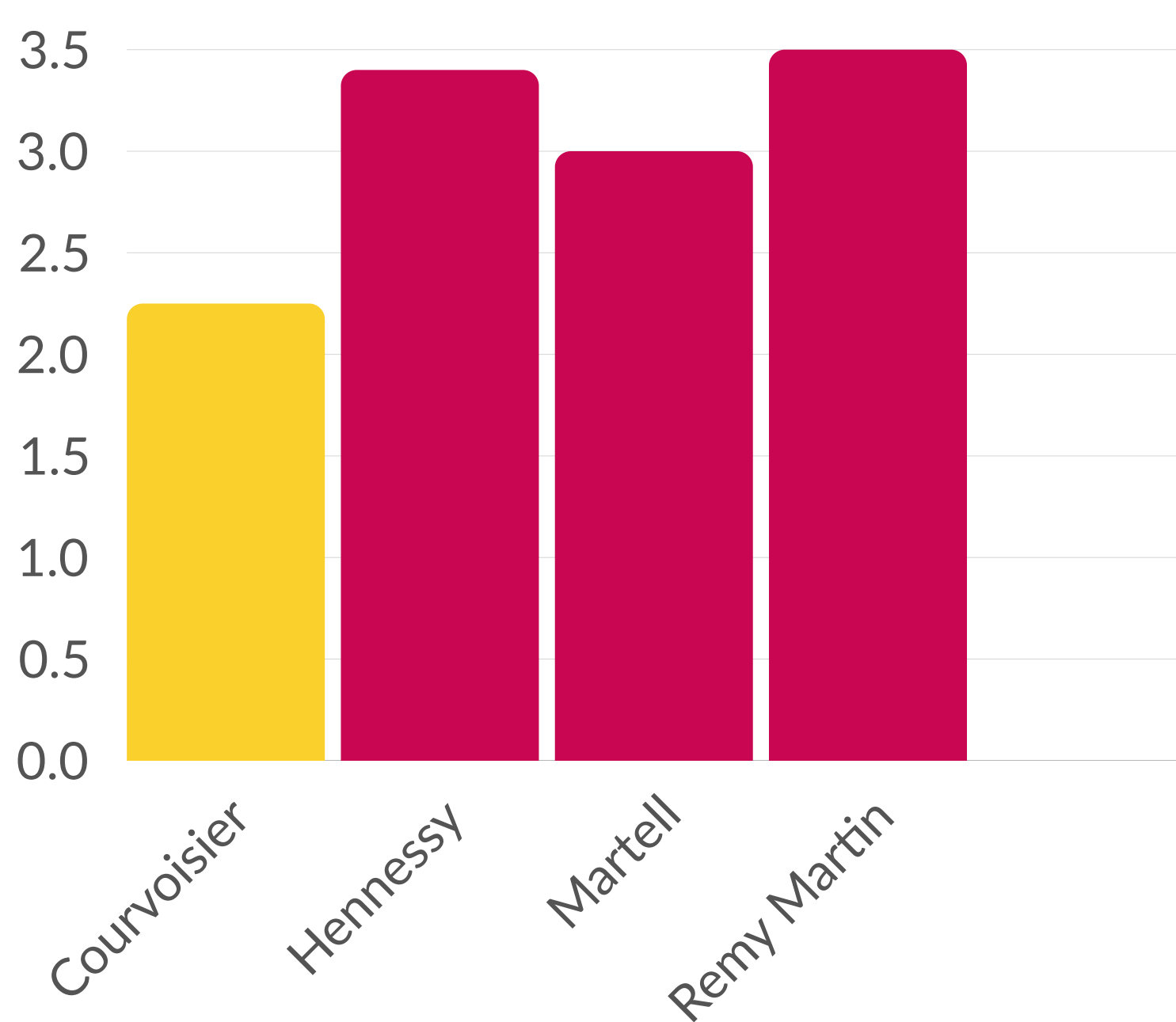


EXECUTION 1

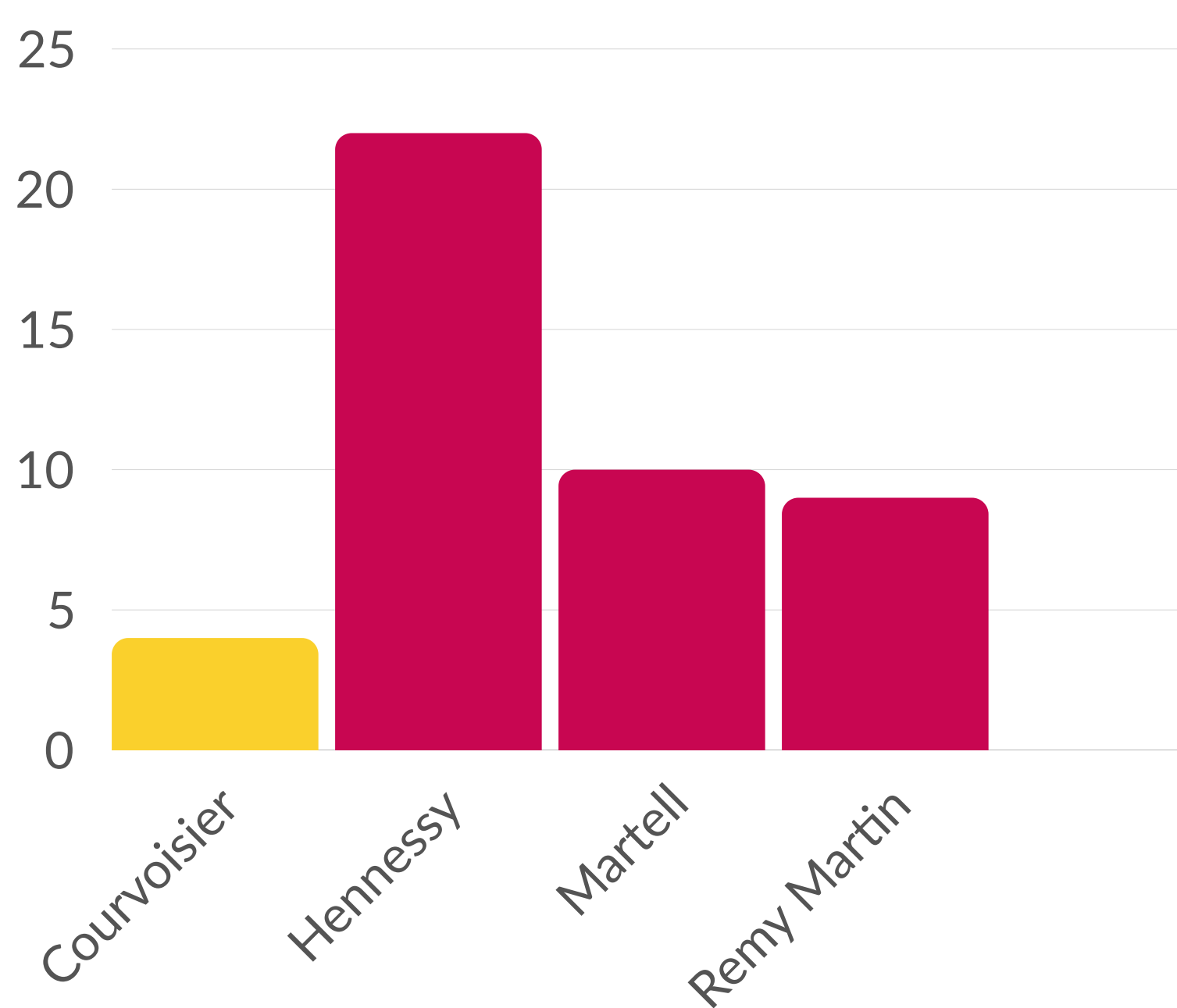
Courvoisier brand execution compared to other leading Cognac brands represents an opportunity for improvement.

All other leading have branded fixtures and are allocated significantly more space within the category.

FACINGS PER SKU (FPS)



No. OF LISTINGS



EXECUTION 2

Courvoisier has a total of 4 unique SKUs. This is stark contrast to Hennessy and also well behind the other leading brands.

This reveals an opportunity to balance the entire Cognac & Brandy assortment.

Summary And Opportunities

Overall share of space for Courvoisier across key European locations shows a number of opportunities to review fair share of space and execution. Specifically in CDG T1, standards compared to other airport locations shows huge opportunity for increased visibility and presence.

1

Europe - Campari Group can make significant space gains by aiming to move share of space towards their European average in key locations.

2

CDG T1 - Campari Group must review their competitive position in-store versus the rest of Cognac to improve visibility and presence.

3

CDG T1 - Campari Group to advise on full Cognac & Brandy cat-dev plan with Lagardere to unlock clear total category growth opportunity.