

# How Local is Your Category Management or New Development Process?

---

## 1. Missing local items?

**RBB Local Category Audit** places experts in the market to identify local item assortment gaps in the retail marketplace.

## 2. Want to increase the impact of current local offerings?

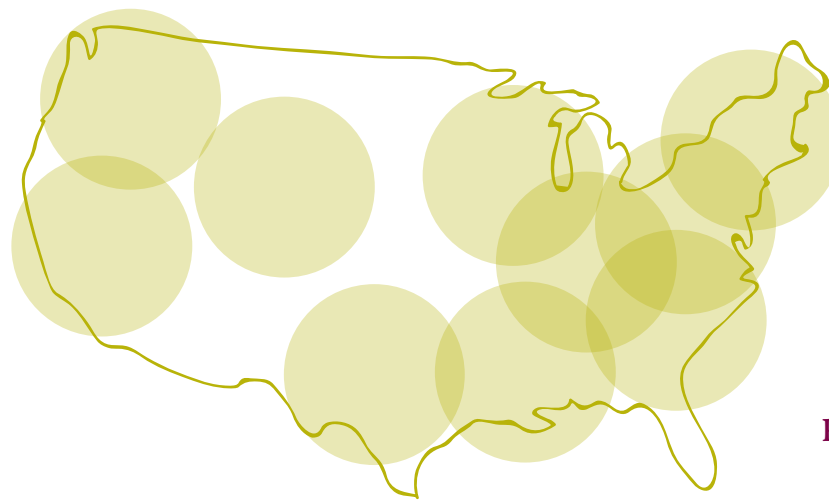
**RBB Local Drivers Scorecard®** assesses existing local items.

## 3. Hope to lead in the development of new local offerings?

**RBB's local market knowledge** identifies local culinary trends and established local food traditions to create a local new product pipeline.

## 4. Desire to integrate local into your planning processes?

**RBB's Local Category Audit and Local Drivers Scorecard®** are designed to plug into a retailer's category review process or a manufacturer's new product development process.



**Regional Brand Builders®**

Building Stronger, More Profitable  
Regional Brands

Cincinnati \* New York  
2175 Central Parkway  
Cincinnati, OH 45214  
(513) 381.4900

[regionalbrandbuilders.com](http://regionalbrandbuilders.com)

*Regional Brand Builders... the leader in Local*

---