



.....  
GENERAL MILLS

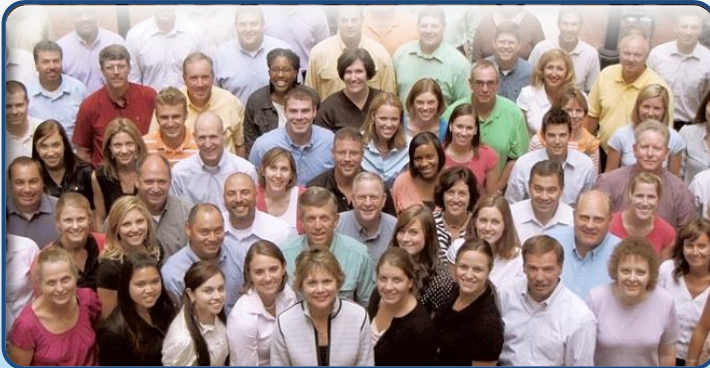
## Shawn O'Grady

Senior Vice President;  
President,  
Consumer Foods Sales



# U.S. Sales Organization

## 2,000 Sales Employees



## Expertise in 25 Categories



## Across 3 Temperature States



## 550 SKUs/Store



# Customers

## Customer Landscape



200 Customers



100,000 Stores

## Traditional Grocery



## Supercenter



## Channels

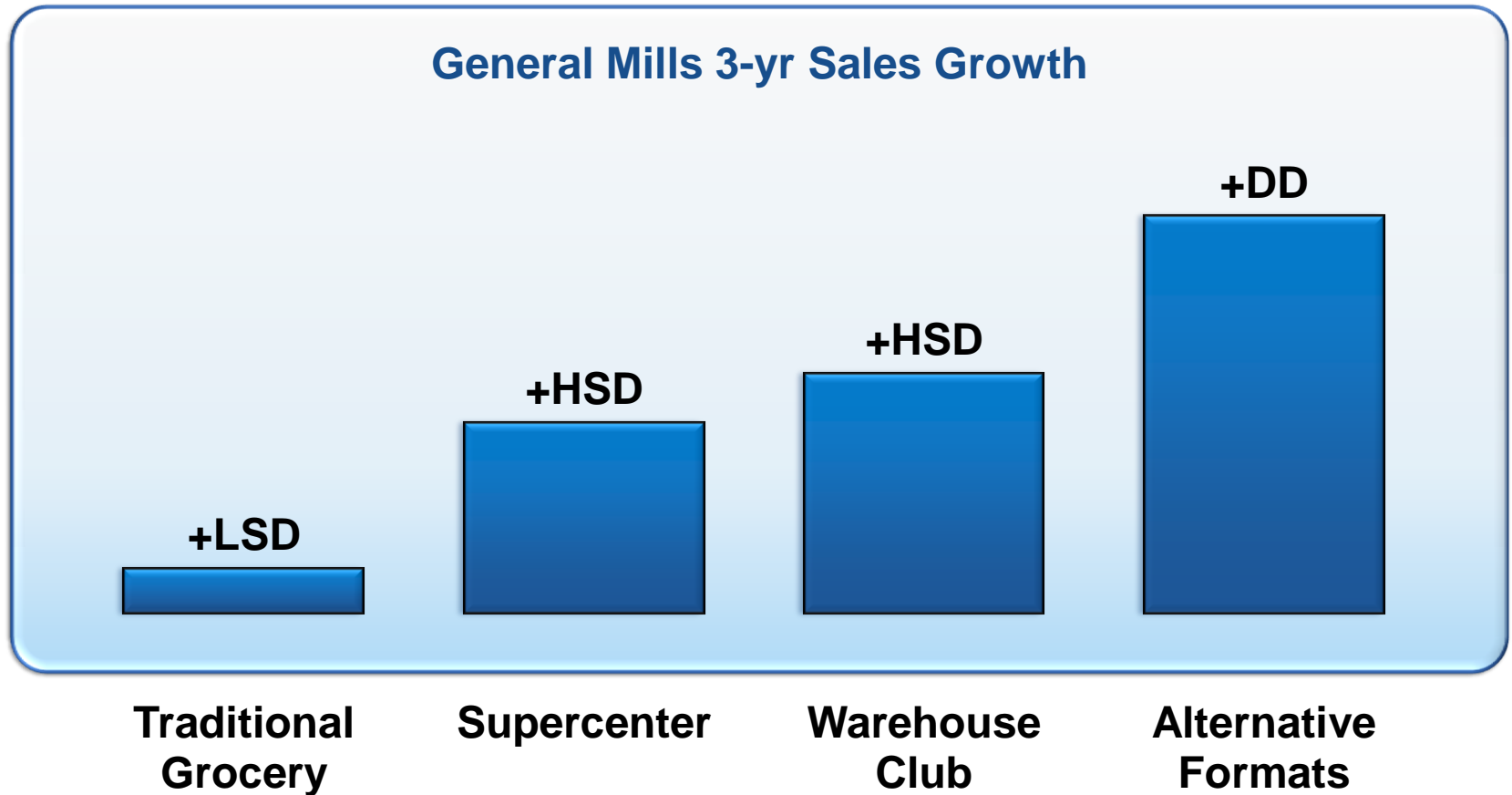
### Club



### Alternative Format



# Growth Across All Customer Formats





# U.S. Sales Organization

## Customer Selling

- Direct Sales Force
- Retail Sales Organization



## Retail Capabilities

- Category Management
- Shopper Marketing and Merchandising
- Customer Supply Chain





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LEADING PROFITABLE GROWTH

BRANDS | CAPABILITIES | SOLUTIONS



# Leading Consumer Brands



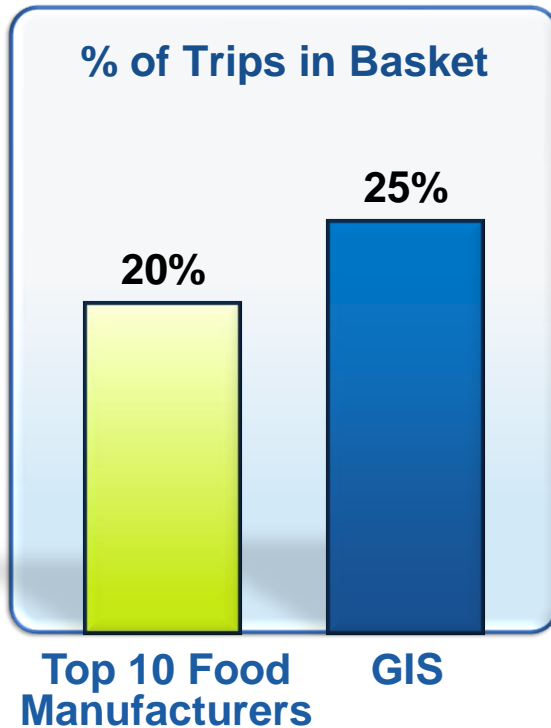
**Leading  
Established Brands**



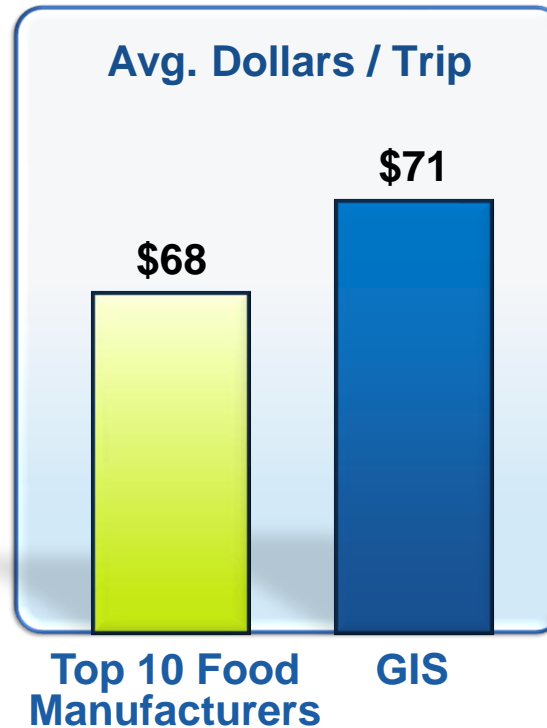
**Successful  
New Products**

# Advantaged Brand Portfolio

## Drive Shopping Trips



## Grow the Basket



## Accelerate Profit



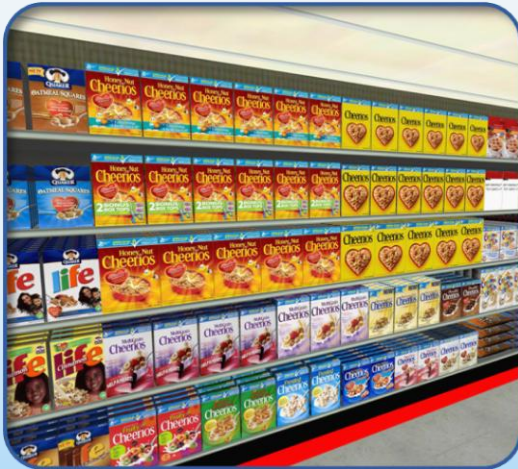
Source: Nielsen Household Panel Data; Willard Bishop Super Study; Calendar Year 2010



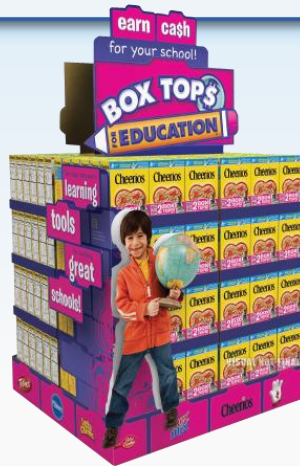


# Retail Capabilities

## Category Management Best in Class



## Shopper Marketing & Merchandising Best ROI



## Customer Supply Chain Next Best



# Category Management

**Category  
Captain/Advisor**



**Shopper  
Insights**



**Category  
Growth Story**



**Category**



**Aisle**



**Store**



# Ready-to-Eat Cereal – “Ignite”

## Ready-to-Eat Cereal Category



## Insights

- Category Difficult to Shop
- High Out-of-Stocks on Top Brands
- Use Top Brands to Navigate Section

# Ready-to-Eat Cereal – “Ignite”



## Results

Ready-to-Eat Cereal  
FY 2011 Dollar Sales

4%

Accounts  
Implementing  
Ignite

-3%  
RTE Cereal  
Category

# Soup – “Transform Soup”

## Soup Category



**Taste**

**Health**

**Microwave**

## Insights

- Taste and Variety Drive Category Growth
- Mix of Items on Shelf Out of Balance
- Add Taste Items, Contract Microwave

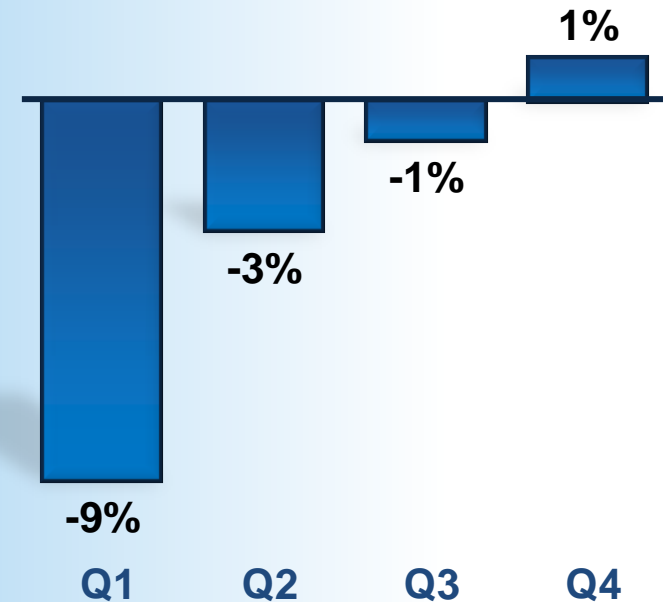


# Soup – “Transform Soup”



## Results

Soup Category  
FY 2011 Dollar Sales



# Dairy Aisle – “Destination Dairy”

## Dairy Aisle



## Insights

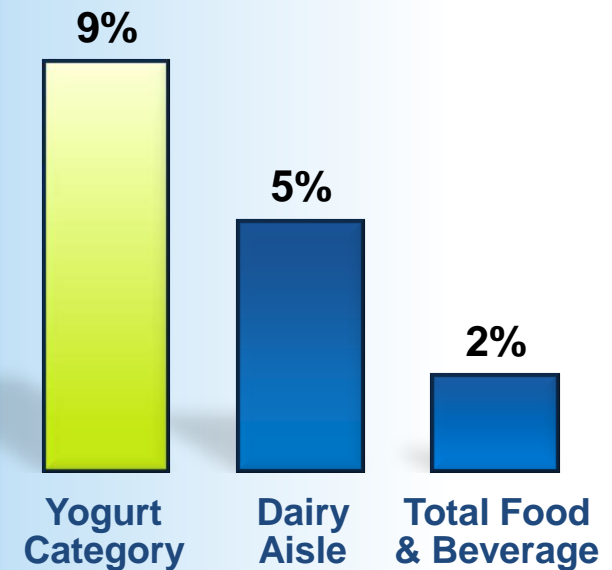
- Leverage Expertise in Refrigerated Section
- Recommend Aisle Layout to Optimize Growth
- Expand Yogurt 4 Feet

# Dairy Aisle – “Destination Dairy”



## Results

FY 2011 Dollar Sales  
Measured Channels



# Industry Recognition

## PROGRESSIVE GROCER

2007

Advisor



12

Captain



3

2008

Advisor



5

Captain



8

2009

Advisor



2

Captain



12

2010

Advisor



8

Captain



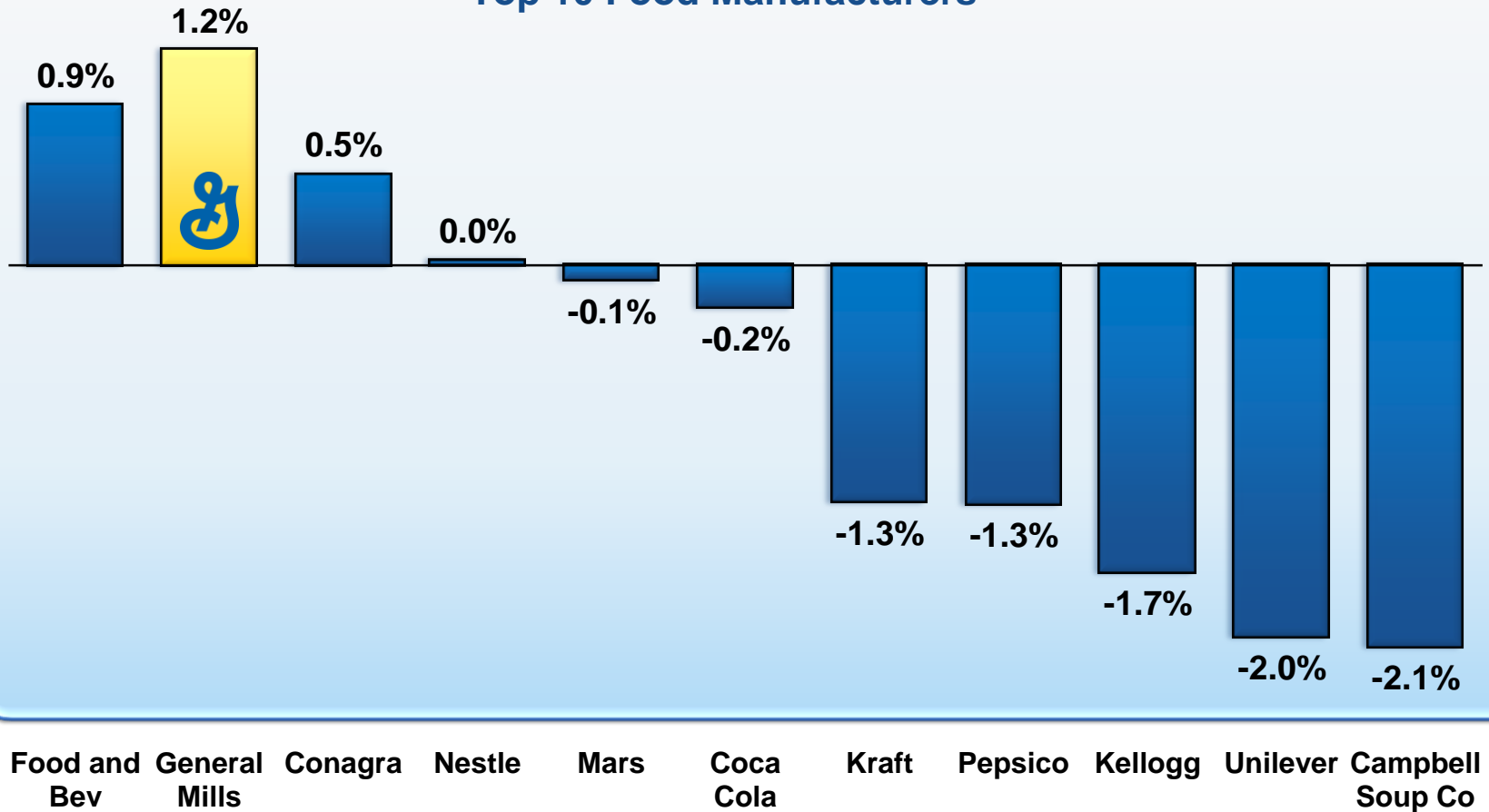
13

Source: Progressive Grocer



# Long-Term Distribution Growth

Distribution Points 4-yr CGR  
Top 10 Food Manufacturers



Source: ACNielsen; Period Ending 05/14/11



# Shopper Marketing and Merchandising

## Proprietary Platforms



## Customer Events

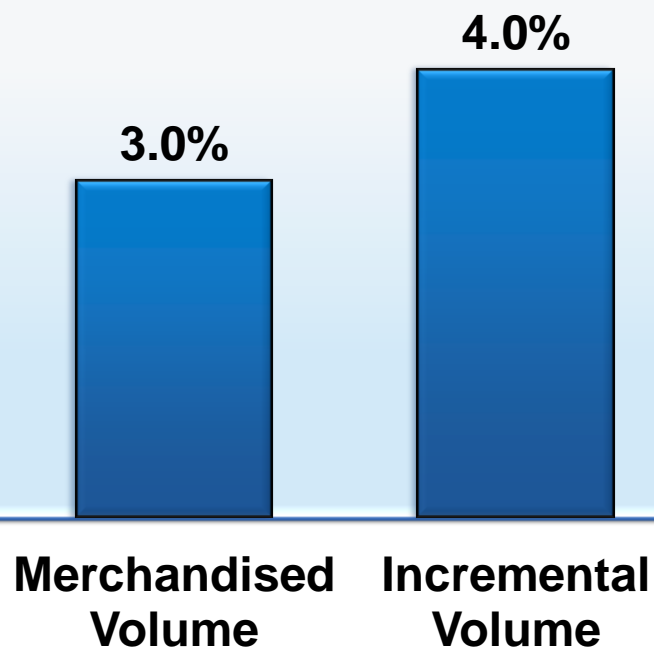


**DOLLAR GENERAL**

# Shopper Marketing and Merchandising

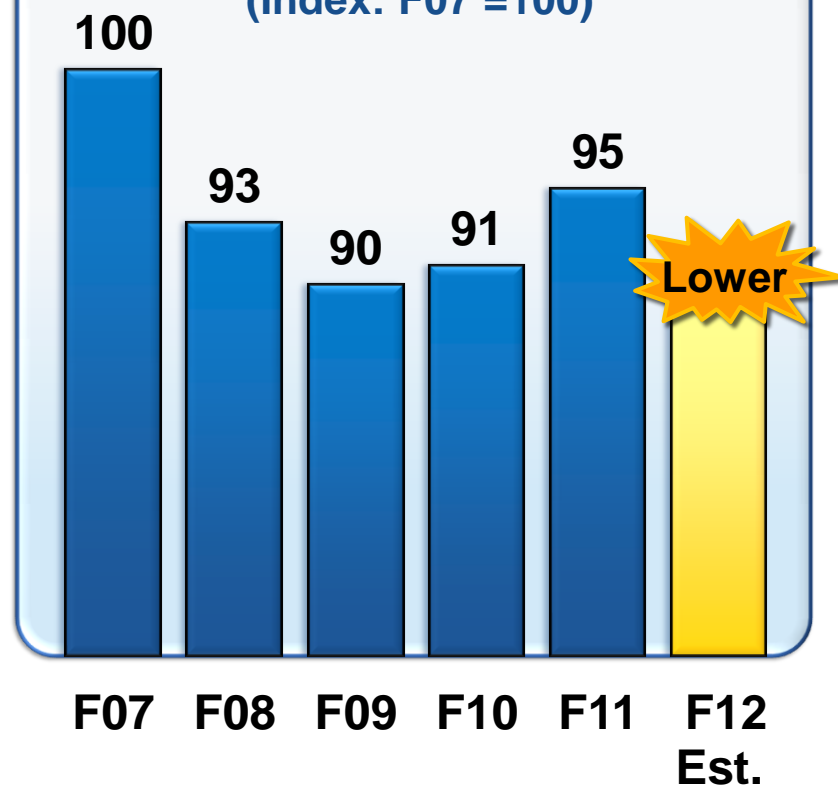
## Trade Effectiveness

4-yr CGR  
(Fiscal 2007-2011)



## Trade Cost per Case

(Index: F07 =100)



# Customer Supply Chain



**General Mills  
Plant**



**General Mills  
Customer Service  
Facility**



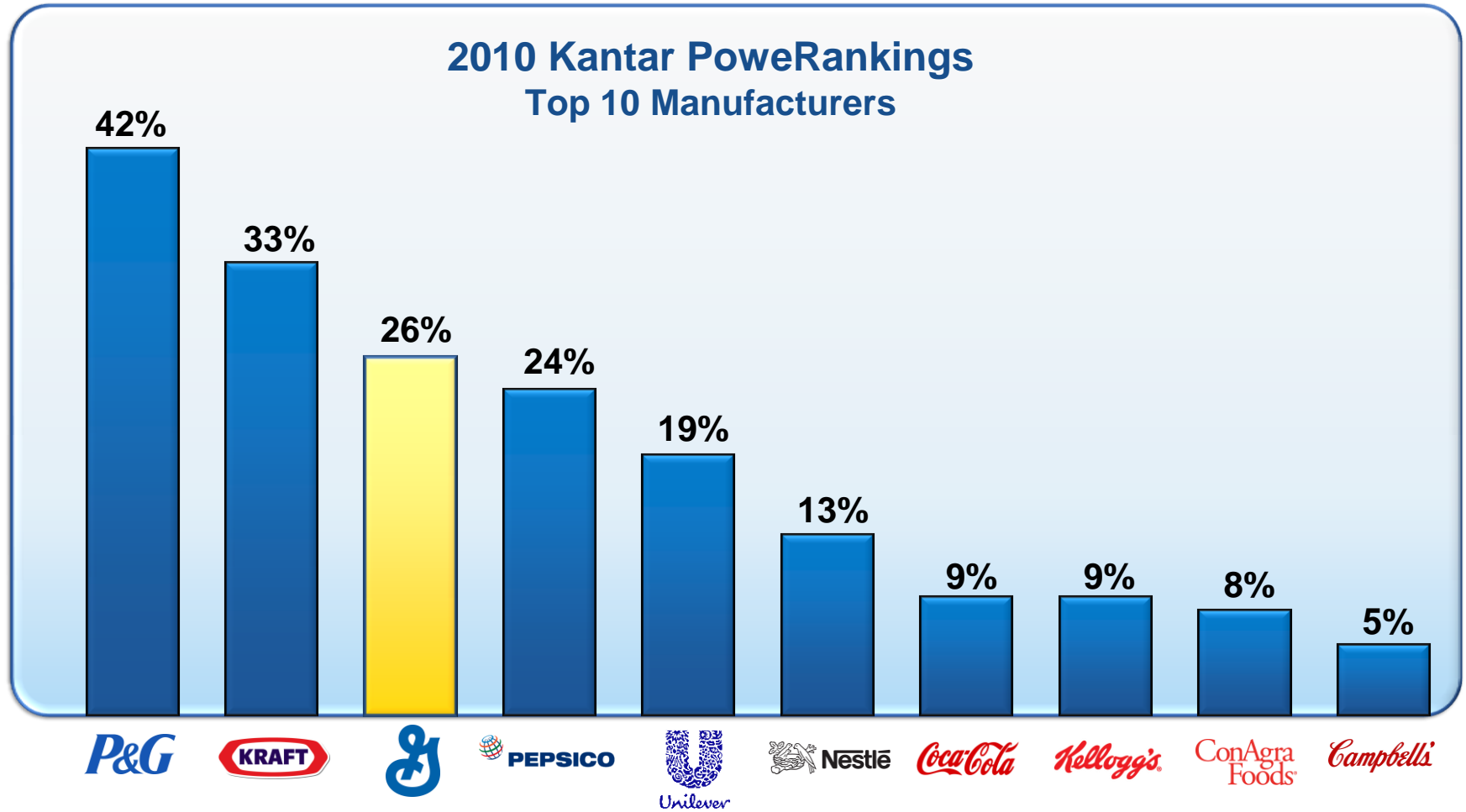
**Customer  
Warehouse**



**Store**



# Positive Feedback From Customers



Source: Kantar Retail; 2010



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