



**General Mills**

Convenience  
& Foodservice

## Pop-Up Grocery Stores

Hospital Implementation Guide

# Concept Overview



## **Context:**

- Many hospitals are limiting or closing their communal cafeteria offerings as protocol to face coronavirus
- Doctors, nurses and other hospital staff may find their supermarkets are out of basic necessities when they are able to shop for their families after their hospital shifts
- Hospitals still have access to a wide range of items from their foodservice distributors

## **Solution:**

- Hospitals can convert their unused cafeteria space into temporary, pop-up grocery stores for staff
- Stock the shelves with the products you already buy and make simple adjustments to tailor the offering to a grocery setting
- See our General Mills category management recommendation in the following slides to bring this concept to life in your hospital, using the products you have on hand to serve the caregivers throughout your hospital

# Category Management Best Practices

- Prioritize “Everyday Essentials”
  - Milk, Eggs, Cheese, Produce, Paper Products, Meat, Cereal, Bread/Baked Goods
- Consider “Family Entertainment” Options:
  - Microwave popcorn, baking mixes, frosting/icing
- As shelf/cooler space allows, bring in additional individually saleable foodservice items with a focus on category breadth vs. brand/flavor depth
- Given the importance of bread/baked goods, consider offering “to-go” containers of prepared breakfast bakery & dessert items

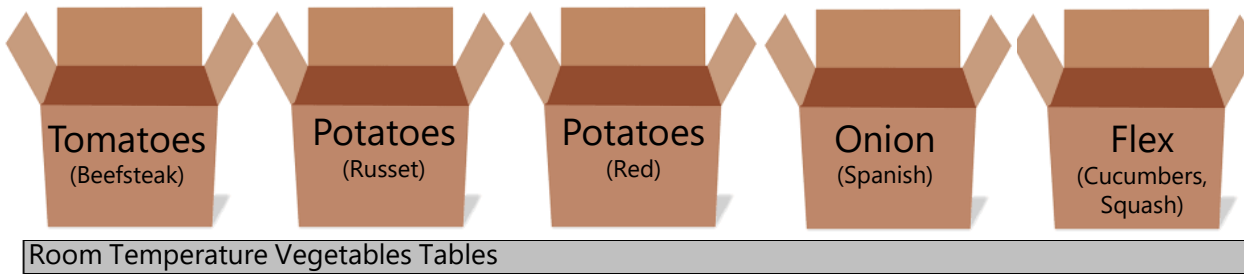


Q: (For the categories) If you realize your family was running low or just ran out of those products, would that prompt you to make a trip to the store? (T2B-Definitely/Probably would)

# Best Practice Planogram – Core Categories (Room Temperature)



- Product availability will vary; for local recommendations contact your General Mills or Distributor Sales Rep.



# Best Practice Planogram – Core Categories (Refrigerated)



- If possible, keep individual serving items in a separate cooler than “family-sized” items

### Individual Food/Bev.

PARFAITS    FRUIT CUPS

DAIRY    VEGGIES    PRE-PACKAGED FOOD

PRE-PACKAGED FOOD

Individual serving items including yogurt, fruit cups, dairy, veggies, pre-packaged food, and various beverages.

### Family-Sized Items

Butter    Eggs    Cheese    Deli Meat

Juice    Creamer    Milk

PRE-PACKAGED SALADS

PRE-PACKAGED MEALS

Refrigerated Vegetables  
(Bell Peppers, Lettuce, Carrots, Broccoli,  
Celery)

Refrigerated Fruit  
(Berries, Grapes)

Family-sized items including butter, eggs, cheese, deli meat, juice, creamer, milk, pre-packaged salads, pre-packaged meals, refrigerated vegetables, and refrigerated fruit.

# “Store” Merchandising Basics

1. Organize by Temperature State
2. Separate Foods from Non-Foods
3. Separate Foods by “Department”
  - Produce-Vegetables (non-refrigerated)
  - Produce – Fruits (non-refrigerated)
  - Grocery
  - Baked Goods
4. Within “Departments”, organize categories by Daypart (i.e. keep breakfast items together, baking supplies together)
5. If applicable, group by sub-category (e.g. within salty snacks keep chips together, pretzels together, snack mixes together)
6. Group by brands

## Sample Shelf Stable Grocery Layout (with additional categories)

<b>Breakfast</b> <ul style="list-style-type: none"><li>• Cereal</li><li>• Toaster Pastries</li><li>• Pancake Mix</li><li>• Muffin Mix</li><li>• Syrup</li><li>• Packaged Bakery</li></ul>	<b>Snacks</b> <ul style="list-style-type: none"><li>• Snack Bars</li><li>• Fruit Snacks</li><li>• Salty Snacks</li><li>• Candy</li><li>• Cookies</li><li>• Microwave Popcorn</li></ul>	<b>Meal Solutions</b> <ul style="list-style-type: none"><li>• Mac &amp; Cheese</li><li>• Soup/Ramen</li><li>• Pasta/Sauce</li><li>• PB/Jelly</li><li>• Taco Kits</li></ul>
<b>Baking Supplies</b> <ul style="list-style-type: none"><li>• Cake Mix</li><li>• Brownie Mix</li><li>• Flour</li><li>• Sugar</li><li>• Frosting/Icing</li><li>• Cooking Spray</li></ul>	<b>All Other</b> <ul style="list-style-type: none"><li>• Condiments</li><li>• Salad Dressing</li><li>• Mayonnaise</li><li>• Pickles</li><li>• Coffee/Tea</li></ul>	

# Additional Resources



- Merchandising Best Practices
- Retail Category Sizing/Growth Information
  - Data based on retail sales in first 3 weeks of March to reflect “stock-up” trends
- General Mills Product Codes by Category
  - Top Healthcare SKUs Only, contact GMI Sales Rep for full catalog

# Top GMI Individually Saleable Items For Hospitals (Dry SKUs)



Cereal SKUs	Case Pack	MFR #
Assorted Pack Cereal in a Cup	60/1.7oz	14151000
Cheerios Bowlpak	96/1oz	11941000
Honey Nut Cheerios Bowlpak	96/1oz	11918000
Assorted Goodness Pack Cereal in a Cup	60/1.4oz	31154000
Assorted Adult Cereals Cereal in a Cup 60 ct	60/1.67oz	31079000



14151000



11941000



11918000

Granola Bars	Case Pack	MFR #
Nature Valley Crunchy Granola Bar, Oats 'n Honey	6/18ct/1.49oz (Sleeves) 144ct/.74oz (Bulk)	3353000 11582000
Nature Valley Chewy Chocolate Chip & Oatmeal Raisin	120ct/.89oz (Bulk)	11591000
Nature Valley Sweet & Salty Nut Peanut	8/16ct/1.2oz (Sleeves)	42067000
Nature Valley Chewy Trail Mix Bar Fruit & Nut	8/16ct/1.2oz (Sleeves)	1512000
Nature Valley Sweet & Salty Nut Almond	8/16ct/1.2oz (Sleeves)	42068000



3353000 (6-18ct sleeves)



11582000 (144 ct .74oz bars)

Baking Supplies	Case Pack	MFR #
Gold Medal Yellow Cake Mix	6/5 lb	11152000
Gold Medal Complete Pancake Mix	6/5 lb	11827000
Gold Medal Brownie Mix	6/6 lb	11312000
Gold Medal Muffin Mix 5 lb Corn	6/5 lb	11442000
Gold Medal Muffin Mix 5 lb Variety	6/5 lb	11544000
Gold Medal White Cake Mix	6/5 lb	11132000
Gold Medal Ready-To-Serve Vanilla Crème Icing	2/11lb	112169
Gold Medal Ready-to-Serve Chocolate Fudge Icing	2/11lb	112152



11152000



11152000



# Top GMI Individually Saleable Items For Hospitals (Dry SKUs)



- Many snacks can be sold by the sleeve or by the unit

Salty Snacks	Case Pack	MFR #
Chex Mix 3.75 oz Traditional	8/3.75oz	14858000
Gardetto's™ Original Recipe	7/5.5oz	14868000
Simply Chex Mix Strawberry Yogurt	60/0.1.03	31937000
Simply Chex Mix Cheddar	60/0.92oz	31932000
Chex Mix Muddy Buddies 4.5 oz Peanut Butter Chocolate	7/4.25oz	14852000
Gardetto's 4.75 oz Rye Chips Roasted Garlic	7/4.75oz	14871000
Chex Mix 3.75 oz Cheddar	8/3.75oz	14839000
Gardetto's 1.75 oz Original Recipe	60/1.75oz	11178000
Chex Mix Single-Serve Traditional 1.75 oz	60/1.75oz	1240000



14858000  
8/3.75oz



1240000  
60/1.75oz

Fruit Snacks	Case Pack	MFR #
Mott's Fruit Snacks – Assorted Fruit 5oz	6/8/5oz	14483000
Mott's Fruit Snacks Tropical Fruit	6/8/5oz	14482000
Fruit Shapes Scooby-Doo 96 ct	96/0.9oz	1151000
Fruit Roll Ups Crazy Colors 96 ct	96/0.5oz	11561000
Mott's Fruit Snacks – Assorted Fruit	144/1.6oz	47954000
Mott's Fruit Snacks – Mixed Berry	144/1.6oz	47953000



14483000  
6-8ct sleeves



47954000  
144/1.6oz

# Top GMI Individually Saleable Items For Hospitals (Frozen/Refrigerated)



- Frz IW Items can be stored in the cooler as pre-packaged “thaw & serve” meals

IW Frozen	Case Pack	MFR #
Pillsbury Frozen Cinnamon Rolls 72 ct Mini Cinnis,	72/2.29 OZ	133686000
Pillsbury Mini Pancakes, Maple Burst'n	72/3.17 OZ	137732000
Pillsbury Mini Bagels, Strawberry Creamy Cheese, 72ct	72/2.43 OZ	138413000
Pillsbury Frozen Mini Waffles, 2.47 oz, Maple Madness	72/2.47 OZ	132265000
Pillsbury Soft Filled Cinnamon Toast Crunch Bar	72/2.36 OZ	110978000
Pillsbury Filled Crescent, Chocolate	72/2.29 OZ	149979000
Frudel Strudel 2.29 oz Apple	72/2.29 OZ	127852000
Pillsbury Soft Filled Cocoa Puffs Bar	72/2.43 OZ	111032000



133686000



137732000

Bulk FBG (For To-Go Baked Goods)	Case Pack	MFR #
Pillsbury Freezer-to-Oven Twirl Dough 5 oz Cinnamon	100/5oz	106226000
Pillsbury Frz Baked Croissant 3 oz Butter Curved Unsliced	48/3oz	132107000
Pillsbury Frozen Muffin Batter 3 LB Tubeset Blueberry	6/3lb	108026000
Pillsbury Freezer-to-Oven Scone Dough 3.75 oz Fruit VP	96/3.75oz	108135000
Pillsbury Frozen Baked Croissants 2.5 oz Pinched Sliced	64/2.5oz	132103000
Pillsbury Frozen Biscuit Dough 2.2 oz Southern Style	216/2.2oz	106252000
Pillsbury Frozen Baked Biscuits 2.25 oz Golden Buttermilk	120/2.25oz	106235000
Pillsbury Frz Muffin Batter 3 LB Tubeset Choc. Choc. Chip	6/3lb	208011000
Pillsbury Supreme Freezer-to-Oven Cinnamon Roll 3 oz	100/3 oz	105358000
Pillsbury Frozen Biscuit Dough 3.17 oz Easy Split	168/3.17oz	106249000
Pillsbury Frz Muffin Batter Tubeset Cranberry Orange	6/3lb	108070000



106226000  
FTO 5oz Cinnamon Twirl



105358000  
FTO 3oz Cinnamon Roll

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106226000  
FTO 5oz Cinnamon Twirl



105358000  
FTO 3oz Cinnamon Roll

# Top GMI Individually Saleable Items For Hospitals (Refrigerated)



SS Yogurt	Case Pack	MFR #
Yoplait Original Yogurt 6 oz Strawberry	12/6oz	300000
Yoplait Original Yogurt 6 oz Harvest Peach	12/6oz	307000
Yoplait Original Yogurt 6 oz Mountain Blueberry	12/6oz	302000
Yoplait Original Yogurt 6 oz French Vanilla	12/6oz	323000
Yoplait Light Yogurt 6 oz Strawberry	12/6oz	650000
Yoplait Light Yogurt 6 oz Very Vanilla	12/6oz	643000
Oui by Yoplait French Style Yogurt, Strawberry	8/5oz	49647000
Oui by Yoplait French Style Yogurt, Vanilla	8/5oz	49646000
Yoplait Greek Blended Yogurt, Vanilla, 5.3oz	12/5.3oz	45913000
Yoplait Greek Blended Yogurt, Straw. Raspberry 5.3oz	12/5.3oz	45915000
Yoplait Greek Blended Yogurt, Blueberry, 5.3oz	12/5.3oz	45916000

Bulk Yogurt	Case Pack	MFR #
Yoplait Original Yogurt Grande! 32 oz Vanilla	6/32oz	439000
Yoplait Original Yogurt Grande! 32 oz Creamy Strawberry	6/32oz	430000
Yoplait Original Nonfat Yogurt, 32 oz, Plain, Fat Free	6/32oz	438000
Yoplait Greek Yogurt, 0% Milkfat, Plain, 32oz	6/32oz	38414000
Yoplait Greek Yogurt, Vanilla, 32 oz	6/32oz	49051000



323000



106235000



43900



49051000