

HOME

CONTEXT

TRENDS

PEOPLE

EXECUTION

ACTIVATION

CONCLUSION

FROM SCROLL TO SHELF

TURNING VIRAL FOOD MOMENTS INTO IN-STORE GROCERY MAGIC



Nugget
MARKETS

Meet the Team



CENTRAL
MICHIGAN UNIVERSITY



Lucia Allen

Senior

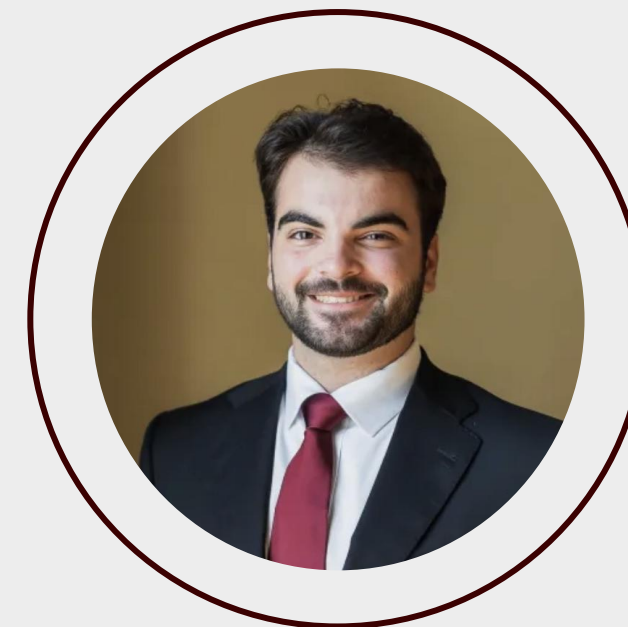
Majors: Marketing & Logistics
Management



Preston Fogel

Senior

Majors: Purchasing & Supply
Management & Logistics
Management



Mathew McLaughlin

Junior

Majors: Purchasing & Supply
Management & Logistics
Management



Maura Gum

Junior

Majors: Marketing &
Logistics Management

Agenda

INTRODUCTION & OPPORTUNITY OVERVIEW

**TREND IDENTIFICATION & CONSUMER
INSIGHTS**

STAFFING & OPERATIONAL ENABLEMENT

SUPPLY CHAIN EXECUTION STRATEGY

DIGITAL, SOCIAL & IN-STORE ACTIVATION

CONCLUSION & KEY TAKEAWAYS

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Fruites i Verdures
Frutas y Verduras
CASE DESCRIPTION

INTRODUCTION & OVERVIEW

FROM SCROLL TO SHELF

Food News

Good Culture Is Experiencing A Cottage Cheese Shortage & Fans Are Freaking Out

"I can't survive life without you guys."

By [Amanda Mactas](#) PUBLISHED: JUL 03, 2025 12:14 PM EDT

Why Protein Is Taking Over the Supermarket This Year—and the Wildest Places It's Showing Up

Here's what you really need to know about protein, one of the year's biggest food trends.

By [Karla Walsh](#) | Published on May 13, 2025

BUSINESS • 5 MIN READ

TikTok made cottage cheese so popular, producers are struggling to keep up

JUL 26, 2025 ▾

By Danielle Wiener-Bronner



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OBJECTIVE ONE

IDENTIFYING EMERGING FOOD & BEVERAGE TRENDS

FROM SCROLL TO SHELF



A Three-Layer Approach to Smarter Trend Detection



DISCOVER

EMERGING TRENDS
USING SOCIAL AND
DIGITAL SIGNALS



CONFIRM

TRENDS FOR BRAND FIT
AND REGIONAL
RELEVANCE



VALIDATE

DEMAND POTENTIAL
BEFORE PROCUREMENT

Layer 1: Discovering Trends Early with AI

SCANS TIKTOK, INSTAGRAM, AND SEARCH BEHAVIOR AT SCALE

DETECTS RAPID GROWTH IN INGREDIENTS, RECIPES, AND WELLNESS THEMES

FLAGS TRENDS *BEFORE* SALES DATA REFLECTS THEM



AI NARROWS THE FIELD — IT DOES NOT MAKE THE FINAL DECISION.

Layer 2: Human Validation & Brand Fit

VALIDATION CRITERIA:

BRAND FIT:

ALIGNS WITH
NUGGET'S QUALITY-
FIRST, CULINARY
IDENTITY

REGIONAL RELEVANCE:

RESONATES WITH
NORTHERN
CALIFORNIA GUESTS

OPERATIONAL FEASIBILITY:

INGREDIENTS, SHELF
LIFE, STORE
EXECUTION

Layer 3: Confirming Demand Before Scaling

SIGNALS USED:

EARLY POS MOVEMENT ON ADJACENT ITEMS

LOYALTY BASKET BEHAVIOR

REGIONAL SEARCH LIFT

ENGAGEMENT WITH NUGGET-OWNED DIGITAL CONTENT

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OBJECTIVE TWO & THREE

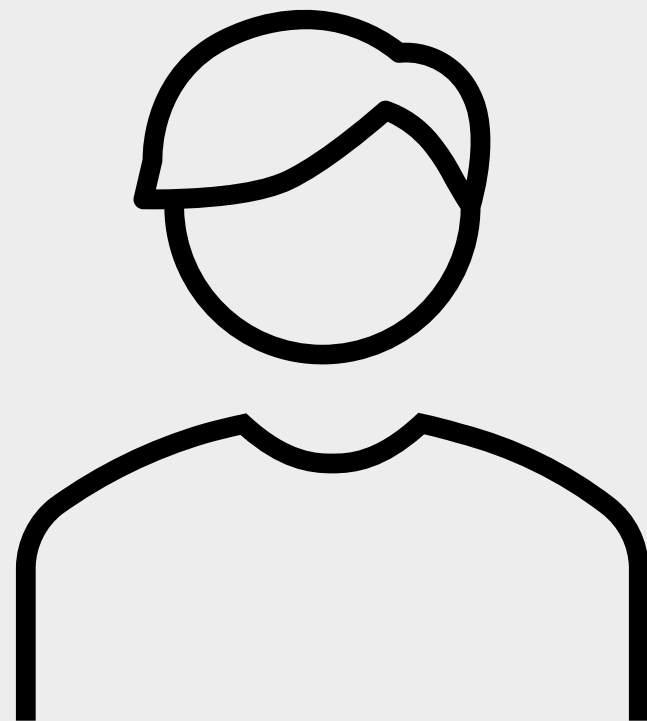
PEOPLE AND PROCESSES SUPPORTING TREND EXECUTION

FROM SCROLL TO SHELF

From Trend Detection to Decision

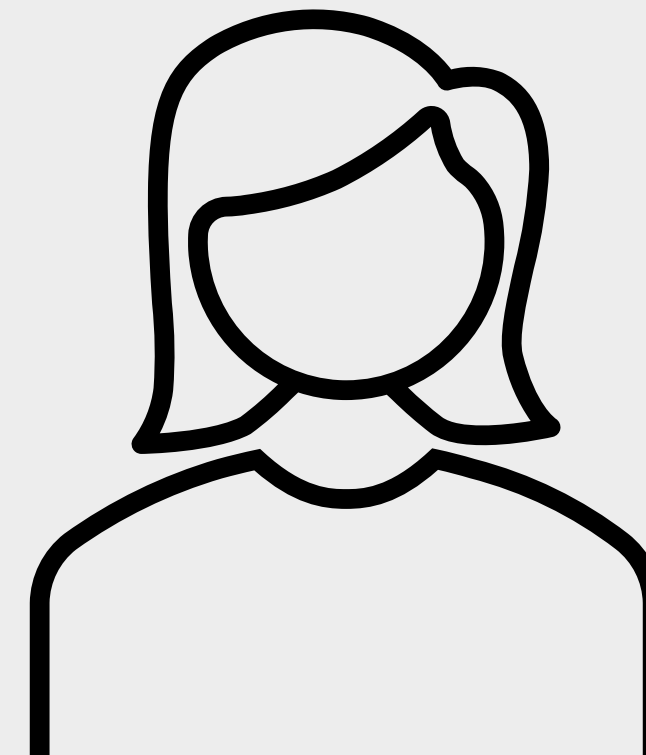
CORPORATE LEVEL

TREND & INNOVATION LEAD



MONITORS TIKTOK, INSTAGRAM, DTC BRANDS
USES AI TOOLS TO VALIDATE TRENDS

TREND MERCHANDISER



ASSESSES MARGIN, BRAND FIT, AND SCALABILITY
DETERMINES TEST VS. ROLLOUT STRATEGY

From Trend Detection to Decision

STORE LEVEL

"TREND CHAMPION"

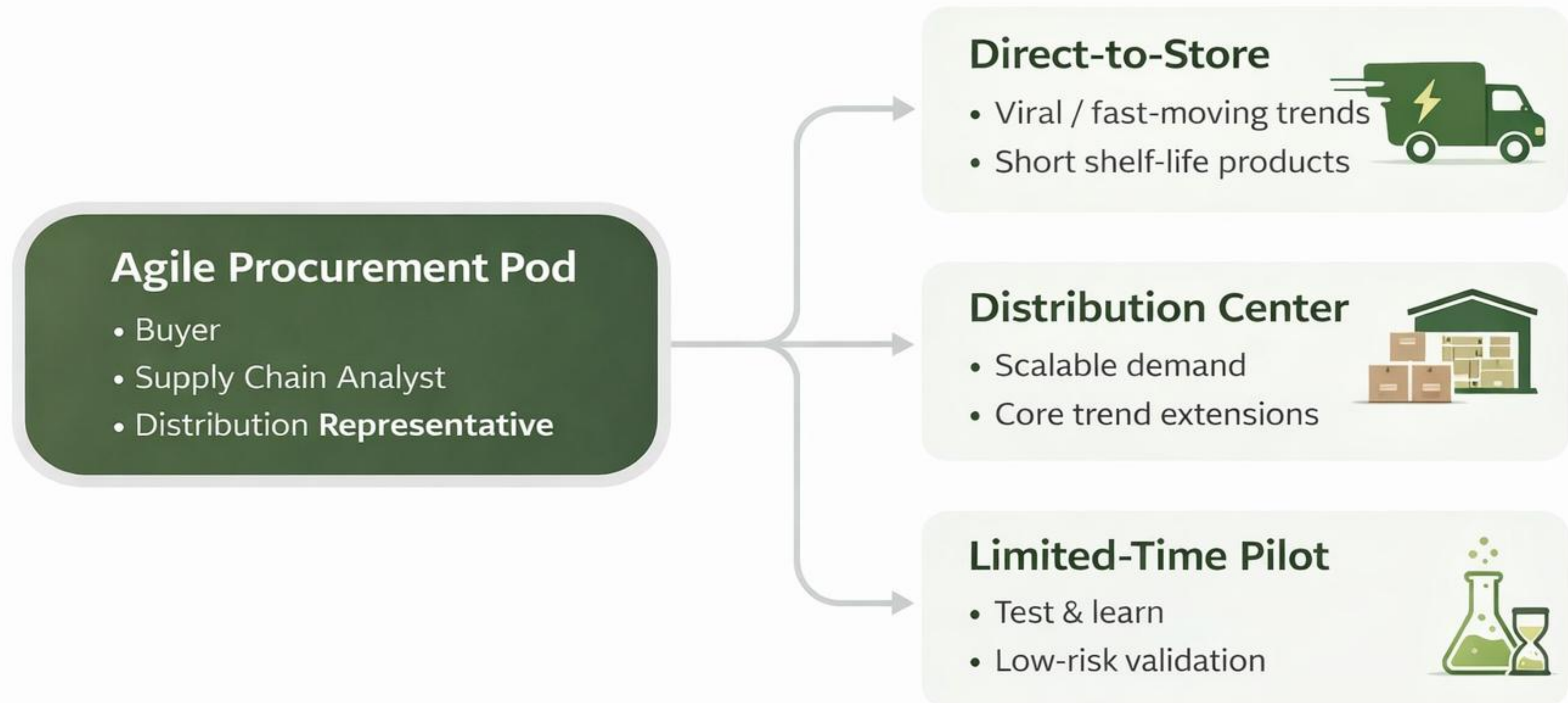
OWN TREND DISPLAYS (ENDCAPS,
SAMPLING, SIGNAGE)

ENSURE PRODUCT STORYTELLING
IS CLEAR (WHY IT'S TRENDING,
HOW TO USE IT)

COLLECT CUSTOMER FEEDBACK
(QUICK QR OR VERBAL INSIGHTS)



Fast, Flexible Sourcing for On-Trend Products



Bringing Trends to Life In-Store



In-Store Execution & Feedback Loop

Key Performance Indicators: Measuring Trend Success

SALES PERFORMANCE	CUSTOMER ENGAGEMENT	OPERATIONAL EFFICIENCY
<i>Is the trend actually selling?</i>	<i>Do customers like it?</i>	<i>Can nugget scale it?</i>
• Sell-through rate • Units sold per store per week • Time on shelf before sell-out • Basket lift from trend items	• QR code scans on signage • Sampling conversion rate • Repeat purchases during test window	• Time from trend → shelf • Inventory waste / shrink • Labor hours per activation

DATA + FEEDBACK DETERMINE WHETHER TRENDS ARE SCALED, ADJUSTED, OR EXITED.

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OBJECTIVE FOUR

DIGITAL, SOCIAL & IN-STORE ACTIVATION

FROM SCROLL TO SHELF

Website Experience: Homepage



WEEKLY SPECIALS

See what's on sale this week to find all sorts of delicious deals at your local store!



SIGN UP

Great meals and amazing deals, including our exclusive Secret Special in your email!



Proposed Website Experience: Inspiration-First Homepage

Weekly Specials

Get recipes, deals, & new products:

Subscribe

Proposed Website Experience: Inspiration-First Homepage



What's Trending at Nugget

Fresh ideas • Wellness picks • Made daily

Nugget

MARKETS

Trending at Nugget

Popular • Social-inspired • Customer favorites



High-Protein Picks

Fuel your day • Wellness-focused



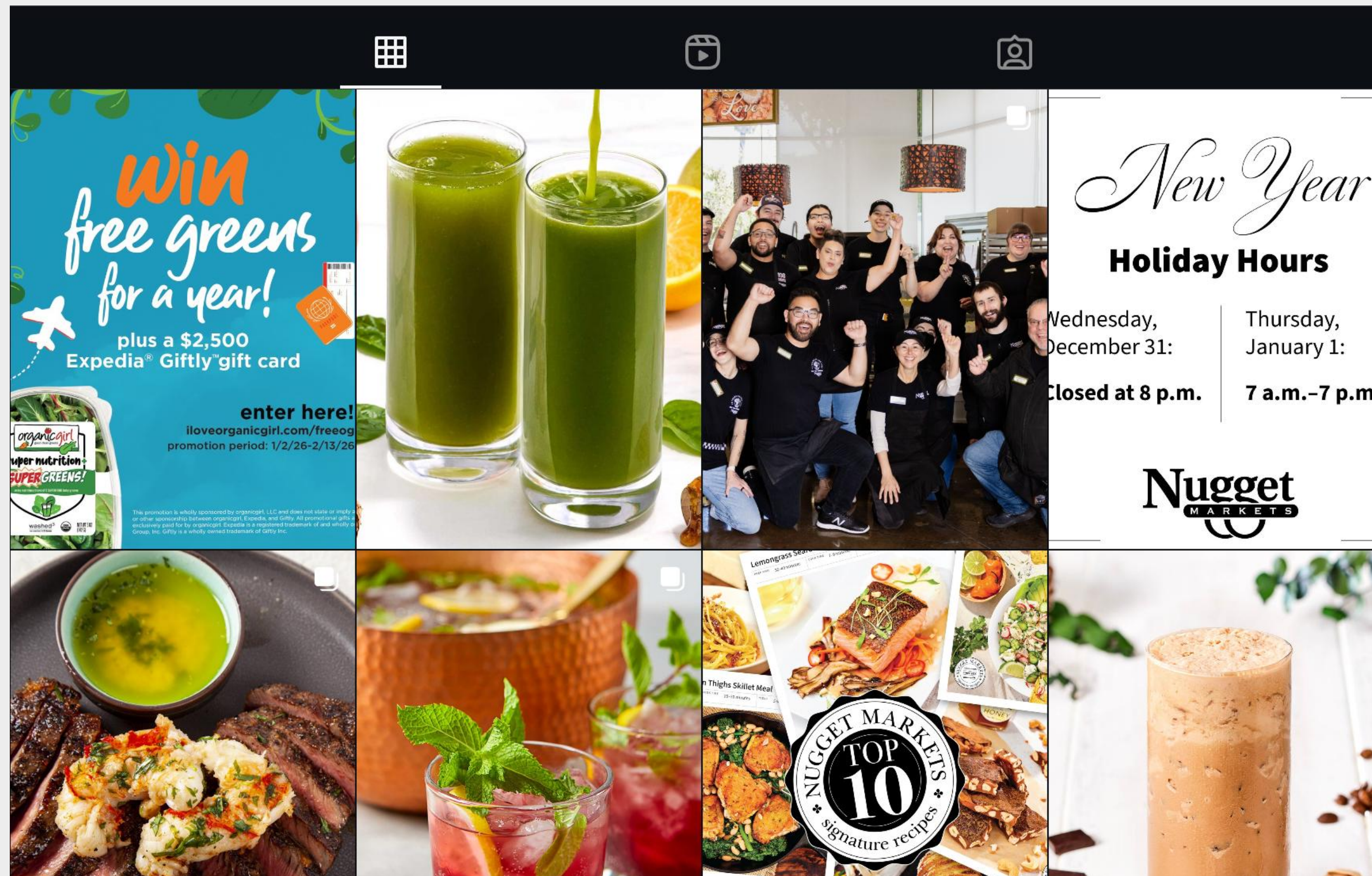
Premade & Ready

Made fresh daily • Grab & go



Explore In-Store Favorites →

Current Social Media Experience



Proposed Social Media Experience



Proposed Social Media Experience

**katchaomeow** ...

Kat Chao she/her

1,138 posts 401K followers 632 following

☀️ sf bay area, ca ☀️

i love food & health stuff

✉️ : katchaomeow@gmail.com

🔗 beacons.ai/katchaomeow @ katchaomeow

Followed by kbossyb

Follow

Message

**kitchen_bythesea** ...

Maddie & Jules

1,021 posts 607K followers 460 following

Blogger

sisters cooking recipes from our mom & grandma

📍 carmel-by-the-sea & san francisco

✉️ thekitchenbythesea@gmail.com

📄 recipes & website linked below

🔗 linkin.bio/kitchen_bythesea and 2 more

Follow

Message

**ken.munozzz** ...

KEN MUÑOZ | fitness n' filmmaking

291 posts 3,317 followers 996 following

fueled by faith

@ascender productions co-founder

@bxactiv | code: ASCEND

ken@ascenderproduction.com

🔗 linktr.ee/kenmunoz

Follow

Message



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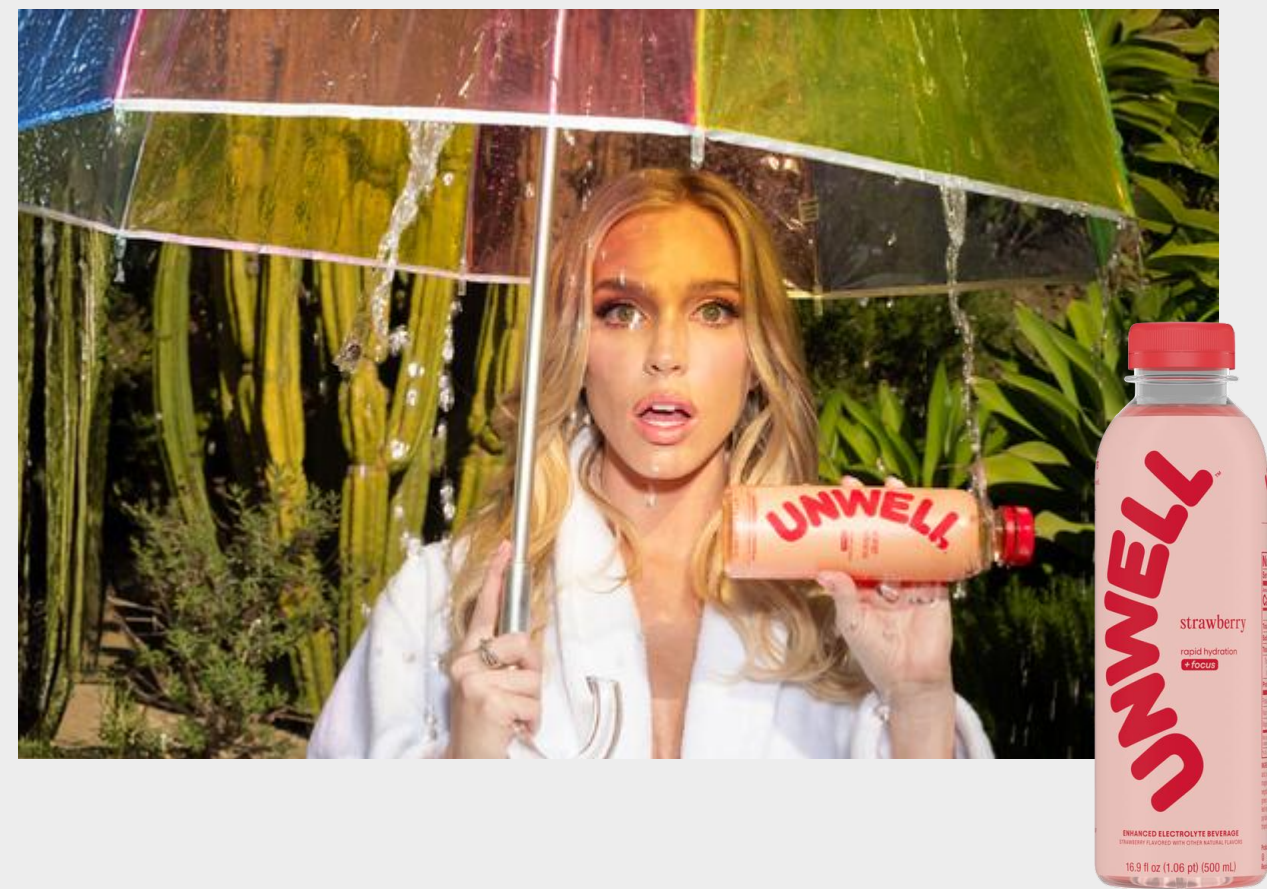
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Proposed Social Media Experience



In-Store: Where Trends Become Purchases



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NGAF CASE COMPETITION

RETURN ON INVESTMENT

FROM SHELF TO SCROLL

RETURN ON INVESTMENT

AI INVESTMENT #1: Trend Detection

Identifies viral food & beverage trends regionally and nationally in real time

RETURN: Faster trend-to-shelf execution,
Higher sell-through of new SKUs

AI INVESTMENT #2: Demand & Inventory AI

Predicts demand spikes from social trends and optimizes inventory levels

RETURN: Reduced shrink and markdowns,
Improved in-stock availability

INVESTMENT #3: Two Corporate Roles (Merch + Digital)

Own trend sourcing, influencer partnerships, and cross-store execution

RETURN: Faster rollout of trending products,
Consistent in-store execution across locations

INVESTMENT #4: Micro-Influencers + In-Store Shelving

Drives awareness before store visits and converts online buzz into impulse buys

RETURN: Increased foot traffic, Higher basket size at shelf

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ROI Summary						
Investment Category	Annual Cost	Annual Impact	Annual Profit			
Tastewise (Trend AI)	\$60,000	\$75,000	\$15,000			
RELEX (Demand AI)	\$90,000	\$100,000	\$10,000			
Corporate Roles	\$200,000	\$180,000	-\$20,000			
Influencers	\$50,000	\$250,000	\$200,000			
Shelving	\$640,000	\$5,606,400	\$4,966,400			
TOTAL	\$1,040,000	\$6,211,400	\$5,171,400			

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CONCLUSION

FROM SHELF TO SCROLL

KEY TAKEAWAYS & LESSONS LEARNED



CUSTOMER EXPERIENCE
CREATES VALUE

MANAGING TRADE-OFFS
DEFINES STRATEGY

EXECUTION IS THE
COMPETITIVE
ADVANTAGE

FROM SCROLL TO SHELF

*THANK YOU FOR YOUR
TIME & ATTENTION*

QUESTIONS/FEEDBACK





NGAF CASE COMPETITION

APPENDIX

FROM SCROLL TO SHELF



AI-POWERED FOOD AND BEVERAGE TREND INTELLIGENCE PLATFORM.

**TRACKS EMERGING
FOOD TRENDS
ACROSS SOCIAL
MEDIA, SEARCH,
MENUS, AND RECIPES**

**IDENTIFIES TRENDING
INGREDIENTS,
FLAVORS, AND
WELLNESS THEMES**

**SUPPORTS EARLY
TREND DISCOVERY
BEFORE POS DATA
REFLECTS DEMAND**



RELEX

**RETAIL PLANNING AND DEMAND FORECASTING PLATFORM
USED BY GROCERS GLOBALLY.**

**FORECASTS
DEMAND AT SKU
AND STORE LEVEL**

**SUPPORTS
INVENTORY
PLANNING AND
REPLENISHMENT
DECISIONS**

**HELPS REDUCE
STOCKOUTS,
SPOILAGE, AND
EXCESS INVENTORY**

BENCH MARKING WITH COMPETITORS



Why This Staffing Model Works for Nugget Markets

**LEVERAGES EXISTING
TALENT AND CULTURE**

**ENABLES SPEED
WITHOUT ADDING
COMPLEXITY**

**BALANCES INNOVATION
WITH OPERATIONAL
DISCIPLINE**

**SCALES ACROSS ALL
NUGGET LOCATIONS**

AI Investment #1: Trend Detection AI (Tastewise)

Annual Cost Assumption

Tastewise enterprise subscription: **\$60,000 per year**

Revenue Impact Assumptions

Earlier identification allows Nugget Markets to adopt **~10 trending SKUs per year** before competitors

Conservative incremental revenue per trending SKU across 16 stores: **\$25,000**

Total incremental revenue: **10 SKUs × \$25,000 = \$250,000**

Profit Calculation

- Assumed gross margin on specialty/trending items: **30%**
- Incremental profit generated: **\$250,000 × 30% = \$75,000**

Net ROI

- Annual profit: **\$75,000**
- Annual cost: **\$60,000**
- **Net gain: +\$15,000 (25% ROI in Year 1)**

Additional upside expected as teams refine trend selection and supplier partnerships over time.

AI Investment #2: Demand Forecasting & Inventory Optimization (RELEX)

Annual Cost Assumption

RELEX demand & inventory optimization platform: **\$90,000 per year**

Includes forecasting, replenishment optimization, and analytics

Cost Savings Assumptions

- Estimated annual shrink & markdown expense across 16 stores: **\$2,000,000**
- Conservative shrink reduction from improved forecasting: **5%**

Savings Calculation

• \$2,000,000 × 5% = \$100,000 in annual savings

Net ROI

Annual savings: **\$100,000**

Annual cost: **\$90,000**

Net gain: +\$10,000 (11% ROI in Year 1)

As forecast accuracy improves, RELEX delivers compounding savings in future years.

Investment #3: Two New Corporate Roles - Cost

Assumptions

Cost Assumptions

Average salary per role: **\$85,000**

Fully loaded cost (benefits, overhead): **\$100,000 per role**

Total annual investment: **\$200,000**

Revenue Impact Assumptions

Estimated annual revenue from trend-driven categories: **\$6,000,000**

Conservative sales lift from improved execution: **1%**

Profit Calculation

Incremental revenue: **$\$6,000,000 \times 1\% = \$60,000$**

Profit at 30% margin: **$\$60,000 \times 30\% = \$180,000$**

Net ROI

Annual profit: **\$180,000** & Annual cost: **\$200,000**

• **Near break-even in Year 1**, positive ROI in Year 2 as systems mature

Investment #4: Micro-Influencers + In-Store Trend Shelving

Cost Assumptions

Regional micro-influencer partnerships: **\$50,000**

Revenue Impact Assumptions

Regional micro-influencer partnerships: **\$50,000**

Every \$1 spent returns: ~\$5

Incremental revenue: **$50,000 \times \$5 = \$250,000$**

Profit Calculation

$50,000 \times \$5 = \$250,000$

Net ROI

Annual profit: **\$250,000** & Annual cost: **\$50,000**

• **Short-term loss offset by brand awareness, foot traffic, and loyalty growth**

Investment #5: In-Store Trend Shelving

Cost Assumptions

Shelving: **\$40,000 per store**

Shelving total: **\$640,000**

Revenue Impact Assumptions

Number of customers per day: 800 (estimate)

Percent of customers who make impulse purchases: 40% (estimate)

Number of customers making impulse purchases: 320

Number of stores: 16

Average incremental sales per store from trend shelving: \$3,200/day
(≈ \$10/day from impulse & trial purchases)

Annual Incremental Revenue Calculation

$16 \text{ stores} \times \$3,200 \times 365 = \$18,688,000$

Profit Calculation

Assumed gross margin on featured items: 30%

$\$18,688,000 \times 30\% = \$5,606,400$ annual profit