Scintilla Case Study

Kinder's Coatings

KINDER'S
PREMIUM QUALITY

Inspire 2024
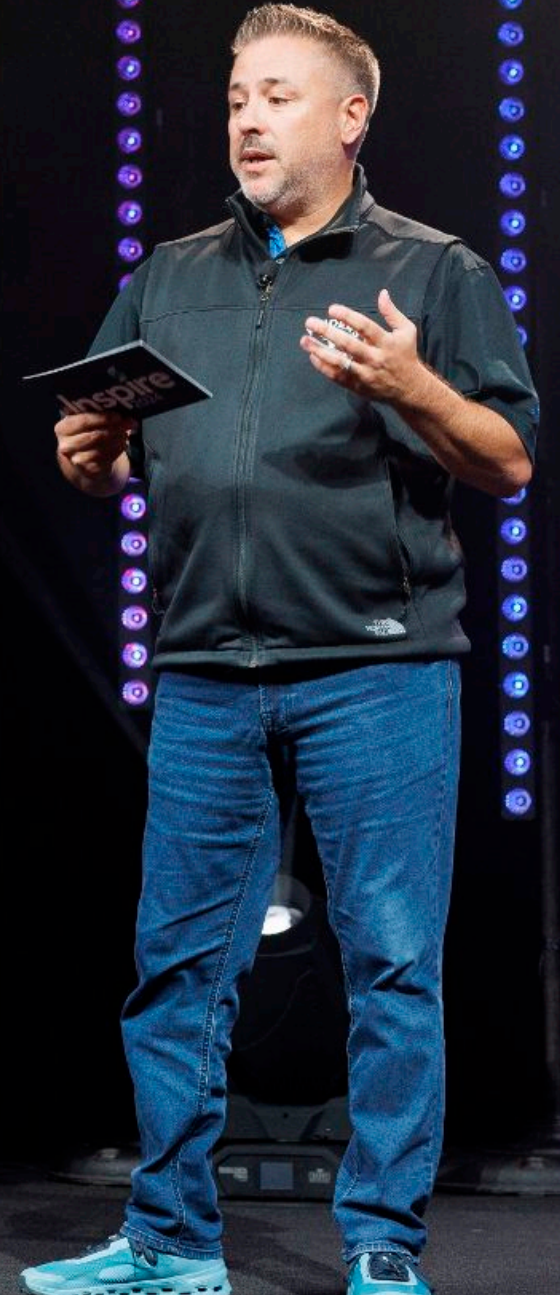
This case study was shared live at **Walmart Data Ventures Inspire Event**, October 1, 2024.

"We use the full suite of Scintilla to be constantly innovating.

- Joe Rainero, Founder and CEO | Kinder's

Joe Rainero
Founder and CEO
Kinder's

Tasha Tandy
VP of Merchandising – Breakfast, Baking, & Bread
**Walmart**

Scintilla Case Study: Kinder's
Kinder's leverages data across the Scintilla suite to drive innovation—fast.

Research to drive innovation

- Understand category
- Innovate
- Recommend
- Build new products

Collect and leverage consumer feedback

- Optimize current portfolio
- Set roadmap for future product innovation

Assortment Deep Dive

Channel Performance

Customer Perception

Shopper Behavior
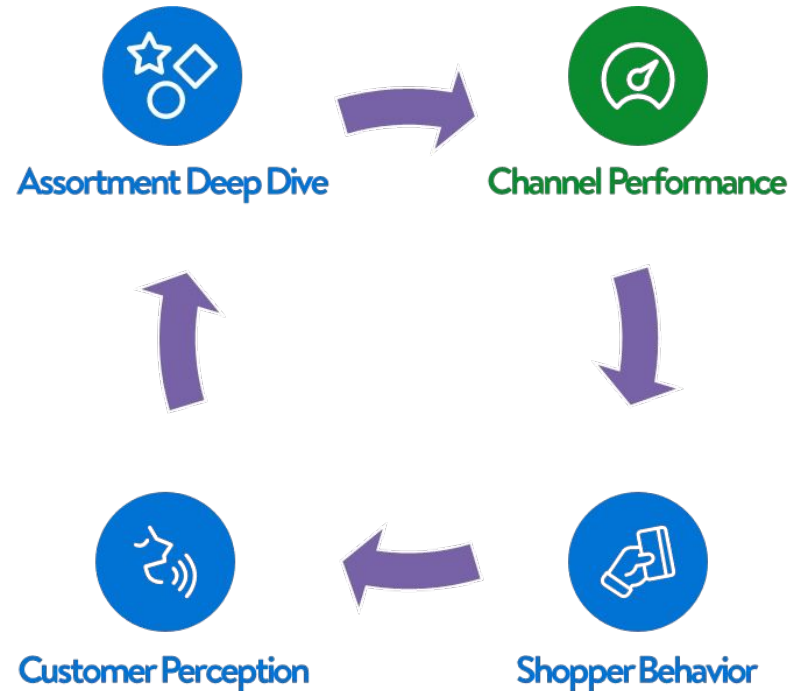
Deep dive in business performance

Leverage Scintilla insights to drive real time business decisions

Understand the shopper

- Analyze consumer reaction to new launches
- Build tailored marketing strategies

Kinder's seasonings first launched at Walmart in 2019 with four products in 1,000 stores. Since then, the brand has grown to include 104 products across five categories and is available nationwide.

They believe their success is driven by constant innovation, evolution, and by leveraging Scintilla to hear directly from Walmart customers and make data-informed decisions.
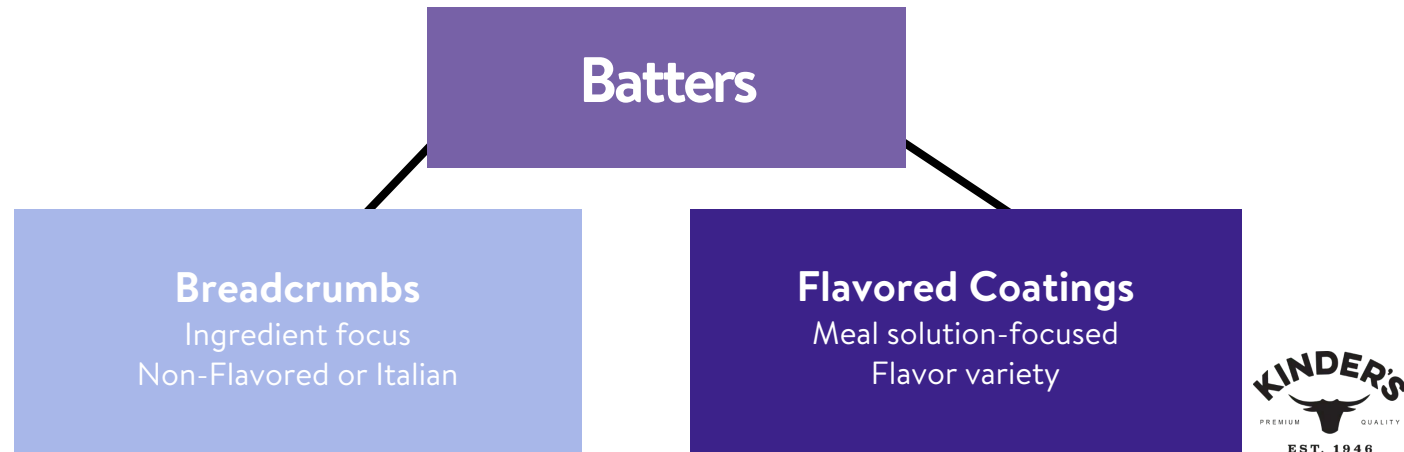
Scintilla Case Study: Kinder's
The opportunity:

Using the **Customer Decision Trees in Shopper Behavior Assortment Deep Dive**, they noticed a disconnect between how consumers were using products in the Coatings & Batters category and what was in the assortment. Shoppers were adding their own flavors to plain breadcrumbs and coatings.

Consumer Decision Trees

Batters

Breadcrumbs
Ingredient focus
Non-Flavored or Italian

Flavored Coatings
Meal solution-focused
Flavor variety

Scintilla Case Study: Kinder's

The approach: Along with their Walmart Merchant, they hypothesized that a new product could meet customer's needs and stimulate success in this segment of the category.

The **Customer Priority report** helped Kinder's better understand the category and item dynamics, so they could set velocity benchmarks and tiers with confidence.

Working with their Merchant, they launched five new products to the Coatings & Batters category: **Kinder's Crispy Panko Blend** coating.

This addition to the category proved to be an incremental hit, and it drew in more younger and up-market customers than some competitors.

Highly incremental

Kinder's Coating total sales by consumer group (since launch)

- 31% — Existing Category Consumers
- 69% — New Category Consumers
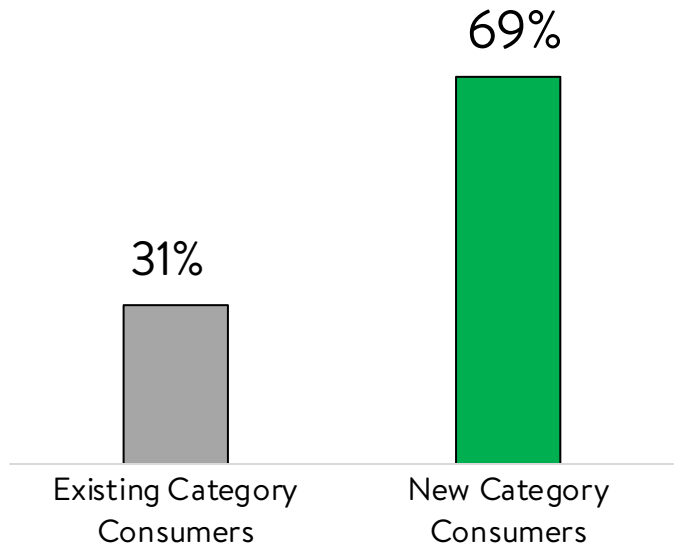
Younger consumer vs competition

Age Range	18-29	30-39	40-49	50-59	60-69	70-79	80-89
Kinder's	165	142	115	84	54	47	47
Brand 1	100	103	94	99	103	102	102
Brand 2	50	58	83	109	144	156	150
Brand 3	93	94	96	102	107	108	114

Up-market consumer vs competition

	Price Sensitive	Mid-Market	Up-Market
Kinder's	57	136	253
Brand 1	82	118	118
Brand 2	77	123	118
Brand 3	125	76	56

The approach:

Kinder's then turned to **Channel Performance** to monitor their omnichannel sales health and track inventory performance of their new products.

Sales and inventory tracking

Daily and weekly sales reporting across items and regions

Velocity measurement vs benchmark

Inventory and fulfillment tracking to ensure strong in-stocks and OTIF scores

Omnichannel landscape monitoring

Scintilla Case Study: Kinder's
The results:

Scintilla Customer Perception allowed Kinder's to gain firsthand feedback from verified Walmart customers who provided insights about how the products were used, which could inform future assortment changes.
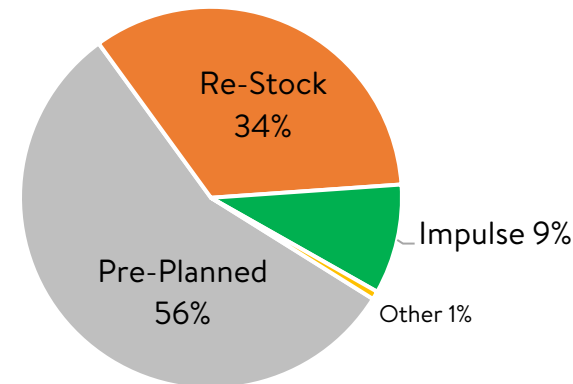
Best of all? Customers were strongly satisfied with their purchase and indicated they were highly likely to repurchase.

Post-purchase survey results

- **97% would buy again** among respondents who bought Kinder's coatings
- **99% were satisfied or very satisfied** with Kinder's coating products
- Shoppers leveraged omnichannel opportunities to purchase Kinder's coatings
- Flavor and texture are most important attributes for coating buyers

Purchase drivers
When do consumers purchase?

Re-Stock 34%
Pre-Planned 56%
Impulse 9%
Other 1%

At-home usage
How consumers cook with Coatings

Air Fry 23%
Pan Fry 21%
Deep Fry 13%
Oven 42%
Other 1%