



# KaizenDataLabs

## CPG Product Attribute Data Offering

Our suite of secure APIs fuels the need for a “single version of the truth” for companies across the Consumer Goods space – Manufacturers, Distributors, Retailers, Analytics firms, and Technology providers – enabling them to operate with greater efficiency.

### WHAT IS CPG DATA?

Our Consumer Packaged Goods (CPG) database contains over 850,000 consumer products and product attributes - including Food & Beverage, Spirits, Health & Beauty, General Merchandise and more - all transformed, cleansed, validated, and packaged up in KaizenDataLabs' secure API offering.

### What Are The Benefits?

Our CPG data contains 150+ attributes across 850k+ products, which helps our customers drive incremental revenue uplift:



Satisfy a wide range of use cases & emerging technology initiatives



Compare competitor attribute data



Make better, timelier, & more profitable decisions



Search products by attributes

#### Food & Beverage

- Packaged and Perishable Foods
- National and Private Label Brands
- Produce and Deli Meats



#### Spirits

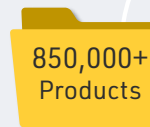
- Beer, Wine, Liquor, Mixers, Cocktails



#### Health & Beauty



#### General Merchandise



### HOW DOES IT WORK?

- We acquire data directly from Manufacturers, Governmental Entities, and Regulatory Agencies, providing significant advances over competing Data Sets
- We expose this portfolio of data to our clients via a suite of secure APIs
- We ensure the data stays refreshed, relevant, and at evolving levels of granularity

### WHAT SETS OUR PRODUCT DATA APART?

- Largest Nationwide C-Store / Hybrid C-Store / Small Footprint Grocery Store Database - fully NACS 8.0 Categorized
- Largest Nationwide Database of Perishable (Produce and Deli Meat), Kosher, and Non-GMO Products
- Largest Global Database of Spirits (Beer, Wine, Liquor, etc.)
- Complete Allergen Notations (beyond the Eight U.S. Allergens)
- 2018 FDA Nutrition Fact Panel Revision Data Compliant
- Documented Verification and Validation Steps

Kaizen Analytix is an analytics products and services company that gives you unmatched speed to value through business insights that increase revenues, reduce costs, and maximize margins. Working from client and industry data, we combine our pre-built KaizenValueAccelerators™ and our KaizenDataLabs™ data with our proven analytics expertise to rapidly generate actionable insights across the value chain, from Sales and Marketing to Operations and Finance.



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### HOW CAN I LEVERAGE THIS DATA?

Simple or Complex Search Queries	Reporting	Government Regulations	Cross Referencing Data Fields	Appending Data	Health & Wellness	Lifestyle & Religious Choices	Emerging Technologies
Product research and selection	FDA menu labeling requirements	Identify items that qualify for WIC, SNAP, etc.	Ecommerce product descriptions	Database cleansing	Isolation of food allergens	Identify kosher foods	Smart purchase carts
Pantry management	Manufacturer / brand name cross reference	Identify material qualifying for recycling	Endorsements or rating systems	Product catalog completion	Food-related diseases		Automated Storage / Retrieval Systems
Grocery delivery services			Dynamic nutritional computations for recipes	Compare competitor data	Chronic food conditions		Micro-fulfillment systems
Grocery shopping list creation	Product data sheets			Promotional marketing	Dietary management		
				Advanced shelf tag labels	Food rating system support		

### WHAT ATTRIBUTES ARE INCLUDED?

TIER	BRONZE	SILVER	GOLD
<b>Attributes Included</b>			
Manufacturer & Product Descriptors	✓	✓	✓
Geographic Origin	✓	✓	✓
Metric Size / Units	✓	✓	✓
Base Packaging	✓	✓	✓
NACS <sup>1</sup> Classifications		✓	✓
Health Claims & Endorsements		✓	✓
Package Variants (e.g., Carton, Case)		✓	✓
Allergens			✓
Ingredients			✓
Nutrition			✓

<sup>1</sup>National Association of Convenient Stores

### HOW MUCH DOES IT COST?

We offer three tiers of APIs that provide different levels of detail based on what you need

PRICE / MONTH	BRONZE	SILVER	GOLD
<b>Grocery (All)</b>	\$12,000	\$18,000	\$24,000
<b>Food Only</b>	\$6,000	\$9,000	\$12,000
<b>Spirits Only</b>	\$6,000	\$12,000	<i>(Only 2 tiers of spirits data)</i>

**For More Information, Contact Us at**  
**Engage@KaizenAnalytix.com**