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Experience marketing as a branding strategy: A case study on the alliance between Jappi and Carulla

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1. – ABSTRACT

The research project delves into the implementation of experiential marketing strategies and the partnership between Jappi and Carulla within the Colombian plant-based beverage market. Beginning with a theoretical framework, the study conducts a thorough analysis of Jappi's competitors in the market, such as ADES, Nature's Heart, and Silk, to identify areas for improvement and enhanced competitiveness. The primary objectives include benchmarking competitors, designing and executing a survey aimed at female consumers aged 18-35 in Bogota, providing recommendations based on survey findings, and assessing the impact of Jappi's experiential marketing campaign.

The methodology employed encompasses secondary research to understand the market landscape, survey design and implementation to gather consumer insights, and an evaluation of the experiential marketing campaign's effectiveness. By focusing on personalized experiences, workshops, and collaborations, Jappi aims to boost brand visibility and consumer engagement. The study also evaluates the impact of Jappi's marketing campaign through a diagnostic assessment conducted before and after the campaign, receiving positive feedback from participants.

In conclusion, the project highlights the dynamic nature of the food and beverage market in Colombia, driven by evolving consumer preferences and lifestyles. With the plant-based beverage sector experiencing rapid growth and opportunities for innovation, Jappi, in alliance with Carulla, seeks to capitalize on this trend. By leveraging strengths in quality, innovation, and sustainability, Jappi can position itself as a prominent player in the Colombian plant-based beverage market through targeted marketing strategies and consumer-centric approaches.

Key words:

Plant-based milk

Experiential marketing

Brand loyalty

Marketing

Jappi

Almond milk

INTRODUCCIÓN

Team Foods is a multi-Latin company. It was founded 20 years ago from six leading companies' alliance in the Colombian Edible Oil & Fats market, but with over 70 years of collective experience (Alianza Team, 2023). The edible fats market refers to sector of production, distribution, and consumption of fats and oils specifically intended for human consumption. This market encompasses a wide range of products derived from both plant and animal sources, including vegetable oils, animal fats, and specialty fats (Mielke, 2018).

For that reason, Team Foods is a leading company in Lipids, nutrition, and frozen bakery sectors, aiming to contribute to "Feeding a Better Tomorrow" through value-added solutions that generate a positive impact on its clients, consumers, and the environment (Alianza Team, 2023).

This company operates through three business units: BredenMaster, Team Solutions, and Team Foods, allowing it to cater to diverse market needs by anticipating trends and needs of the costumers. Team Foods has a significant presence in Colombia, with four production plants located in Bogotá, Barranquilla, and Buga, focused on manufacturing lipid-based and nutritional solutions (Alianza Team, 2022).

Furthermore, in Chile, this organization operates two plants, first one dedicated to producing lipid-based and nutritional solutions, and another focused on frozen bakery products under the BredenMaster brand. Additionally, the Team Foods Company has a production facility in Morelia, Mexico, specializing in oil and fats and nutritional solutions. The company's products are exported to various countries, including Peru, Costa Rica, Panama, Curaçao, Argentina, and Bolivia (VentureRadar, 2024).

With a strong presence across Latin America with a diverse product portfolio, Team Foods is well-positioned to continue its leadership in the lipids, nutrition, and frozen bakery sectors, leveraging its extensive experience and commitment to providing value-added solutions that contribute to a better future (Alianza Team, 2023).

Plant based beverages have been increasing their exposure to new consumers last decade, because different studies have shown that there is a very big impact to the environment and the animals. Haas et al. (2019) suggest "Cow milk is under increased scrutiny due to its environmental impact and ethical considerations concerning animal welfare. At the same time, a rising share of consumers is switching to plant-based milk substitutes" (p. 1). Therefore, previous represents a huge impact on plant based beverages market because people are switching to these drinks instead of dairy products (Mascaraque, 2021).

Hence, it can be observed that plant-based beverages market size is constantly increasing as a shown in a graph of appendix 1, which show an increasing market size trend of an of plant based beverages 2023 the worldwide market, with profits of approximately 19 billion US dollars and a profit forecast

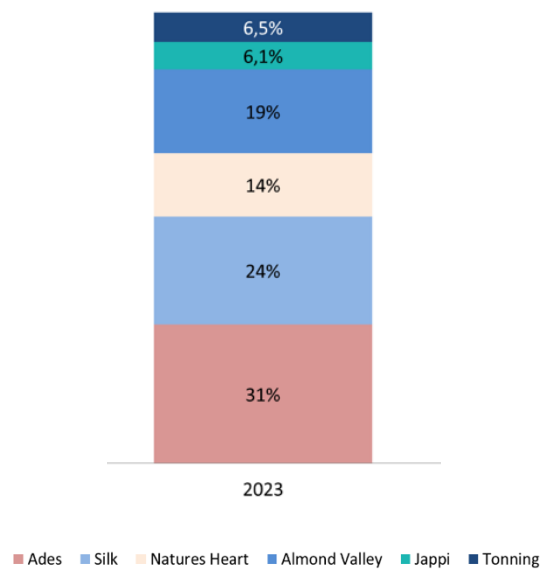
of 31 billion in 2028, which represents an increase of 63.27% in 5 years. This is seen as a huge opportunity to be able to increase market shares going into the future.

Chile, Mexico, and Colombia are countries where Team Foods has operations and are experiencing substantial market size growth annually. The data from Appendix 2 highlights this growth, particularly evident in Chile, where market figures increased from 3,007,364 CLP million in 2020 to 3,536,187 CLP million by 2022, reflecting a **17.6%** increase. Similarly, Colombia saw an increase from 10,109 COP billion to 12,713 COP billion during this period, indicating a **25.7%** growth, while Mexico experienced growth from 269,767 MXN million to 323,998 MXN million, representing a **20.1%** increase. These developments present significant opportunities for Team Foods and its in-house brand Jappi to expand their market share and enhance brand recognition across various markets throughout Latin America (Mascaraque, 2021).

In recent years, Team Foods has experienced a highly accelerated growth in the plant-based beverage market in Latin America, but for this work, the study will focus on Colombia. Specifically, Jappi, it was launched in 2017 and has been evolving for the entirety of its life this is because it is adapting to the changing markets so that it can be able to satisfy the new and demanding customer need and wants. In this context, Team Foods has identified the biggest competitors on the category and consequently are the ones that have the majority of the market shares (see appendix 3), where it was identified that Silk is the biggest competitor with 1.3 % of brand shares in the market, Team Food with Jappi has 0.2 % this is a 1.1% difference that Jappi could capitalize and gain over its biggest competitor (Beacom et al., 2021).

To improve Jappi brand percentage market share (See figure 1), which is among the new brands in existence, increasing the brand's positioning is a principal goal, especially after its reformulation that altered the taste and creaminess profile. It is evident that people were unaware of these changes, particularly considering that good taste is not generally prominent in the category. Therefore, it is imperative to develop effective strategies that position Jappi as a top-of-mind brand and thereby expand its customer base. Experiential marketing instruments and the extraordinary experiences they provide are among the strongest means of branding in B2C (Dörrenbächer & Gammelgaard, 2019)

Figure 1. Jappi market share



Note: Taken from Nielsen (2023)

The alliance with Carulla was justified based on the need to enhance brand visibility and increase market penetration in the competitive plant-based beverage sector in Colombia. Carulla, as a well-established retail chain with a strong presence in the market, provided Jappi with a strategic platform

to showcase its products to a wider audience of consumers. The alliance aimed to leverage Carulla's extensive customer base and distribution network to drive sales and brand recognition for Jappi's plant-based beverages. Additionally, by partnering with Carulla, Jappi sought to enhance its brand positioning, gain consumer trust, and establish a strong foothold in the retail sector, ultimately leading to increased market share and sustainable growth in the Colombian beverage market.

2.. LITERATURE REVIEW.

Food and beverage market is an industry sector is a vast domain covering the creation, processing, dissemination, and vending of comestibles and libations. Within this domain lie an extensive array of goods, ranging from fresh and treated edibles to spirited and sober beverages (Pérez et al., 2023). Enterprises within this sphere may span diverse arenas, encompassing agricultural cultivation, fabrication of treated comestibles, wholesale and retail dispersal, as well as provisions for food establishments and lodging (Folkvord, 2019).

Nestle S.A., Inc., JBS S.A., PepsiCo, and Anheuser-Busch InBev, among the others stand as prominent entities within the worldwide food and drinks sector. The market's division extends across several sectors, including spirits, non-intoxicating libations, cereal goods, baked goods, confectionery, frozen fare, and additional assortments (The Business Research Company, 2024). These wares find their way to consumers through avenues like large-scale retail outlets, convenience marts, online retail platforms, and alternative channels.

Experiencing rapid expansion, particularly within the e-commerce sector, the global food and beverages market is projected to grow to roughly \$85 billion in 2024, up from approximately \$70 billion in 2023. This reflects a robust compound annual growth rate of around 22%. The surge is

driven by escalating demand for clean-label, organic, and non-GMO products, heightened awareness regarding the advantages of organic products among health-conscious consumers, and increased alcohol consumption (The Business Research Company, 2024).

This growth is underpinned by factors such as the proliferation of organized retail, heightened demand for ready-to-eat products, accelerated economic expansion, and population growth globally. Key trends during this period include a dedication to natural ingredient usage to address health concerns, the popularity of functional beverages for hydration and nutrition, and a preference for micro-distilled/artisan spirits (Pérez et al., 2023). Moreover, there is a shift towards employing high-pressure pasteurization techniques for food safety, offering clean label products, leveraging robotics and automation for enhanced production efficiency, and harnessing innovative filter technologies to elevate product quality (Folkvord, 2019).

Covering key regions such as North America, Western Europe, Asia-Pacific, and others, the comprehensive report furnishes extensive statistics and insights into the food and beverages industry. It encompasses global market size, regional market shares, competitor analysis, emerging market trends, and growth opportunities (Giacalone et al., 2022). The report spans countries like the USA, China, India, Brazil, and Nigeria. Overall, the food and beverages market offer vast avenues for growth and innovation, driven by shifting consumer preferences and technological advancements (The Business Research Company, 2024).

On the other hand, the food and beverage market in Colombia has a value of \$45 billion in 2024 and is expected to grow annually by 5.92%. The largest segment within this market is meat, with a value

of \$10 billion in 2024. In a global comparison, China generates the majority of the revenues in this industry. It is projected that the market volume will reach 18 billion kg by 2028. This market encompasses 13 different segments, including dairy, meat, fish, fruits, vegetables, bread, oils, sauces, ready-to-eat meals, among others (Marcos, 2024).

Various factors influence the food and beverage market in Colombia, such as economic conditions, consumer preferences, government regulations, and technological advancements. The growing population, increasing urbanization, and rising disposable income levels are driving the demand for diverse food products in the country (Pérez et al., 2023).

Furthermore, changing lifestyles and a shift towards healthier eating habits are shaping the market trends. The sectors that make up this market play an essential role in meeting the diverse needs of consumers, offering a wide range of products from traditional staples like meat and dairy to more specialized items like organic produce and gourmet foods. Overall, the food and beverage market in Colombia is dynamic and evolving, presenting opportunities for both local and international players to innovate and cater to the changing demands of consumers (Marcos, 2024).

In this context, the plant beverage market subsector has started to gain popularity, this demonstrated in a consistent upward trajectory, with significant growth projected to continue. Studies such as those by Penha et al.(2021) suggest that by 2024, the food global market is expected to surpass US\$ 12.1 billion, exhibiting an annual growth rate of 4.91%. While soybean-based beverages have historically dominated this sector, there is a noticeable shift towards alternative sources such as rice, almonds, grains, and seeds.

The plant-based beverage market in Colombia has witnessed substantial growth, with a compound annual growth rate (CAGR) exceeding 15% over the past five years (Research and Markets, 2023). This surge has been fueled by rising health consciousness and the adoption of vegan lifestyles. However, despite its \$72 million market size, it remains an untapped niche compared to the \$680 million dairy milk industry. Currently, almond and soy milk dominate the category, accounting for over 60% of the market share, although emerging alternatives such as oat, coconut, rice, and cashew milk are gaining traction (Nielsen, 2023).

The competitive landscape in the Colombian plant-based beverage market is dominated by large multinational corporations (MNCs) like Danone-owned Silk and Campbell's-owned Ades, which collectively account for over 35% of the market share (Euromonitor, 2022). These brands leverage their extensive distribution networks, marketing resources, and established brand trust. Local start-ups, such as Nature's Heart, have also carved out market share through strategic digital marketing and premium positioning. Furthermore, private label offerings from retailers like Carulla and Jumbo have intensified competition by offering lower-priced alternatives (Nielsen, 2023).

Most brands in the plant-based beverage market compete on various parameters, including nutrition profile, taste, texture, and promotional activities, targeting urban middle and upper-middle-income consumers through modern trade and e-commerce channels (Euromonitor, 2022). The market leader, Ades, maintains its dominant position through its first-mover advantage, mass media campaigns emphasizing bone health benefits, and affordable pricing models (Wittwer & Anderson, 2020). Silk offers a diverse portfolio catering to consumer demand for both soy and almond variants. Töning, an

emerging player, has focused its relatively smaller resources on youth-centric digital marketing strategies to capture a share of the niche oatmilk segment. Market dynamics indicate opportunities for differentiation based on positioning around sustainability, ethical sourcing, experience marketing, and health-based specialization (Research and Markets, 2023).

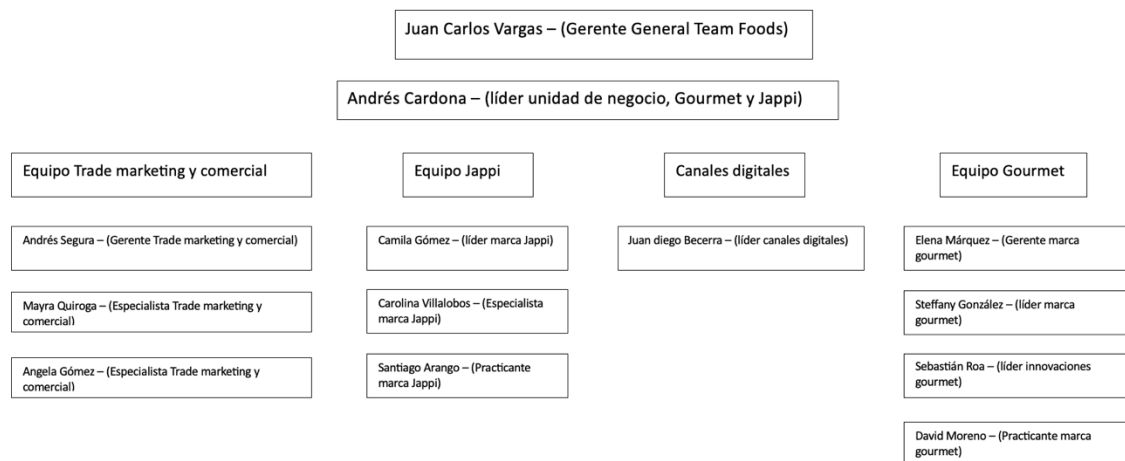
Focusing on the Oils & Fats market in Colombia is expected to reach US\$2.5 billion in revenue by 2024, with a projected annual growth rate of 6.36% from 2024 to 2028. In comparison to global figures, India leads with US\$ 55 billion in revenue in 2024. Per person revenues in Colombia are estimated at US\$45 in 2024. The market volume is anticipated to reach 476.20 million kg by 2028, showing a growth rate of 4.3% in 2025. The average volume per person in the Oils & Fats market is expected to amount to 8.0 kg in 2024.

The Oils and Fats segment encompasses substances composed of fatty acids used for cooking or as ingredients in various food products. These fats and oils can be derived from plants or animals and are available in liquid (oils) or solid (fats) form (Wittwer & Anderson, 2020). The segment includes subsegments such as Butter, Margarine, Edible Oils, and Other Oils & Fats, covering lard and other edible animal fats (Jinadasa et al., 2022).

Jappi, one of the early local entrants in the Colombian Oils and Fats segment, has established familiarity but has fallen behind international players in terms of marketing innovation and product range expansion. Despite being a homegrown brand with initial positive sentiment, Jappi's recent formulation changes and lack of customer education have diluted its connection with loyal consumers (Research and Markets, 2023). Many young working professionals and mothers seeking

healthier options for their children would be drawn to re-engaging with the brand if its positioning is refurbished around natural ingredients. Historically, Jappi has relied predominantly on mass media channels such as television, radio, and billboards to highlight product attributes, along with in-store promotions like discounts and gift boxes during specific holidays. However, targeted digital marketing efforts have been minimal. In the figure 1, show the Organization chart of jappi:

Figure 1. Organization chart



Current opportunities for Jappi include driving sampling and experience marketing through branded events, college campus campaigns, influencer marketing focused on health and sustainability, content marketing through partnerships with specialty food blogs and videographers and utilizing paid social media advertising to specifically target millennials. Additionally, positioning Jappi as an ideal milk alternative for coffee in café marketing drives presents a promising avenue for growth. As the plant-based beverage market in Colombia continues to expand, brands

face the challenge of addressing diverse consumer preferences, ranging from bone health to weight management and sustainability considerations.

While taste, texture, and maintaining the "essence" of milk remain vital factors in consumer choice, the mainstream plant-based beverage shopper in Colombia still lacks depth in understanding the category, brand offerings, and use cases. Jappi has an opportunity to rebuild its connection with consumers through a sharp focus on experience marketing and customer education initiatives based on a clearly demarcated target consumer and purpose positioning.

As a definition of experiential marketing is a strategic approach that focuses on creating unique and engaging experiences for customers to build emotional connections with a brand. This type of marketing aims to provide customers with memorable interactions that go beyond traditional advertising methods, leading to increased customer loyalty and advocacy (Schmitt & Zarantonello, 2013). By immersing customers in personalized and interactive experiences, experiential marketing can differentiate a brand in a competitive market (Tynan & McKechnie, 2009).

Examples to international reference of experiential marketing have author like Pine & Gilmore, (2020) emphasized the crucial role of experiential marketing in the Edible Oil and Fats industry. They identified a significant problem of a lack of personalized customer interactions within this sector. By implementing experiential marketing strategies, companies were able to create immersive and memorable events that engaged customers on a personal level.

In this context, a strategic plan for implementing experiential marketing with Jappi products involves several key steps. First, it is essential to understand the audience, including their goals, motivations, and preferences. This understanding allows for the definition of a clear goal for the experiential marketing campaign, whether it is to raise brand awareness, increase sales, or create a memorable brand experience.

Secondly, it is necessary to decide on the type of experiential marketing that aligns with the Jappi brand and its products. Options include pop-up stores, product demonstrations, tours, classes, workshops, and augmented reality experiences. Following this, a budget should be allocated for the campaign. The final steps involve creating a memorable experience by leveraging technology and integrating social media to amplify the campaign's reach and impact.

To implement an experiential marketing strategy for Jappi products in Colombia, the focus will be on their plant-based beverages and food items, which include almond and coconut drinks, cacao without sugar, and veggie burgers. The strategy begins with audience creation, targeting health-conscious consumers, vegetarians, vegans, and environmentally aware individuals aged 18-35. Detailed buyer personas, such as “Eco-friendly Eva” and “Vegan Victor,” will be developed to represent typical customers.

The goals for the experiential marketing campaign include increasing brand awareness, fostering customer engagement, and driving sales conversion. Strategies to achieve these goals encompass setting up Jappi-themed pop-up stores in high-traffic areas like Bogotá and Medellín, offering

product tastings and interactive displays, and hosting cooking and nutrition workshops using Jappi products to educate consumers on plant-based diets. Additionally, integrating technology such as virtual reality experiences and augmented reality apps will enhance the consumer experience by providing immersive and educational content about Jappi's sustainability efforts.

A comprehensive social media campaign will be launched to amplify the experiential marketing efforts. This will involve a hashtag campaign, #JappiJourney, encouraging users to share their experiences with Jappi products, and collaborating with Colombian influencers who embody the brand's values. Measurement and analysis of the campaign will be conducted through tracking key performance indicators, gathering real-time feedback at events, and implementing post-event engagement strategies like personalized thank-you messages and a loyalty program. This holistic approach aims to create an immersive brand experience that resonates with Colombian consumers and encourages them to embrace Jappi's plant-based lifestyle.

The result of these studies, revealed that experiential marketing had a significant positive effect on improving consumers' perception of the quality of cooking oil, leading to an increase in their purchase intention. The findings indicated that by implementing experiential marketing strategies, companies in the edible oil and fats industry could enhance consumer perceptions of product quality, thereby influencing their purchasing behavior. This research contributes valuable insights into the application of experiential marketing techniques to improve consumer engagement and drive purchase decisions in the edible oil and fats sector.

In this particular case, Experiential marketing, focuses on creating experiences that engage customers emotionally and intellectually, going beyond traditional marketing methods. This approach is

particularly relevant in industries like Edible Oil and Fats, where competition is high, and differentiation is key to success. By designing experiences that resonate with customers, companies can establish a strong emotional connection with their target audience, leading to increased brand preference and loyalty (Forlani & Pencarelli, 2019).

On the other hand Astari & Pramudana, (2016) conducted a study focusing on the relationship between experiential marketing, experiential value, and repurchase intention in the context of food and beverage businesses. The research aimed to explore how experiential marketing influences consumers' intention to repurchase products through the mediating role of experiential value. The study found that experiential marketing positively impacts experiential value, which in turn influences consumers repurchase intentions. This suggests that creating positive experiences for consumers through marketing strategies can lead to increased customer loyalty and repeat purchases in the food and beverage industry.

Finally, Walls et al.,(2011) delved into the impact of experiential marketing on consumer perception of quality and purchase intention in the field of edible oil and fats. The research aimed to understand how an effective experiential marketing strategy could influence consumers' perception of the quality of cooking oil, subsequently increasing their purchase intention.

The study identified the problem of exploring the role of experiential marketing in enhancing consumer perceptions and purchase decisions in the competitive market of edible oil and fats. Essentially, the researchers aimed to explore whether experiential marketing could positively influence consumer perceptions and drive purchasing behavior in a competitive market. Relating

this, Jappi could create sensory experiences for consumers, such as allowing them to smell, taste, and feel the texture of the cooking oil. Jappi might organize cooking demonstrations or tasting events where consumers can interact with the product and learn about its quality. By emphasizing positive emotions (e.g., pleasure, excitement) associated with using Jappi oil, the brand can enhance perceived quality. Social experiences (e.g., sharing cooking tips, recipes, or testimonials) could further strengthen consumer engagement. Ultimately, a well-executed experiential marketing plan could positively impact consumers' perception of Jappi oil quality and increase their likelihood of purchasing it.

In such a scenario, companies that fail to update and improve their business solutions risk falling into obscurity and losing relevance in the market. From this need for constant development stems the process of benchmarking, which involves analyzing the successes and failures of other companies in the same industry to extract actionable ideas applicable to a particular organization's reality.

Furthermore, strategic alliances in the food and beverage market are cooperative agreements between companies that aim to achieve mutual benefits through joint efforts in areas such as production, distribution, marketing, or research and development (Cui et al., 2018). These alliances can take various forms, including joint ventures, licensing agreements, distribution partnerships, or co-branding initiatives. In the food and beverage industry, strategic alliances are commonly seen between manufacturers, retailers, suppliers, and even competitors to leverage each other's strengths and resources for competitive advantage (Niederle et al., 2020).

In that context, in the food and beverage market, various types of alliances can be identified, these alliances can help companies expand their market reach, access new technologies or resources, reduce costs, and enhance their competitive position in the industry (Dung et al., 2020).

In Colombia, there are opportunities to replicate successful strategic alliances seen in the global food and beverage market. For instance, partnerships between local food producers and international distributors can help Colombian products reach new markets abroad. Collaborations between small-scale farmers and larger food companies can enhance supply chain efficiency and promote sustainable practices (Cui et al., 2018). Additionally, alliances between Colombian food startups and established industry players can foster innovation and market expansion (Niederle et al., 2020). By strategically forming and managing alliances, Colombian companies in the food and beverage sector can enhance their competitiveness, access new technologies, and capitalize on emerging market trends (Dung et al., 2020).

For instance, local food producers could form partnerships with international distributors to access new export markets (Niederle et al., 2020). Collaborations between small-scale farmers and larger food companies could also help improve supply chain efficiency and product quality (Dung et al., 2020). Also, by forming alliances with different actors in the value chain, such as farmers, processors, distributors, and retailers, Colombian companies can leverage shared resources, knowledge, and capabilities to compete more effectively in the global market. Additionally, collaborations between research institutions and food companies could foster innovation and the development of new products tailored to consumer preferences (Reina-Usuga et al., 2020).

In conclusion, the case study highlights the significance of experiential marketing in the food and beverage industry, specifically in the context of the Colombian plant-based beverage market. By strategically forming alliances, conducting market analysis, and focusing on consumer experiences, companies like Jappi can enhance brand recognition, increase sales, and stay competitive in a dynamic and evolving market. Emphasizing experiential marketing strategies not only differentiates brands but also allows them to tap into new consumer segments, drive innovation, and ultimately foster long-term customer loyalty and engagement.

3. OBJECTIVES

General objective: The general objective of this research project is to analyze and evaluate the implementation of experiential marketing strategies, specifically the alliance between Jappi and Carulla in the Colombian plant-based beverage market, in order to enhance brand recognition and sales of Jappi.

SPECIFIC OBJECTIVES /HYPOTHESIS:

Specific Objective 1: To conduct a benchmark of experiential marketing of competitors of Jappi, which are Ades, Nature's Heart, Silk....

Specific Objective 2: To Design and administer a survey targeting 250 female consumers aged 18-35 in Bogota to gain the opinion and expectations about experiential marketing cooking classes in Carulla.

Specific Objective 3. Make Recommendation for parameters of the experience based on marketing research results, obtain in the survey.

Specific Objective 4. To Evaluate the impact of Jappi's experiential marketing campaign in a pilot store by evaluating the impact based on a diagnostic evaluation prior to and after classes.

4. METODOLOGY

Specific Objective 1: To conduct a benchmark of experiential marketing of competitors of Jappi, which are Ades, Nature's Heart, Silk....

Methodology: Conduct secondary research on 4 key competitors – Ades, Silk, Nature's Heart and Töning to compare metrics across product portfolio depth, pricing structure, retail presence through modern vs traditional channels, and digital vs mass media marketing strategies deployed. Analyze research reports from Euromonitor, Nielsen and Fitch Solutions to quantify market share trends and synthesise data into benchmarks.

By focusing on creating memorable and engaging customer experiences, Jappi can enhance brand awareness and drive sales. Understanding the target audience and identifying key touchpoints, such as product launches and pop-up stores, allows Jappi to tailor experiences specifically for their customers. In this context Benchmarking plays a principal role in this process by analyzing competitors' strategies and adapting successful practices. It also helps in selecting optimal locations for product experiences, ensuring alignment with local culture and preferences. Through this

combined approach, Jappi can create impactful experiential marketing strategies that resonate with customers and foster brand loyalty.

Interactive cooking class experiences led by professional chefs to: Showcase Jappi's products through tastings and new recipes, also educate the people that attend on the brand's natural ingredients and benefits Build brand affinity via promotions, free samples, and take-home recipes through a plan for Monitoring and Evaluation of sales.

Objective 2: To Design and administer a survey targeting 250 female consumers aged 18-35 in Bogota to gain the opinion and expectations about experiential marketing cooking classes in Carulla.

Methodology: Design a structured questionnaire to capture consumption frequency of dairy milk versus plant-based alternatives, flavor and packaging preferences, importance of health properties, environmental sustainability, price value perception and unaided plus aided recall for brands like Jappi. Conduct an online survey administration via Google Forms and analyze results using statistical tools on Excel.

To obtain the 250 responses, a free tool such as forms is used, allowing unlimited responses compared to other similar programs such as typeforms, which has a maximum limit of 10 responses.

To obtain the total number of responses, broadcasts will be made in social media groups such as Facebook, informing the type of survey and requesting that it be resolved, in addition to promoting voice-to-voice on channels such as WhatsApp, using friends, co-workers and family.

After obtaining the answers, a database supported by Excel will be built, taking as analysis criteria the values and origin of the people surveyed, giving us an approximation of the market behavior by sociodemographic influence

Specific Objective 3. Make Recommendation for parameters of the experience based on marketing research results, obtain in the survey.

Methodology: involves gathering historical sales data of Jappi's cocoa-flavored product before and after the strategic alliance with Carulla. This data will be analyzed alongside sales performance of other SKUs to determine any impact the alliance has had on cocoa flavor sales. External factors such as market trends, competition, and consumer preferences will also be considered. Qualitative data will be collected through surveys and focus groups to understand consumer perceptions and shopping experiences. Feedback from Carulla's customers will be reviewed for insights. Based on the analysis, targeted repositioning and recovery strategies will be formulated, addressing any identified weaknesses and aiming to enhance the cocoa flavor product's sales performance within Carulla stores.

For this, the following operating procedures carried out by Jappi are proposed:

- * Recipe formulation
- * Quality evaluation
- * own flavor opinion

Specific Objective 4. To Evaluate the impact of Jappi's experiential marketing campaign in a pilot store by evaluating the impact based on a diagnostic evaluation prior to and after classes.

Methodology: Design a structured questionnaire to capture consumption frequency of dairy milk versus plant-based alternatives, flavor and packaging preferences, importance of health properties, environmental sustainability, price value perception and unaided plus aided recall for brands like Jappi. Conduct an online survey administration via Google Forms and analyze results using statistical tools on Excel.

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After obtaining the answers, a database supported by Excel will be built, taking as analysis criteria the values and origin of the people surveyed, giving us an approximation of the market behavior by sociodemographic influence.

Based on the new survey through the pilot's opinion, it is expected to obtain among the new knowledge, knowing the opinion of the participants on the use of the product, different uses, nutritional values, perception of texture, flavor, among other qualitative analyses.

5. Results

For the development of the results of this project, this chapter has been divided into 4 subchapters where the results that respond to each of the objectives are presented.

5.1. To conduct a benchmark of experiential marketing of competitors of Jappi, which are Ades, Nature's Heart, Silk

Based on the market in which Jappi has its economic activity, the most relevant competitors in this market have been identified, which will be addressed within this chapter.

5.1.1. Ades:

ADES is a well-known beverage brand in Colombia, specializing in plant-based drinks, particularly soy-based beverages. The brand offers a range of products that cater to consumers

looking for nutritious, dairy-free alternatives. ADES stands out in the market for its commitment to providing high-quality, plant-based nutrition that aligns with health and wellness trends.

The product lineup includes various flavors and formulations designed to appeal to a broad audience, from children to adults. ADES products are fortified with vitamins and minerals, ensuring they provide a balanced nutritional profile. The brand is recognized for its efforts to promote sustainability and environmental responsibility, aligning with the growing consumer demand for eco-friendly products.

In Colombia, ADES has successfully positioned itself as a leader in the plant-based beverage sector, offering a delicious and healthy alternative to traditional dairy products. The brand is widely available in supermarkets and retail stores across the country, making it accessible to a large segment of the population. Through innovative marketing strategies and a strong focus on quality, ADES continues to build a loyal customer base in Colombia.

5.1.2. Nature's Heart:

Founded by three brothers passionate about sharing delicious natural products and making a meaningful difference, Nature's Heart is dedicated to offering the best in plant-based nutrition. Inspired by their Andean roots, the brand's ethos is grounded in respect for nature and communities. Nature's Heart products, ranging from plant-based beverages and nut snacks to teas and superfoods, are crafted with care and designed to fit seamlessly into a healthy lifestyle.

Nature's Heart believes that doing things with heart transforms the outcome. This philosophy drives their commitment to providing high-quality, natural products that bring joy and

satisfaction. By staying true to the natural origins of their ingredients and constantly innovating, they aim to meet the needs and cravings of their customers, ensuring happiness at every moment.

The journey of Nature's Heart began with goldenberries, a nutrient-rich fruit from the Andes. This dedication to natural goodness and authenticity reflects in every product they offer, making Nature's Heart a trusted companion on the path to a healthier, more fulfilling life.

5.1.3. Silk:

Silk is a leading brand in the plant-based beverage industry, renowned for its innovative and delicious alternatives to traditional dairy products. Established with a commitment to health, sustainability, and taste, Silk has become a household name for those seeking nutritious, dairy-free options. The brand offers a diverse range of products, including almond milk, soy milk, oat milk, and coconut milk, as well as plant-based creamers and yogurts.

Silk's mission goes beyond providing high-quality plant-based products; it is deeply rooted in promoting sustainable practices and reducing environmental impact. The brand sources ingredients responsibly, prioritizing non-GMO and organic options whenever possible. By championing eco-friendly initiatives and supporting sustainable agriculture, Silk aims to make a positive difference in the world while encouraging healthier lifestyles.

Through constant innovation and a dedication to excellence, Silk continues to expand its product line to meet the evolving needs of consumers. Each product is designed to offer great taste and nutritional benefits, making it easier for people to embrace plant-based living. With Silk, you can enjoy delicious, wholesome alternatives that support both your well-being and the health of the planet.

Now with the study of Jappi's competitors, the experiential marketing analysis is presented in table XX, where by comparing the characteristics of the brand, it is possible to identify differences, weaknesses and aspects of improvement or competitiveness that Jappi has against to its competitors.

Tabla 1. experiential marketing results between jappi and competitors

Aspect	ADES	Nature's Heart	Silk	Jappi
Brand Focus	Plant-based beverages, primarily soy-based	Natural products, plant-based beverages, snacks, superfoods	Plant-based beverages and alternatives to dairy products	Plant-based nutrition and beverages
Target Audience	Broad audience: children to adults	Health-conscious individuals seeking natural, authentic products	Health-conscious consumers seeking sustainable, dairy-free options	Health-conscious individuals, eco-friendly consumers
Product Range	Soy milk, plant-based drinks	Plant-based beverages, nut snacks, teas, superfoods	Almond milk, soy milk, oat milk, coconut milk, creamers, yogurts	Plant-based beverages and snacks
Nutritional Commitment	Fortified with vitamins and minerals	High-quality, natural ingredients;	Nutritional benefits with a	Balanced nutritional

		nutrient-rich products (e.g., goldenberries)	focus on taste and health	profile, fortified products
Sustainability Efforts	Promotes sustainability and environmental responsibility	Respect for nature and communities, sustainable practices	Promotes sustainable practices, non-GMO, organic options	Commitment to sustainability and eco-friendly practices
Marketing Strategies	Innovative marketing strategies, focus on quality	Emphasis on natural goodness and authenticity, heartfelt marketing	Innovative, focus on health, sustainability, and taste	Focus on quality, sustainability, and consumer engagement
Market Positioning	Leader in plant-based beverage sector in Colombia	Trusted companion for a healthier, fulfilling life	Leading brand in plant-based beverage industry	Emerging competitor with strong potential
Customer Engagement	Builds loyal customer base through quality	Drives satisfaction and joy through heartfelt products	Encourages plant-based living with delicious alternatives	Focuses on customer satisfaction and engagement

Finally, based on the results of experiential marketing, Jappi has been evaluated in different aspects along with its competitors, obtaining the results in different aspects in Table 2.

Tabla 2. Evaluation Compliance in the Market

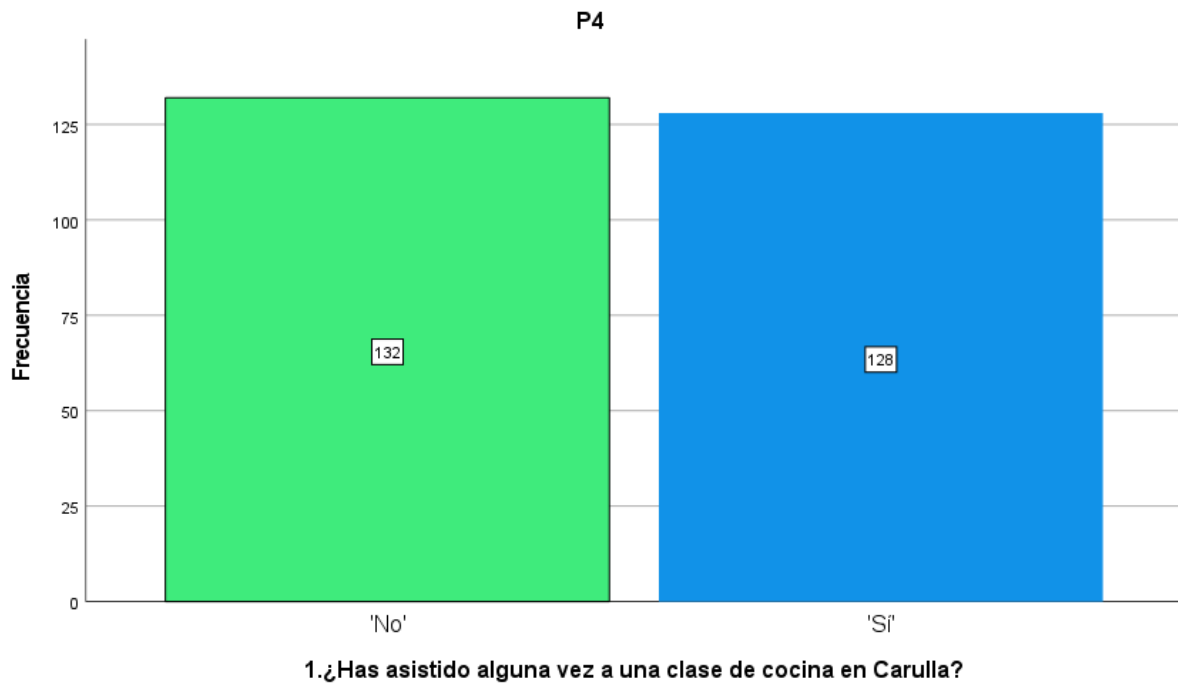
Criteria	ADES	Nature's Heart	Silk	Jappi
Quality	High	High	High	High
Variety	Moderate	High	High	Moderate
Innovation	Moderate	High	High	High
Brand Recognition	High	Moderate	High	Moderate
Sustainability	Moderate	High	High	High
Efforts				
Customer Loyalty	High	High	High	Moderate
Market Share	High	Moderate	High	Moderate

5.2. To Design and administer a survey targeting 250 female consumers aged 18-35 in Bogota to gain the opinion and expectations about experiential marketing cooking classes in Carulla.

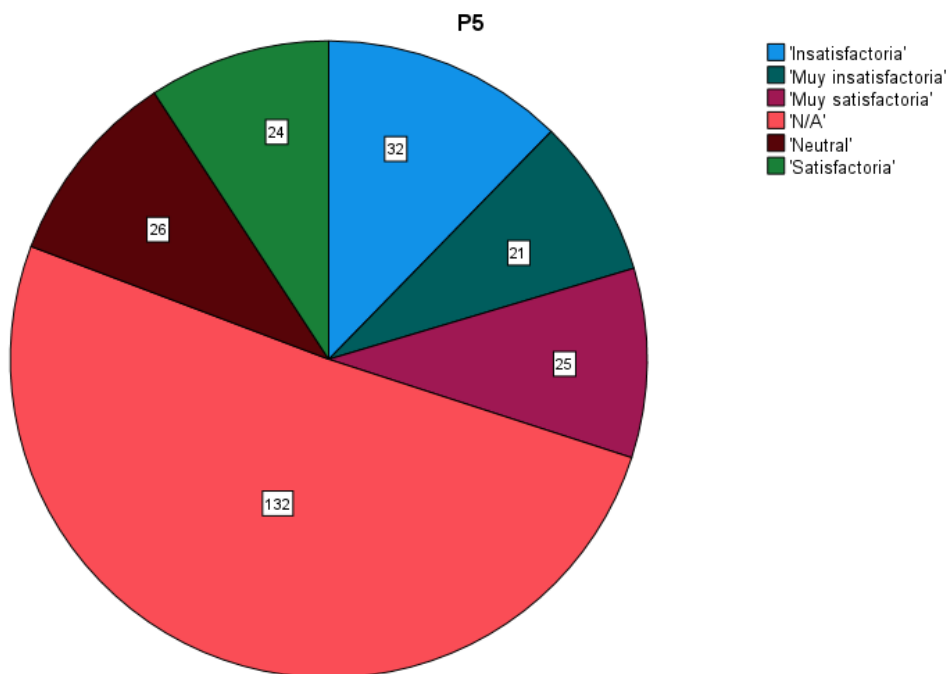
To obtain responses about the consumers of cooking courses within the framework of experiential marketing, a survey has been designed which is presented in figure 2:

Figura 2. diagnostic survey

1. ¿Has asistido alguna vez a una clase de cocina en Carulla?
 - Sí
 - No
2. Si has asistido a una clase de cocina en Carulla, ¿cómo calificarías tu experiencia general?
 - Muy satisfactoria
 - Satisfactoria
 - Neutral
 - Insatisfactoria
 - Muy insatisfactoria
3. Conoces la marca Jappi
 - Si
 - No
4. En una escala de 1 a 5 como evaluarías a la marca Jappi
 - 1
 - 2
 - 3
 - 4
 - 5
5. ¿Qué opinas de los productos de la marca Jappi usados en estas clases de cocina?
 - Malos
 - Regulares
 - Buenos
 - Excelentes
6. ¿Qué tipo de productos de la marca Jappi te gustaría ver en las clases de



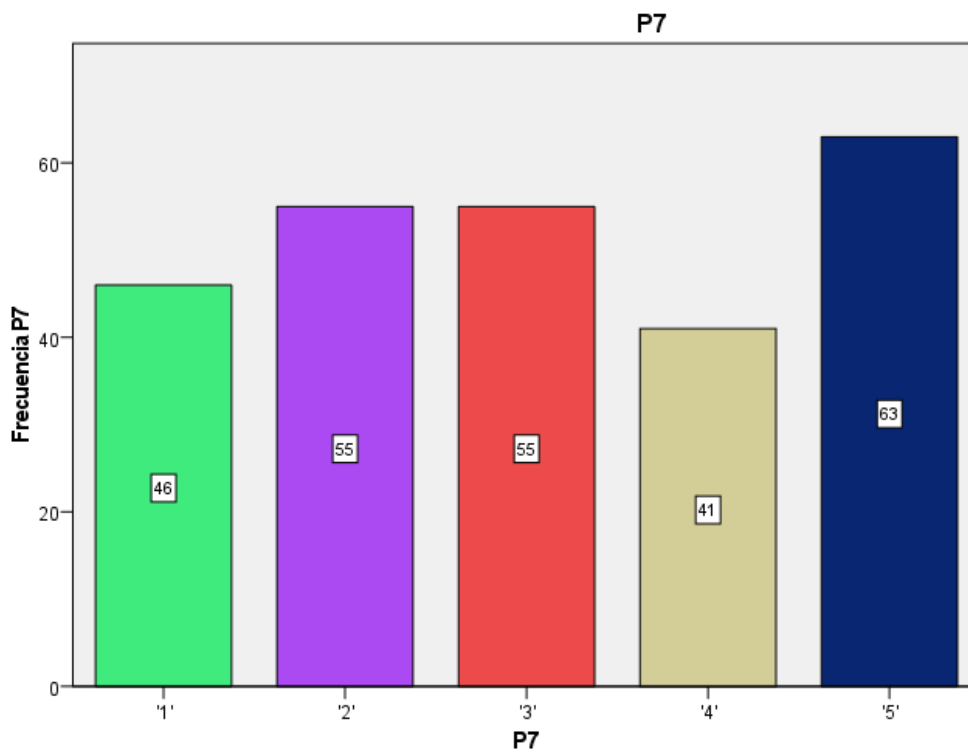
2. If you have attended a cooking class at Carulla, how would you rate your overall experience?



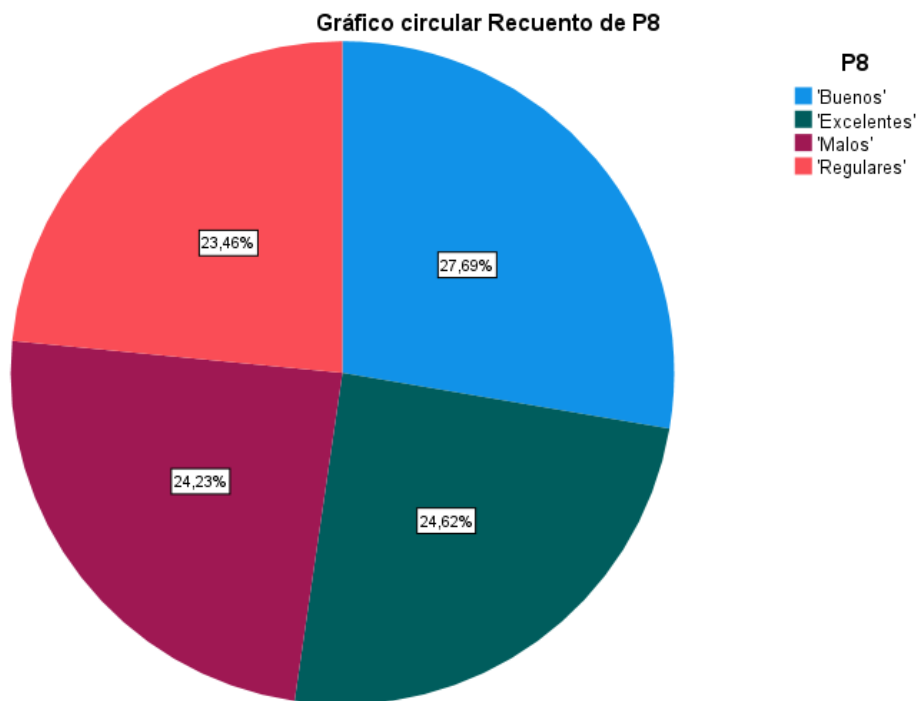
Do you know the Jappi brand?

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válido	'No'	137	52,7	52,7	52,7
	'Si'	123	47,3	47,3	100,0
	Total	260	100,0	100,0	

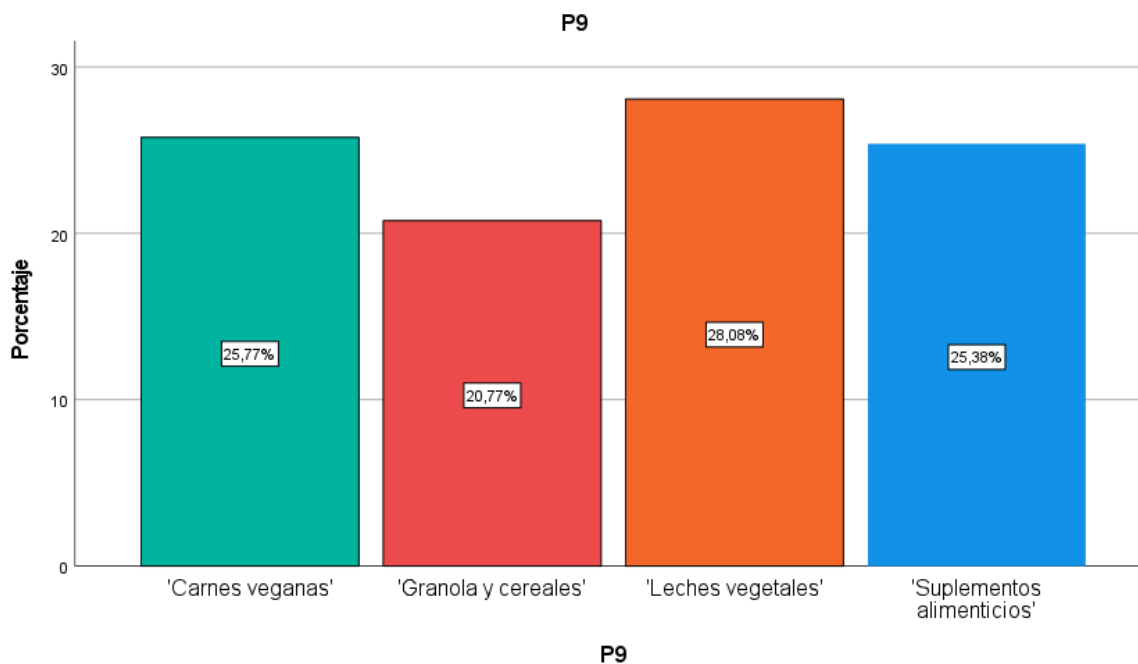
On a scale of 1 to 5, how would you rate the Jappi brand?



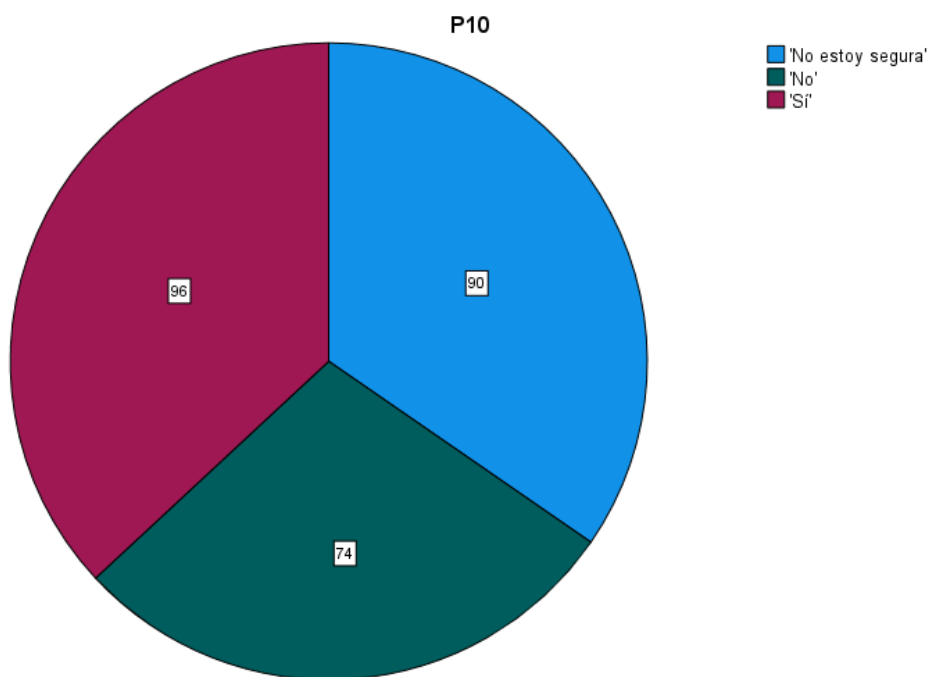
On a scale of 1 to 5, how would you rate the Jappi brand?



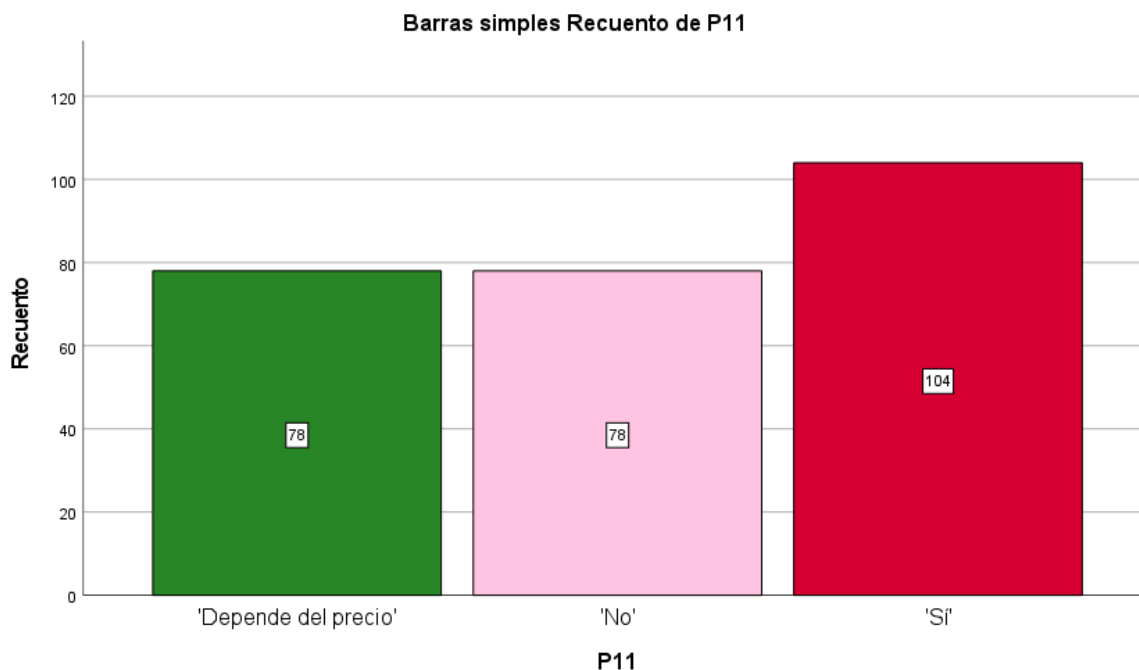
What type of Jappi brand products would you like to see in cooking classes?



Do you think that including Jappi brand products in cooking classes would improve your experience?



Would you be willing to pay an additional price for a cooking class that includes Jappi brand products?



5.3. Make Recommendation for parameters of the experience based on marketing research results, obtain in the survey.

Based on the marketing research results obtained in the survey, it is recommended to focus on parameters such as flavor preferences, health properties, environmental sustainability, and price value perception when designing the experiential marketing experience for Jappi's plant-based products [8].

To further enhance the experiential marketing strategy, strategies can be implemented in English as follows:

1. **Personalized Product Experiences:** Offer personalized product experiences such as customized recipe suggestions based on individual preferences gathered from the survey responses [8].
2. **Interactive Workshops:** Host interactive workshops where consumers can engage with the products, learn about their health benefits, and participate in cooking demonstrations using Jappi's plant-based ingredients [8].
3. **Sustainability Initiatives:** Highlight Jappi's sustainability initiatives during the experiential marketing events, showcasing the brand's commitment to eco-friendly practices and ethical sourcing of ingredients [8].
4. **Collaborations with Influencers:** Collaborate with influencers who align with Jappi's values of health, sustainability, and plant-based living to reach a wider audience and increase brand credibility [8].
5. **Digital Engagement:** Implement digital engagement strategies such as creating a dedicated social media campaign around the experiential events, encouraging user-generated content, and leveraging augmented reality apps to provide immersive experiences.

By incorporating these strategies based on the survey findings, Jappi can create a compelling experiential marketing experience that resonates with consumers, drives brand awareness, and ultimately leads to increased sales and customer loyalty.

5.4. Specific Objective 4. To Evaluate the impact of Jappi's experiential marketing campaign in a pilot store by evaluating the impact based on a diagnostic evaluation prior to and after classes.

Store Name: Fresh greens

Jappi's Veggie Delights is an innovative pilot store located in the heart of Bogotá, Colombia. The store is designed to promote Jappi's range of vegetable drinks and vegan products through interactive cooking classes. These classes are targeted towards women aged 18 to 35 years, offering them a hands-on experience in cooking with Jappi's products.

The store features a modern, fully-equipped kitchen where participants can learn to prepare a variety of dishes using Jappi's products. Each class is led by a professional chef who specializes in vegan cuisine. Participants also have the opportunity to sample Jappi's products and purchase them at a discounted price.

The impact of the experiential marketing campaign is evaluated through a diagnostic evaluation conducted before and after the classes. This evaluation measures changes in participants' awareness and perception of Jappi's products, their purchase intent, and their actual purchase behavior.

To close the experience, here are two interview-style comments from the participants:

Comment 1 - Ana, 28 years old: "Before attending the cooking classes at Jappi's Veggie Delights, I wasn't very familiar with Jappi's products. But after learning to cook with them and tasting them, I've become a big fan. The products are fresh, healthy, and delicious. I'm definitely going to incorporate them into my daily diet."

Comment 2 - Laura, 32 years old: “The experience at Jappi’s Veggie Delights has been amazing. Not only did I learn to prepare delicious vegan dishes, but I also discovered Jappi’s wide range of products. I love that they are vegetable and vegan products, and that they care about health and the environment. I would definitely recommend Jappi to my friends and family.”

6. Conclusions

For the development of this project, a comprehensive analysis of Jappi’s competitors in the plant-based beverage market in Colombia was conducted, focusing on their experiential marketing strategies. Competitors such as ADES, Nature’s Heart, and Silk were examined in terms of their brand focus, target audience, product range, nutritional commitment, sustainability efforts, marketing strategies, market positioning, and customer engagement. This analysis provided valuable insights into the strengths and weaknesses of each competitor, highlighting areas where Jappi can improve and compete more effectively.

ADES has established itself as a leader in the plant-based beverage sector in Colombia, offering a diverse range of soy-based drinks with a strong focus on quality and sustainability. Nature’s Heart, founded on the principles of natural goodness and authenticity, excels in innovation and sustainability efforts, catering to health-conscious consumers with a wide variety of plant-based products. Silk, a well-known brand in the industry, is recognized for its commitment to health, taste, and sustainability, offering a diverse range of plant-based alternatives to dairy products.

By comparing Jappi’s performance with its competitors, it is evident that Jappi has made significant strides in quality, innovation, sustainability efforts, and product variety. However, there are areas such as brand recognition, customer loyalty, and market share where Jappi can improve to

better compete in the market. With a focused approach on enhancing brand visibility, strengthening customer relationships, and expanding market presence, Jappi has the potential to become a formidable player in the plant-based beverage industry.

Furthermore, the survey targeting female consumers aged 18-35 in Bogota provided valuable insights into consumer preferences and expectations regarding experiential marketing cooking classes featuring Jappi's products. The survey results indicated a moderate level of brand recognition for Jappi, with potential for improvement. Consumers expressed interest in participating in cooking classes featuring Jappi's products and believed that including Jappi's products would enhance their overall experience. Additionally, a willingness to pay an additional price for cooking classes that include Jappi's products was observed among respondents.

Based on the marketing research results obtained from the survey, recommendations were made for parameters of the experiential marketing experience. Strategies such as personalized product experiences, interactive workshops, sustainability initiatives, collaborations with influencers, and digital engagement were suggested to create a compelling experiential marketing experience that resonates with consumers and drives brand awareness.

In conclusion, by leveraging its strengths and implementing targeted marketing strategies based on consumer insights, Jappi can enhance its competitive position in the market and establish itself as a leading brand in the plant-based beverage industry in Colombia.

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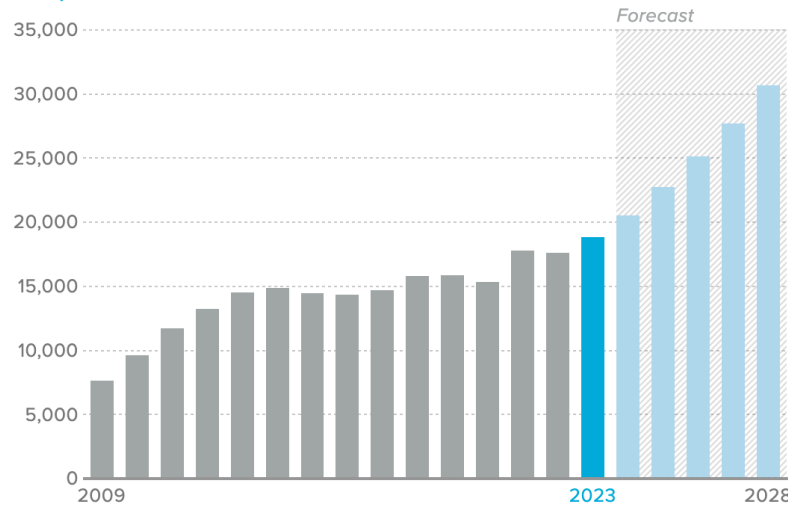
<https://doi.org/10.33508/rima.v3i1.2746>

6. Appendix

1. Sales of Plant-based Milk Retail Value RSP - USD million - Current - 2009-2028



18,729



(Euromonitor, 2024)

2. Market Sizes

SEARCH RESULTS / Market Sizes

Historical Category Definitions | Region Definitions | Calculation Variables

CONVERT DATA + CHANGE DATA TYPES X GROUP SUM 2018 2023 APPLY CHANGE STATS TYPE MODIFY SEARCH +

Stats Type	Geography	Category	Data Type	Unit	Current Constant	2018	2019	2020	2021	2022	2023
▼	Chile	Dairy Products and Alternatives	Retail Value RSP	CLP million	Current Prices	2,831,976.0	2,854,629.1	3,007,364.6	3,163,641.3	3,536,187.8	4,027,664.0
▼	Colombia	Dairy Products and Alternatives	Retail Value RSP	COP billion	Current Prices	9,157.8	9,544.8	10,109.6	10,751.8	12,713.5	13,966.2
▼	Mexico	Dairy Products and Alternatives	Retail Value RSP	MXN million	Current Prices	235,810.1	246,723.3	269,767.9	282,745.5	323,998.9	358,892.6

Research Sources:
1. Dairy Products and Alternatives: Euromonitor from trade sources/national statistics

(Euromonitor, 2024)

3.

Global - Historical Owner | Historical | % breakdown Category Definitions | Region Definitions | Calculation Variables

CONVERT DATA + CHANGE SHARE TYPES X GROUP SUM 2018 2023 APPLY CHANGE STATS TYPE MODIFY SEARCH +

Geography	Category	Brand Name	Company Name (GBO)	Data Type	2018	2019	2020	2021	2022	2023
Chile	Dairy Products and Alternatives	Ades (Coca-Cola Co, The)	Coca-Cola Co, The	Retail Value RSP	0.2	0.2	0.2	0.2	0.2	0.2
Colombia	Dairy Products and Alternatives	Ades (Coca-Cola Co, The)	Coca-Cola Co, The	Retail Value RSP	0.0	0.1	0.1	0.1	0.2	0.2
Mexico	Dairy Products and Alternatives	Ades (Coca-Cola Co, The)	Coca-Cola Co, The	Retail Value RSP	0.7	0.6	0.5	0.5	0.5	0.5
Colombia	Dairy Products and Alternatives	Foza Almendras (Alimentos Toning SA)	Alimentos Toning SA	Retail Value RSP	0.0	0.1	0.1	0.1	0.1	0.1
Colombia	Dairy Products and Alternatives	Jappi (Team Foods Colombia SA)	Team Foods Colombia SA	Retail Value RSP	0.1	0.1	0.1	0.1	0.2	0.2
Colombia	Dairy Products and Alternatives	Nature's Heart (Nestlé SA)	Nestlé SA	Retail Value RSP	0.0	0.0	0.0	0.1	0.1	0.1
Mexico	Dairy Products and Alternatives	Nature's Heart (Nestlé SA)	Nestlé SA	Retail Value RSP	0.1	0.1	0.2	0.2	0.2	0.2
Colombia	Dairy Products and Alternatives	Silk (Danone, Groupe)	Danone, Groupe	Retail Value RSP	0.3	0.4	0.5	0.7	0.9	1.3
Mexico	Dairy Products and Alternatives	Silk (Danone, Groupe)	Danone, Groupe	Retail Value RSP	0.3	0.4	0.5	0.6	0.6	0.6