Retail Trade Channel and Sub-Channel Definitions

TDLinx uses official industry-standard definitions for each trade channel when available or uses rigorous developed definitions. Industry endorsement and support of these definitions has come from:

- Trade Associations:
  - The Food Marketing Institute (FMI)
  - Grocery Manufacturers of America (GMA)
  - National Association of Convenience Stores (NACS)
- Trade Publications
  - Convenience Store News
  - Progressive Grocer

The Nielsen Company services (Nielsen, TDLinx and Spectra) are also aligned and endorse these channel definitions.

Every record in the TDLinx Channel Database is classified with both a standard trade channel code and a sub-channel code.

**Grocery Trade Channel (trade channel code = 05)**
The Grocery Trade Channel includes stores selling food and non-food items, including dry grocery, canned goods and perishable items. This channel includes the following sub-channels: Conventional Supermarket, Superette, Supercenter, Limited Assortment, Natural/Gourmet Foods, Cash & Carry Warehouse and Military Commissary

A “supermarket” is a full-line, self-service grocery store with annual sales volume of $2 million or more. This definition applies to individual stores regardless of total company size or sales, and therefore includes both chain and independent locations; and includes stores regardless of grocery sub-channel classification. TDLinx utilizes the supermarket trade channel definition endorsed by FMI and the leading industry publication Progressive Grocer. FMI is a nonprofit association of 1,500 food retailers and wholesalers, their subsidiaries and customers.

**Conventional Supermarket (sub-channel code = 5)**
A conventional supermarket is a traditional full-line, self-service grocery store with annual sales volume of $2 million or more. This definition applies to individual stores regardless of total company size or sales, and therefore includes both chain and independent locations.
*Examples: Kroger, Food Lion, IGA, Cub Foods*

Conventional grocery stores with and annual sales volume falling between $1MM and $2MM will be placed in the Superette Subchannel. Conventional stores falling below the $1MM annual range will not be provided as part of the TDLinx Syndicated offering, and will instead be found in Extended Master subchannels.

**Superette (sub-channel code = 4)**
A superette is a conventional grocery store with an annual sales volume between $1MM and $2MM. Typically superettes are independent, but many are affiliated with groups like IGA, Inc. *Examples: IGA, Maynards, La Michoacana, Select Markets*

**Supercenter (sub-channel code = 6)**
A supercenter is a retail unit with a full-line supermarket and a full-line discount merchandiser under one roof. It may have separate or combined checkouts.
Examples: Wal-Mart Supercenter, Meijer Supermarket

Non-Conventional, Non-SuperCenter Sub-Channels:

Limited Assortment (sub-channel code = 1)
A limited assortment supermarket has a limited selection of items in a reduced number of
categories. These stores typically offer every day low pricing. Principal differentiation from a
conventional supermarket is often in the reduced size and completeness of produce and
non-food categories such as Health and Beauty Care (HBC), cleaning supplies, paper
products and general merchandise products. A limited assortment supermarket has few, if
any, full service departments, and less product variety and customer service than a
conventional supermarket. Limited Assortment stores will occasionally have an annual sales
volume of less than $2MM. Examples: Aldi Food Store, Save A Lot

Natural/Gourmet Foods (sub-channel code = 2)
A natural or gourmet foods supermarket is a self-service grocery store primarily offering
natural, organic, or gourmet foods. These stores will either focus product offerings around
healthy living with fresh produce and natural products, or around gourmet food preparations
with up scale oils, spices, cheeses, meats and produce. Natural/gourmet Foods
supermarkets typically have expanded fresh foods departments and/or prepared food
selections. These supermarkets also typically have a limited, if any, health and beauty care
and general merchandise selection. A Natural/Gourmet supermarket does not have over
50% of product offerings in one category, as is the case with traditional butcher shops, delis,
produce stands, or nutritional supplement stores. Natural/Gourmet stores will occasionally
have an annual sales volume of less than $2MM. Examples: Trader Joes, Whole Foods,
Dean & DeLuca. Note: Ethnic supermarkets do not qualify as Natural/Gourmet Foods
supermarkets.

Warehouse Store (sub-channel code = 3)
A warehouse store is a grocery store with limited service that eliminates frills and
concentrates on price appeal. Items are displayed for sale in their original shipping carton
rather than placed individually on shelves. This type of store also sells bulk food and large
size items. In addition, these stores frequently act as suppliers to smaller food stores and
often derive as much revenue from wholesale activities as they do from retail. Warehouse
stores will occasionally have an annual sales volume of less than $2MM. Examples: Cash &
Carr, Smart & Final

Military Commissary (sub-channel code = 7)
A commissary is a grocery store operated by the U.S. Defense Commissary Agency within
the confines of a military installation. A commissary can fit within any of the grocery formats.
Military Commissaries will occasionally have an annual sales volume of less than $2MM.
Examples: Fort Hood DECA Commissary, Fort Riley DECA Commissary

Stores that are part of non-conventional and non-supercenter Grocery channels which fall below
$2MM annual range are not included in the TDLinx Syndicated offering. These store will instead
fall into the Extended Master subchannels.
Drug Trade Channel *(trade channel code = 03)*  
The Drug Trade Channel includes stores that typically sell prescription pharmacy items and HBC products. Drug sub-channels include Rx Only & Small Independent Drug Stores and Conventional.

**Conventional Drug Store (sub-channel code = 3)**  
A conventional drug store is a chain or independent retail store featuring prescription pharmacy items and/or HBC products. **Examples: Rite Aid, CVS**

**Rx Only & Small Drug Store (sub-channel code = 1)**  
This sub-channel includes drug stores that derive less than 15% of their total revenue from the sale of items other than prescription drugs as well as other independent drug stores whose total annual volume is less than $1 million. **Examples: Medicine Shoppe, United Drug**

Mass Merchandiser *(trade channel code = 08)*  
The Mass Merchandiser Trade Channel includes high-volume chain stores selling everyday household goods with at least two of the following sold in large quantity and with extensive selection: food, HBC, paper products. Sub-channels include Conventional Mass Merch, General Merchandiser and Dollar Stores.

**Conventional Mass Merch (sub-channel code = 8)**  
Conventional mass merch stores (also known as Discount Stores) offer competitively priced items, primarily apparel and home goods, in a departmentalized format. The majority of Mass Merchandiser stores range from 40,000 to 160,000 selling square feet in a single level structure. **Examples: Wal-Mart, Kmart, Target**

**General Merchandise (sub-channel code = 4)**  
General merchandisers are fast-turn, high volume mass merchandisers carrying a basic assortment of everyday general merchandise such as HBC, housewares, party goods and toys. The selection of goods frequently reflects promotional purchases or deals. The typical size of a General Merchandise store is between 10,000 and 40,000 selling square feet. **Examples: Big Lots, Freds Hometown Discount Store**

**Dollar Store (sub-channel code = 3)**  
A dollar store is one that focuses on fast turnover of inexpensive consumables including HBC, cleaning supplies, dry foods and candy, as well as toys, housewares, home decor, party goods, pet foods, stationery and school supplies. Most merchandise is priced below $10 with no merchandise over $20. The most common price point is $1.00. The typical size of a Dollar Store is between 3,000 and 30,000 selling square feet. Only major chains are represented in this channel, as there are many independently owned and operated Dollar Stores. **Examples: Family Dollar, Dollar General**

**Military Exchange (sub-channel code = 7)**  
An exchange is a mass merchandiser store operated by the branch of service within the confines of a military installation. An Exchange most closely resembles a conventional Mass Merchandiser. **Examples: Fort Knox Exchange, Langley AFB Exchange**
**Wholesale Club Trade Channel** *(trade channel code = 01)*

The Wholesale Club Trade Channel includes membership club stores distributing packaged and bulk foods and general merchandise. They are characterized by high volume on a restricted line of popular merchandise in a no frills environment. The average club stocks approximately 4,000 SKUs, 40 percent of which are grocery items.

*Examples: BJ’s, Sam’s Club*

**Convenience Store Trade Channel** *(trade channel code = 07)*

TDLinx utilizes the convenience store trade channel definition endorsed by NACS, an international trade association representing over 2,300 retail and 1,700 supplier members, and the industry trade publication *Convenience Store News*. The Convenience Store Trade Channel includes small format stores, typically between 800 and 5,000 selling square feet and 500 and 1,500 SKUs, which also meet the following criteria:

- the store must be operating at least 13 hours a day, and
- the store must carry a limited selection of grocery items including at least **two** of the following: toilet paper, soap, disposable diapers, pet foods, breakfast cereal, tuna fish, toothpaste, ketchup, and canned goods.

This channel includes stores that may or may not sell gasoline and offer fast food services. This channel includes gas station/kiosk, conventional and military sub-channels.

**Conventional** *(sub-channel code =7)*

A conventional convenience store meets the above definition. It can be corporately-owned, franchised or independently operated.

*Examples: 7-Eleven, Mobil Mart*

**Gas Station/Kiosk** *(sub-channel code =1)*

A gas station/kiosk is a location that primarily sells gasoline, but may also offer a limited selection of confectionary, snacks, tobacco products, and beverages including beer, wine and liquor where allowed by law. It is less than 800 square feet and does not carry enough SKUs to qualify as a conventional, full-line convenience store. It can be corporately-owned, franchised or independently owned.

*Examples: Exxon, Mobil, Shell and Texaco*

**Military** *(sub-channel code =8)*

A military convenience store is a Shopette or Mini Mart operated by a military branch of service located within the confines of a military installation and meets the above definition. Hours of operation may be less then 13 hours and are determined by the operator at each location.

*Examples: Shopette, Mini Mart*
Liquor Trade Channel \((trade\ channel\ code = \text{02})\)

The Liquor Trade Channel includes retailers that have beer, wine or liquor as their primary destination category. This includes outlets connected to a drug store or a supermarket that share a banner name but have a separate entrance just for the alcoholic beverages as required by local state law (e.g., Walgreen's Liquor, Albertson's Liquor). These liquor stores with separate entrances are counted as distinct locations from their counterpart in the other trade channel. Liquor sub-channels include Beverage Super Store, Conventional, and Military Liquor Store.

**Liquor Super Store** \((sub-channel\ code = \text{1})\)
A beverage super store is a large format liquor store offering a very broad selection, frequently at minimum legal prices.

*Examples:* ABC Fine Wine & Spirits, Bev Mo

**Conventional Liquor** \((sub-channel\ code = \text{2})\)
A conventional liquor store is a neighborhood retail store that has as its primary destination category distilled spirits (liquor) and/or wine depending upon state and local regulations.

*Examples:* Albertson's Liquor, Maine State Agency Outlet

**Military Liquor Store** \((sub-channel\ code = \text{3})\)
A military liquor store is located on a military base and has as its primary destination category distilled spirits (liquor) and/or wine depending upon state and local regulations.

*Examples:* Military Package Stores, Class Six Stores

**Wine Specialty Store** \((sub-channel\ code = \text{4})\)
A wine specialty store is a liquor store where the primary destination category is wine. A limited selection of other items may be offered for sale also, including Spirits and/or Beer. However, the space devoted to the merchandising of these items constitutes a smaller proportion of the store selling area.

*Examples:* Vino 100, Winestyles

**Beer Specialty Store** \((sub-channel\ code = \text{5})\)
A beer specialty store is a liquor store where the primary destination category is beer. A limited selection of other items may be offered for sale also, including Spirits and/or Wine. However, the space devoted to the merchandising of these items constitutes a smaller proportion of the store selling area.

*Examples:* Thrifty Beverage Center
**Cigarette Outlet Trade Channel** *(trade channel code = 04)*
The Cigarette Outlet Trade Channel includes retail stores whose primary purpose is the sale of cigarettes, predominantly in carton units. Cigarette sales in these stores comprise far more than half of the total non-gas, non-lottery, all commodity sales of the store. In addition, other related products such as cigars, pipe tobacco and smokeless tobacco may be sold. A limited selection of convenience items may be offered for sale also, including candy, snacks, beverages and newspapers. However, the space devoted to the merchandising of these items constitutes a smaller proportion of the store selling area. Cigarette Outlets frequently restrict admission to persons of legal age to purchase tobacco products. Another characteristic of Cigarette Outlets is that they may be located on Indian reservations.

**Conventional Cigarette Outlet** *(sub-channel code = 4)*
A conventional cigarette outlet is a store where cigarettes and tobacco are the primary products for sale.
*Examples: Smoker Friendly, Tobacco Superstore*

**Vape Store** *(sub-channel code = 5)*
A vape store includes retail stores whose primary purpose is the sale of e-cigarette and “vaping” products. They are focused primarily on these products including vaporizer kits, hardware, and e-liquids of many types and flavors. They usually include a tasting bar and offer extensive support services for their customers.
*Examples: Avail Vapor, Madvapes*

**Category Killer Trade Channel** *(trade channel code = 6)*
The Category Killer Trade Channel includes large format (big box) retailers. The distinguishing characteristics are a narrow focus on a single or small group of related merchandise categories and a broad selection of goods at low margins. They are usually national chains, and may act as anchor stores in strip shopping centers.

**Auto Aftermarket Stores** *(sub-channel code = N)*
An auto aftermarket store is a store where after market automotive parts and accessories are the primary products for sale.
*Examples: OReilly Auto Parts, AutoZone*

**Beauty Care Store** *(sub-channel code = T)*
A Beauty Care store is a location where the sale of cosmetics, fragrances, bath and body products, hair, nail, and skin care products are greater than or equal to fifty percent of the store’s annual sales volume. This sub channel consists only of stores that sell directly to the consumer and does not include stores that sell to beauty care professionals.
*Examples: Sephora, Ulta*

**Book Store** *(sub-channel code = J)*
A book store is a store where books are the primary products for sale.
*Examples: Barnes and Noble, Borders*

**Computer Store** *(sub-channel code = Q)*
A computer store is a store where computers and computer accessories are the primary products for sale.
*Examples: CompUSA, Apple Store*
Consumer Electronics Store *(sub-channel code = K)*
A consumer electronics store is a store where consumer electronics, such as televisions, radios, and microwaves are the primary products for sale.
*Examples: Best Buy, RadioShack*

Craft/Hobby Store *(sub-channel code = G)*
A craft/hobby store is a store where arts and crafts or hobby products, such as model cars, planes, and remote control toys are the primary products for sale.
*Examples: Jo Ann Stores, Michaels Stores*

Department Store *(sub-channel code = B)*
A department store is a store that specializes in selling a wide range of products without a single predominant merchandise line.
*Examples: Macys, JC Penney*

Discount Department Store *(sub-channel code = M)*
A discount department store is a store that specializes in selling a wide range of products without a single predominant merchandise line at discount prices.
*Examples: Burkes Outlet, T J Maxx*

Family Apparel Store *(sub-channel code = S)*
A family apparel store is a store that sells clothing and shoes for women, men, and children.
*Examples: Gap, Cato*

Home Improvement Store *(sub-channel code = A)*
A home improvement store is a store where tools, paints, and lumber are the primary products for sale.
*Examples: Lowes, Home Depot*

Home/Bed/Bath Store *(sub-channel code = H)*
A home/bed/bath store is a store where items for the home such as curtains, bedding, towels, and small kitchen appliances are the primary products for sale.
*Examples: Bed Bath & Beyond, Williams Sonoma*

Office Supply Store *(sub-channel code = C)*
An office supply store is a store where office supplies such as writing instruments, printer paper, filing supplies and computer supplies are the primary products for sale.
*Examples: Staples, OfficeMax, Office Depot*

Sporting Goods Store *(sub-channel code = L)*
A sporting goods store is a store where sporting goods are the primary products for sale.
*Examples: Sports Authority, Dicks Sporting Goods*

Farm and Feed *(sub-channel code = U)*
Locations specializing in seeds, chemicals, and agricultural equipment. Main revenue comes from seeds, fertilizers, agricultural equipment, Garden Tools, Pet/Livestock feeds, Lawn & Garden Products etc  (Excludes Hardware stores)
*Examples: Tractor Supply*
**Nutraceuticals** *(sub-channel = V)*
Locations specializing in the sale of vitamins and supplements. Focus is on healthy living, wellness, and fitness

*Examples: GNC*

**Pet Stores** *(trade channel code = 11)*
The Pet Trade Channel includes retail stores whose primary purpose is the sale of animal supplies, various pets, and accessories. Items sold typically include: food, treats, toys, leashes, collars, cages, aquariums.

**Pet Superstores** *(sub-channel code = 1)*
- 200+ Stores
- 5 out of 9 Census Areas
- 10,000 sq ft.

*Examples: Petsmart, Petco, Unleashed by Petco*

**Neighborhood Pet Stores** *(sub-channel code = 2)*
- Less than 200 Stores
- Less than 5 out of 9 Census Areas
- Less than 10,000 sq ft

Must sell either Cat food/treats and or Dog food/treats
May sell Kitty Litter, OTC flea/tick medicine

**Vet Clinics** *(sub-channel code = 3)*
Locations that specialize in the medical and surgical care of pets
- Includes clinics inside of pet stores
- Excludes the following
  - Medical centers that focus only on surgery and rehabilitation
  - Pet Hospitals
  - Kennels and boarding locations
  - Doggy Daycare

Must have a licensed practitioner with a Doctor of Veterinary Medicine on staff
May or may not sell pet food

**Fulfillment Centers** *(trade channel code = 13)*
The Fulfillment Channel includes dedicated stand-alone physical locations supporting the pick-up or delivery of e-commerce shopping. Orders are picked and packed by employees or robots only. Consumers cannot enter the physical location and shop.

**Fulfillment** *(sub-channel code = 1)*

*Examples: Amazon, GoPuff, ShipBob/Target*

**Cannabis** *(trade channel code = 14)*
The Cannabis Trade Channel includes retail stores whose primary purpose is the sale of medical or recreational marijuana.

**Medical** *(sub-channel code = 1)*
Government licensed location requiring a prescription.
Recreational (*sub-channel code = 2*)
Government licensed location which does not require a prescription.

Combination (*sub-channel code = 3*)
Government licensed location which is a combination of both medical and recreational sales.

**Technical Support**

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.