



## **Too Many Size Choices At Supermarket May Overwhelm -Supervalu**

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Bigger may be better, but big, bigger and biggest in the grocery store could be overkill.

Too many sizes of the same product are overwhelming consumers with too much choice and detracting from their shopping experience, said Jeff Noddle, executive chairman of grocery store chain Supervalu Inc. (SVU).

Noddle said one manufacturer, which he did not name, had five different sizes of the same product in a supermarket, all within a couple of ounces of each other. While that's giving consumers the option of different sizes and prices, Noddle said it may also confuse customers into thinking they may get a bad deal.

"I think we've overwhelmed consumers with choice and it hasn't simplified their experience," Noddle said Thursday at the CIES World Food Business Summit in New York.

Noddle told Dow Jones Newswires that Supervalu has asked suppliers to cut back on the number of sizes, which the retailer has found to actually improve volume sales of the product. Some suppliers are already reducing the number of products offered.

Brenda Barnes, chairwoman and chief executive of Sara Lee Corp. (SLE), said the maker of Ball Park Franks and Jimmy Dean sausages is "rationalizing" the number of stock keeping units, or SKUs, it offers and cutting product sizes that don't sell well.