

Retail Ready Product Development Workspace

Complete Operator Product Implementation Guide

Product: Frito Lay Classic Mix, 1 oz, Variety Pack, 54-Count

Current Costco Price: \$19.89

Package Reviewed: 54 individually packaged 1 oz snack bags (7 varieties)

1. Product Eligibility Review

Overall Retail Suitability

✓ Excellent

National / Local Demand

✓ Excellent

Contains several of the most recognizable Frito-Lay snack brands with broad consumer appeal.

Product Stability

✓ Excellent

Shelf-stable with a long retail shelf life.

Operational Simplicity

✓ Excellent

Factory-sealed individual bags require no additional preparation.

Inventory Practicality

✓ Excellent

Easy to organize by flavor or mixed purchase options.

Long-Term Value

✓ Excellent

Consistent year-round demand for lunches, travel, parties, offices, schools, hospitality, and convenience retail.

Eligibility Decision

APPROVED for Retail Ready Product Development.

2. Split Eligibility Review

Evaluation	Result
Factory Packaging	✓ Approved
Product Integrity	✓ Approved
Inventory Management	✓ Approved
Shelf Life	✓ Approved
Customer Value	✓ Excellent
Operational Simplicity	✓ Excellent

Split Eligibility Decision

APPROVED

Each snack bag is individually factory sealed and retail ready, making this product an excellent Smart Portion candidate.

3. Standardized Product Information

3A. Customer-Facing Product Summary

Enjoy a convenient assortment of seven popular Frito-Lay snack varieties in individually packaged 1 oz bags. Ideal for lunches, travel, offices, parties, hospitality welcome baskets, vending, and grab-and-go snacks.

3B. Standard Product Description

This Smart Portion is one unopened 1 oz snack bag taken from a sealed Costco multipack and remains in its original factory-labeled packaging.

3C. Standardized Nutrition Summary

Serving Size: 1 Bag (1 oz / 28 g) **Servings Per Container:** 1 **Calories:** Approximately 150–170

Nutrition values vary slightly by flavor. A typical bag contains **8–11 g Total Fat, 170–260 mg Sodium, 15–17 g Total Carbohydrates, 1–2 g Total Sugars, and 2 g Protein.**

Nutrition values are estimates and may vary by flavor, batch, or manufacturer. Refer to product packaging for the most current information.

3D. Standardized Ingredients & Allergen Summary

Ingredients:

Made primarily from potatoes or corn, vegetable oils, salt, seasonings, cheese ingredients, spices, and natural and artificial flavors depending on the variety. Ingredients vary slightly by flavor.

Contains:

Milk.

May contain Soy, Wheat, and other ingredients depending on the variety.

Ingredients and allergen information are representative and may vary by flavor, batch, or manufacturer. Always refer to product packaging for the most current ingredient and allergen information.

3E. Shelf Life & Storage Requirements

Estimated Shelf Life: Approximately 2–4 months from purchase, depending on production date.

Storage: Store in a cool, dry location away from heat and direct sunlight.

Refrigeration: Not required.

After Opening: Consume promptly to maintain freshness and crispness.

3F. Product Information Disclaimer

Product information is provided for convenience and is believed to be accurate at the time of preparation. Product packaging, ingredients, nutrition information, and labeling may change without notice. Always refer to the product packaging for the most current information.

4. Business Opportunity Assessment

Category	Assessment
Split Suitability	Excellent
Sales Velocity	Excellent
Inventory Commitment	Low
Shelf Life	Excellent
Refrigeration Required	None
Profitability	Excellent
Customer Convenience	Excellent
Operational Complexity	Very Low

Retail Score

98 / 100

Opportunity Classification

Premium Smart Portion Opportunity

Recommended Business Models

- Convenience Store
- Grocery Delivery
- Vacation Rental Welcome Packs
- Hospitality Retail
- Office Snack Programs

- Campus Markets
- Resort Shops
- Gift Shops
- Micro Markets
- Grab-and-Go Retail

5. Retail Pricing & Purchase Option Analysis

Costco Cost Per Bag:

$\$19.89 \div 54 = \0.37 per bag

Configuration	Quantity	Estimated Unit Cost	Suggested Retail	Estimated Profit	Estimated Gross Margin
Single Smart Portion	1 Bag	\$0.37	\$0.79	\$0.42	53%
Lunch Pack	3 Bags	\$1.11	\$2.19	\$1.08	49%
Family Snack Pack	6 Bags	\$2.21	\$3.99	\$1.78	45%
One of Every Flavor	7 Bags	\$2.58	\$4.99	\$2.41	48%
Original Costco Package	54 Bags	\$19.89	\$19.89– 20.99	Varies	Minimal

Featured Configuration

One of Every Flavor

Contents

- Lay's Classic
- Lay's Barbecue
- Doritos Nacho Cheese
- Doritos Cool Ranch
- Cheetos Crunchy
- Fritos Original
- Ruffles Cheddar & Sour Cream

Business Justification

The "One of Every Flavor" assortment showcases every variety in the multipack, offers maximum customer appeal, simplifies inventory management, creates a premium purchase option, and provides a higher average transaction value than individual bags while minimizing leftover inventory.

Recommended Purchase Options

Option 1

Single 1 oz Snack Bag

Option 2

3 Snack Bags

Customer selects any three available flavors.

Option 3 ★ Featured

One of Every Flavor (7 Bags)

One bag of each variety included in the multipack.

Option 4

6 Snack Bags

Customer selects any six available flavors.
