



Co-Op Shopper

1. Executive Snapshot

Metric	Value
Bundle Name	Trail Snack Pack
Target Customer	Everyday
Serves	4–6 Guests
Unique Products Included	15
Estimated Bundle Cost	\$64.85
Suggested Retail Price	\$99.95
Estimated Gross Profit	\$35.10
Estimated Gross Margin (%)	35.1%
Profitability Score (100-point scale)	91/100

2. Bundle Specifications

Specification	Value
Bundle Description	A grab-and-go grocery bundle packed with road trip, hiking, lake day, and adventure-ready snacks. Includes chips or crackers, protein snacks, sweet treats, fruit, beverages, and easy-share favorites.
Refrigerated Items	None
Frozen Items	None
Shelf-Stable Items	12
Fresh Produce Included	Apples, Bananas, Grapes
Estimated Assembly Time	10–15 Minutes
Assembly Difficulty	Easy
Inventory Complexity	Low
Storage Requirements	Store in a cool, dry area; refrigerate grapes before delivery when possible
Recommended Delivery Method	Pickup or Local Delivery

What's Included

- Kirkland Signature Organic Tortilla Chips (40 oz bag) – Qty: 1
 - Ritz Original Crackers (13.7 oz box) – Qty: 1
 - Jack Link's Original Beef Jerky (10 oz bag) – Qty: 1
 - Wonderful Roasted & Salted Pistachios (16 oz bag) – Qty: 1
 - Nature Valley Crunchy Granola Bars Variety Pack (24-count) – Qty: 1
 - KIND Dark Chocolate Nuts & Sea Salt Bars (12-count) – Qty: 1
 - M&M'S Peanut Sharing Size (10.7 oz bag) – Qty: 1
 - Oreo Family Size Cookies (19.1 oz package) – Qty: 1
 - Honeycrisp Apples (4 count) – Qty: 1
 - Bananas (6 count) – Qty: 1
 - Seedless Red Grapes (2 lb package) – Qty: 1
 - Kirkland Signature Bottled Water (24-count, 16.9 fl oz bottles) – Qty: 1
 - Gatorade Thirst Quencher Variety Pack (12-count, 12 fl oz bottles) – Qty: 1
 - Bubly Sparkling Water Variety Pack (18-count, 12 fl oz cans) – Qty: 1
 - Wrigley's Extra Peppermint Sugar-Free Gum (3-pack) – Qty: 1
-

3. Business Scorecard

Category	Score
Guest Appeal	96
Operator Profit Potential	88
Ease of Assembly	98
Inventory Efficiency	91
Hospitality Value	90
Overall Business Score	93

This bundle offers broad guest appeal with minimal preparation, making it an excellent hospitality add-on for vacation rentals and travel-focused retailers.

4. Cost & Profit Analysis

Item	Value
Estimated Product Cost	\$60.25
Estimated Packaging Cost	\$2.10
Estimated Labor Cost	\$2.50

Item	Value
Estimated Total Cost	\$64.85
Suggested Retail Price	\$99.95
Suggested Premium Retail Price	\$109.95
Estimated Gross Profit (\$)	\$35.10
Estimated Gross Margin (%)	35.1%
Estimated Profit per Guest	\$7.02
Estimated Markup (%)	54.1%
Suggested Operator Profit Rating	High

The Trail Snack Pack provides a strong balance of value and convenience with dependable margins. Its broad appeal supports premium pricing in hospitality settings while remaining competitive for everyday travelers and families.

5. Business Assessment

- **Market Opportunity** – Adventure travel, vacation rentals, and family road trips create consistent year-round demand for ready-to-go snack bundles.
 - **Customer Appeal** – Guests appreciate having recognizable brands and a variety of sweet, savory, and healthy options available immediately upon arrival.
 - **Operational Suitability** – Shelf-stable products and minimal assembly requirements simplify fulfillment and reduce inventory risk.
 - **Profit Potential** – Healthy retail margins and easy merchandising make this an excellent recurring revenue product for operators.
 - **Primary Recommendation** – Offer this bundle as a featured grab-and-go option and pair it with beverage or picnic upgrades to increase average order value.
-

6. Operator Notes

- Prepare fresh fruit shortly before delivery for the best guest experience.
 - Keep grapes refrigerated until order fulfillment.
 - Rotate snack inventory using first-in, first-out practices.
 - Increase bottled beverage quantities during warmer months and peak travel seasons.
 - Comparable branded snacks may be substituted when temporary inventory shortages occur.
-

7. Marketing Package

Marketing Tag Line

Everything your guests need for delicious snacks between every adventure

Short Description

Perfect for road trips, hiking trails, lake days, ski weekends, and family outings, this convenient snack bundle combines favorite chips, protein snacks, sweet treats, fresh fruit, and refreshing beverages into one easy purchase. Professionally curated for grab-and-go convenience, it helps guests spend less time shopping and more time enjoying their adventure.

8. Store Setup Recommendations

- Place in **Adventure Bundles**, **Travel Essentials**, or **Grab-and-Go Snacks** categories.
 - Feature in vacation arrival and weekend getaway collections.
 - Upsell with picnic supplies, coolers, or ice bundles.
 - Cross-merchandise alongside beverage, breakfast, and lunch bundles.
 - Recommend as an add-on during checkout for road trip and vacation orders.
-

9. Executive Recommendation

The Trail Snack Pack is a highly practical, easy-to-manage bundle with broad consumer appeal and dependable profitability. Its combination of recognizable brands, fresh fruit, and ready-to-enjoy snacks makes it an excellent offering for hospitality operators. It is well suited as a core bundle for vacation rentals, travel retailers, and grocery delivery businesses.

