

# 2023 New Item Alert Schedule

If your new items belong on the shelves of community pharmacies, make sure they are reviewed and rated by our expert new item review team. Every month, pharmacies and buyers for pharmaceutical distributors rely on our New Item Alert, category planograms, and other merchandising tools to learn what new health, beauty, and wellness (HBW) items they need to order, stock, distribute, and recommend to obtain maximum profitability.

Manufacturer Information Deadline	New Item Alert Distribution Month
11/01/2022	January 2023
12/01/2022	February 2023
01/03/2023	March 2023
02/01/2023	April 2023
03/01/2023	May 2023
04/01/2023	June 2023
05/02/2023	July 2023
06/01/2023	August 2023
07/01/2023	September 2023
08/01/2023	October 2023
09/01/2023	November 2023
10/02/2023	December 2023

## DON'T MISS OUT!

1. Use this schedule to align your product launch date with the appropriate issue of our New Item Alert.
2. Refer to the HRG Category Review Schedule (page 2) to ensure we receive new items in time for the category review and possible inclusion in our planograms.<sup>1</sup>
3. Know your category analyst! The Category Review Schedule indicates the HRG analyst responsible for each category.

*Please note: New items are accepted for review at any time, regardless of the month the pertinent category is reviewed.*

## HRG STAR RATINGS



**3-Star** rated items are included in ALL planograms we provide to retailers.



**2-Star** are incorporated in large- and medium-sized planograms.



**1-Star** items are placed in large-sized planograms.

### How do you earn a Star Rating?

HRG analysts review thousands of new items every year and rate each one<sup>1</sup> based on these criteria:

- Product orientation
- Earnings potential
- Product innovation
- Promotional support
- Category trends

## LEARN MORE

See page four to see which HRG category analyst manages the category your product resides in. We are here to help.

<sup>1</sup> Star Ratings will not be given to all items. If we receive insufficient data, or if the item does not rank high enough according to our criteria, no Star Rating will be given.

# 2023 Category Review Schedule

Category Name	Manufacturer Information Deadline	Category Distribution Month	Category Analyst
Sun Care	09/01/2022	January 2023	Cat Renwick
Eye & Ear Care	09/15/2022	January 2023	Noah Rosenthal
Hair Care	10/14/2022	February 2023	Cat Renwick
Hair Coloring	10/14/2022	February 2023	Cat Renwick
First Aid	11/01/2022	March 2023	Kelly Zygowski
Wound Care	11/01/2022	March 2023	Kelly Zygowski
Shaving & Grooming	11/15/2022	March 2023	Holly Ockelmann
Deodorants	11/15/2022	March 2023	Holly Ockelmann
Vitamins & Dietary Supplements	12/15/2022	April 2023	Kyle Lentz
Oral Care	01/03/2023	May 2023	Kyle Lentz
Foot Care	01/16/2023	May 2023	Kelly Zygowski
Feminine Care	02/01/2023	June 2023	Tara Kaifesh
Family Planning	02/15/2023	June 2023	Kelly Zygowski
Compression Hosiery	03/01/2023	July 2023	Kyle Lentz
Health Supports	03/01/2023	July 2023	Kyle Lentz
Skin Care	03/15/2023	July 2023	Cat Renwick
Batteries	04/03/2023	August 2023	Holly Ockelmann
Cold & Allergy	04/14/2023	August 2023	Kyle Lentz
Humidifiers & Vaporizers	04/14/2023	August 2023	Kyle Lentz
Digestive Health	05/01/2023	September 2023	Tara Kaifesh
Baby Care HBW	05/15/2023	September 2023	Holly Ockelmann
Diabetes Management	06/01/2023	October 2023	Noah Rosenthal
Diagnostics	06/15/2023	October 2023	Cat Renwick
Daily Living	06/15/2023	October 2023	Cat Renwick
Thermometers	06/15/2023	October 2023	Cat Renwick
Pain Relief	07/03/2023	November 2023	Cat Renwick
Weight Management & Nutritional Foods	07/14/2023	November 2023	Kyle Lentz
Nicotine Replacement Therapy	08/01/2023	December 2023	Noah Rosenthal
Incontinence	08/15/2023	December 2023	Holly Ockelmann

## LEARN MORE

See page four for HRG category analyst contact information.



# Driving Drug Store Assortments

## Ensure your brand is included in the product library

---

It's no secret that you have the potential to sell more products if consumers can easily find them at shelf. But have you ever wondered how drug stores choose which health, beauty, and wellness (HBW) items to stock and how to price them? They rely on HRG for data-driven category management strategies which ensure brands that meet consumer demand earn shelf space.

Our category management strategies are second to none because of the current, reliable product data that manufacturers like you send to us annually or as changes are made to your brand portfolio. It's important that you send us your product(s) and share your pricing information so when we deliver our planograms, pricing files, and point-of-sale databases to our industry-wide client base they are accurate and comprehensive. It also ensures that your brand is properly represented in our database when our analysts review its category each year for planogram inclusion.

### Protect brand integrity

Ensure your products are accurate and up-to-date in our library by sending HRG final product packaging. All packaging is photographed in-house to ensure best-in-class images and standardization. Also, provide your complete price list annually or as changes are made:

- Product description
- Highest wholesale cost or average wholesale price
- UPC and/or GTIN
- Suggested retail price
- Product additions/deletions/changes
- Priority ranking of products

### Submitting the information below ensures your products are considered for our planograms:

- Merchandising recommendations
- Priority ranking of your products
- Your perspective of key industry trends shaping the category
- Promotional spending for full line
- Target market and outlet distribution
- National ship date
- Information on drug, food, mass, and convenience store dollar sales and % ACV distribution (e.g., IRI, Nielsen)
- Consumer demographics, including buying behaviors and patterns

### To add your **new items** (introduced within the last 12 months or about to be launched) to our library please provide this information:

- UPC, cost, and product description
- Suggested retail prices
- Final packaging
- Promotional support activities and budget
- Suggested category and shelf placement

*Refer to our [Category Review Schedule](#) to see when each category is reviewed and which analyst conducts the review. Our [New Item Alert Schedule](#) offers information on our [Star Rating System](#) and deadlines to be considered for inclusion in our New Item Alert.*

### Our Privacy Policy

If you have concerns about our access to this information, please know that we are willing to sign a confidentiality agreement.



# Category Analysts

---

## Colleen Volheim

Category Research and Analysis Manager  
Direct: 414.431.5283  
colleen\_volheim@hamacher.com

## Kyle Lentz

Category Analyst  
Direct: 414.431.5231  
kyle\_lentz@hamacher.com

## Joe Michaels

Category Analyst Technical Expert  
Direct: 414.431.5215  
joe\_michaels@hamacher.com

## Tara Kaifesh

Category Analyst  
Direct: 414.431.5306  
tara\_kaifesh@hamacher.com

## Kelly Zygowski

Category Analyst  
Direct: 414.431.5336  
kelly\_zygowski@hamacher.com

## Noah Rosenthal

Merchandising Analyst  
Direct: 414.431.5205  
noah\_rosenthal@hamacher.com

## Cat Renwick

Merchandising Analyst  
Direct: 414.431.5203  
catherine\_renwick@hamacher.com

## Holly Ockelmann

Merchandising Analyst  
Direct: 414.431.5237  
holly\_ockelmann@hamacher.com

**HRG Fax Number: 414.355.1032**