

Serving the Total Convenience & Petroleum Retailing Industry

# Category Management Handbook

## SOURCES

**Ansell Sexual Wellness**  
Red Bank, N.J.

**Cardtronics**  
Oak Brook, Ill.

**Category Management Association**  
Wimberley, Texas

**Datassential**  
Chicago

**Dr Pepper Snapple Group**  
Plano, Texas

**General Mills**  
Minneapolis

**The Hershey Co.**  
Hershey, Pa.

**InComm**  
Atlanta

**Kellogg Co.**  
Battle Creek, Mich.

**Link Snacks Inc.**  
Minong, Wis.

**Management Science Associates Inc.**  
Pittsburgh

**Mars Chocolate North America**  
Hackettstown, N.J.

**Mintel Group**  
Chicago

**Nestlé Waters North America**  
Greenwich, Conn.

**The Nielsen Co.**  
Schaumburg, Ill.

**The NPD Group Inc.**  
Port Washington, N.Y.

**Oberto Brands**  
Phoenix

**Olson Communications Inc.**  
Chicago

**Packaged Facts**  
Rockville, Md.

**Scandinavian Tobacco Group Lane Ltd.**  
Tucker, Ga.

**Scientific Games Corp.**  
New York

**Swedish Match North America**  
Richmond, Va.

**U.S. Nutrition, a division of NBTY Inc.**  
Bohemia, N.Y.

**Wm. Wrigley Jr. Co.**  
Chicago