

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