

RTB in Project Almanara

1. \$50m opportunity to grow the Breakfast category in ME (focus GCC)
2. Emerging Markets is a x? priority in the Global strategy
3. Opportunity to grow Granola in a new region is part of the global strategy
4. ME team engaged and actively working on PPA
5. Culturally relevant food routes already identified –(APAC legal route resolved, Egyptian innovation available)

BUT

1. Current research is useful to identify that there is an opportunity but not useful in identifying JTBD (more proof to be presented pulled together by I&P)