



Deusch Family Wine & Spirits' currently seeks a Category Analyst who possesses the below. The Category Analyst position is a member of the Deusch Family Wine & Spirits Strategic Accounts team supporting the sales efforts of the Director of Strategic Accounts and the Sr. Category Development Manager for our West Coast chains business. The position will work cross-functionally with the Sr. Category Development Manager and the Regional Chain Managers to provide fact based consumer and business insights for Beverage Alcohol categories and DFWS brands.

The primary responsibilities of this position include providing advanced analytics, shopper and consumer insights, and category recommendations to internal and external customers. Candidates should have the ability to identify insights and opportunities, report findings and make recommendations; develop effective and accurate reporting tools.

#### Qualifications:

- 2-5 years as a Category Analyst within CPG
- Live on West Coast (CA, WA, OR)
- Experience working with Safeway and Kroger highly preferred
- Bachelor's Degree or equivalent relevant work experience
- Understanding of Nielsen/IRI syndicated and Consumer Panel data
- Experience using Market6 and dunnhumby data preferred
- Highly proficient in PowerPoint, Excel, Word, and Outlook required
- Strong analytical, organizational, communication, math and problem solving skills
- Proficiency in data extraction, analysis, and presentation creation/delivery is a must
- Comfortable presenting ideas and concepts; ability to contribute in a cross-functional team environment
- Ability to be a self-starter and take initiative/ownership of projects and see through to completion
- Knowledge of Beverage Alcohol Industry a plus
- Knowledge of planogramming process a plus
- Must be willing and able to travel up to 15% of the time

#### Responsibilities:

- Complete analysis of data in support of Sales Management and Customer. Report findings, opportunities, and recommendations
- Integrates data from multiple resources (Nielsen, Market6, dunnhumby) to develop actionable insights and recommendations
- Create fact based selling stories for presentations to buyers; deliver and participate in customer appointments and presentations
- Develop and implement monthly retail category scorecards (new item tracking, pricing, distribution, and post-promotion analyses)
- Share best practices, insights, learnings within DFWS Category Development Team



If your background and experience meet these qualifications and you want to join a dynamic industry, please [click here to apply](#).

Deutsch Family Wine & Spirits is a family-owned business committed to cultivating an environment in alignment with the company's values, mission and vision. Our professional staff plays an important role in the company's continued growth and success. We offer competitive compensation, excellent benefits and opportunities for advancement in a collaborative environment.

Deutsch's wine and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to identify and fill consumer niches within the wine and spirits category. They have built numerous category leaders including: the #1 selling brand in the US, the #1 imported brand in the US, the #1 Australian brand in the US, and the #1 French brand in the US. Chairman Bill Deutsch's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirits industry.

Deutsch Family Wine & Spirits is an Equal Opportunity Employer.

Learn more about Deutsch Family Wine & Spirits at [www.deutschfamily.com](http://www.deutschfamily.com)