

New Retail Data Now Available on COMTELL!

January 4, 2023, Toms River, NJ – Urner Barry, the leading provider of protein market news and information in the food industry, is announcing a long-awaited improvement to the retail coverage on COMTELL.

Urner Barry has completely overhauled its COMTELL retail intelligence to enhance both value and utility of data within the site. As a key element of this improvement, Urner Barry is now utilizing scanner data from IRI (Information Resources, Inc), a leading global analytics and data provider in the retail space.

Most upgrades to COMTELL are driven by user feedback and this new feature addresses the many requests for improvements to the retail section.

Through the information from IRI, COMTELL now features a vastly larger database of retail items and related statistics. Compared to the prior coverage, COMTELL now includes history for hundreds more seafood items (an increase of over 1,000%) in addition to three to nearly five times as many red meat and poultry items. Lamb, veal, and sausage products are also now represented.

Each new item contains three years of history for average price, average discounted price, total sales dollars, total sales dollars for discounted products, and two distribution metrics. Additionally, the regional breakdown of the retail data has become considerably more detailed, as the prior coverage of 16 broad regions within the United States has now expanded to 67 domestic cities/regions and the main retailers located within.

Available on COMTELL now!

RETAIL DASHBOARD

A comprehensive retail experience gives subscribers access to retailer-based IRI scanner data with an in-depth and accurate view of the buying process, offering a more intimate understanding of consumer spending habits.

ACCESS TO:

- ✓ Store
- ✓ Location
- ✓ Week Ending Date
- ✓ Discounted Price
- ✓ Non-Discounted Price
- ✓ Discounted Sales
- ✓ Total Sales

DEDICATED RETAIL NEWS WIDGET

1,031 items

50+ grocers

67 cities

Key differences between the old retail section and this overhaul include:

- **DATA SOURCE**
 - **NEW:** Data is “scanner data” meaning that it is collected at the register, and provided by IRI (Information Resources, Inc).
 - **OLD:** Data was collected in-house from circulars

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MARKET PRICES, NEWS, AND ANALYSIS

- **DATA TIMING**
 - NEW: Due to data being scanner data, the figures represent sales that have already occurred. In addition, the data is on a one-week delay.
 - OLD: *Data was pulled from circulars, so it was at least one-week forward looking.*
- **INTERFACE**
 - NEW: Utilizing entirely new table technology with a great deal of customization potential
 - OLD: *Largely static tables that could be cumbersome to navigate*
- **PERSONALIZATION**
 - NEW: Custom groups can be created (like MyItems) with user-picked items and display preferences.
 - OLD: *No customization possible*

Interested in accessing retail pricing and data, along with benchmark wholesale pricing, historical charts, and unparalleled market news and commentary? Subscribe to COMTELL. Call 800-932-0617 or email our customer service representatives at help@urnerbarry.com.

About Urner Barry

Urner Barry is a business publisher specializing in the reporting of market quotations and news to clients in the poultry, egg, meat, seafood, and related segments of the food industry. Urner Barry offers market reports via fax, e-mail and internet, as well as books and other media intended to make you a more informed buyer or seller of food products.

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