



INSIDE THE BULLSEYE

"Think local, drink local."

Sound advice from the buyers behind our wine, beer and spirits assortment – and exactly what guests tend to be thinking these days when it comes to their beer and wine preferences.

Are alcohol sales even a big deal?

Yes, indeed. Specifically, craft beer and wine – it's one of the six key food categories we're focused on as part of our [Food Reinvention strategy](#). And our latest testing ground? A brand new liquor store at T-2189, our SuperTarget in St. Louis Park, Minnesota – and our second liquor store in the state. It soft-opened last Wednesday with a big local emphasis that taps into 18 Minnesota craft beer brands at last count. We've seen guests respond to localized assortment strategies in our CityTarget and TargetExpress locations. This is one more area we're testing with big potential across the chain.

How's the local approach faring?

T-2189's liquor store just opened, but it's looking good. For example, the hyper-localized craft beer sales? They're accounting for 75% of the store's beer sales (that's compared to chain-wide results for cider and craft beers of around 45%). Cheers to that.

Planning a visit? To make sure you're not the one thing standing between a guest and their craft beer purchase, check out this [handy guide](#).

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The days of "she" are gone

This may not be news, but remember when we thought of our guest as the quintessential soccer mom? Minivan, 2.5 kids, sweater set? No more. Now, we're talking families – mom and dad, two dads, two moms, single parents, couples without kids – all with crazy demands on their time. They're "[they](#)."

If you take it a little deeper ...

We know they're more likely to be millennials, increasingly located in urban areas and more Hispanic. Deeper still? Family roles look different too. Half of all dads claim equal or primary responsibility for groceries, cooking, homework, play/activities and laundry (albeit with many moms begging to differ, we hear). And kids are packing some serious influence – 84% play a role in deciding where their parents shop, and 95% influence what their parents buy.

Um, why are you telling me this?

Because it's important ... and it's a good reminder. When it comes to our guests: To know them is to love them – or more accurately, to put them first.

EDITOR'S NOTE

Your two cents?

[We've got a survey!](#) It's been about six weeks since we launched *TGT Briefly* – an experiment in streamlining and simplifying the way you get news and info on all things Target. And so far, we've seen some exciting stats: About 75% of you open the email every day. Of that number, we're seeing 95% take the time to read it – and, on average, that takes a truly brief 40 seconds. Love it.

But what's next for Briefly?

Our goal is to give you a daily snapshot of hot Target news and the inside scoopage on our transformation with a little "Target-tainment" sprinkled in. But evolving and improving every day is the

name of the game. To keep making *Briefly* better, please take [this quick 2-minute survey](#). Bonus: If you complete the survey, there's a chance to win some swag from our most recent design partnership.

P.S. In the last six weeks, we've received nearly 250 emails to TGT.News telling us what you've loved and what missed the mark. Keep the feedback and story ideas coming! We read every single email (seriously).

Have feedback? Ideas? Info we should include? Email [TGT.News](#).

Who got this? All HQ team members worldwide.

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