



# **General Mills, Inc. (GIS)**

## **Earning Report Outlook**



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# Summary

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General Mills Inc. is a multinational food company headquartered in the United States. With a history dating back to 1856, General Mills has grown to become one of the world's leading producers and marketers of branded consumer foods. The company operates in over 100 countries and boasts a diverse portfolio of well-known brands.

General Mills' primary focus is on manufacturing and marketing food products across various categories, including cereals, snacks, yogurt, baking products, meals, and more. The company's extensive brand portfolio encompasses household names such as Cheerios, Wheaties, Pillsbury, Betty Crocker, Yoplait, Haagen-Dazs, Old El Paso, Nature Valley, and many others.

Cereals are a significant component of General Mills' product lineup. The company has a long-standing presence in the breakfast cereal market and offers a wide range of options to cater to different tastes and preferences. Some of their popular cereal brands include Cheerios, Wheaties, Lucky Charms, Cinnamon Toast Crunch, and Honey Nut Cheerios. General Mills continuously innovates in this category, introducing new flavors, and healthier options, and meeting consumer demand for convenient and nutritious breakfast choices.

In addition to cereals, General Mills produces a variety of snacks and convenient food products. These include snack bars, granola bars, fruit snacks, cookies, and more. Brands like Nature Valley, Fiber One, and Cascadian Farm are well-known for their snack products. General Mills recognizes the growing demand for on-the-go and healthier snacking options and strives to meet these needs with innovative and tasty products.

General Mills also offers baking mixes, refrigerated dough, and dessert mixes through its Pillsbury and Betty Crocker brands. These products make it easier for consumers to prepare homemade goodies and have become staples in many households. Whether it's a cake mix, cookie dough, or ready-to-bake biscuits, General Mills provides convenient solutions for home-baking enthusiasts.

Yogurt is another significant category for General Mills. The company's yogurt portfolio includes brands such as Yoplait, Annie's, and Liberté. Yoplait is particularly recognized for its wide assortment of flavors and product formats, catering to different dietary needs and preferences. General Mills has expanded its yogurt offerings by introducing Greek yogurt,

lactose-free options, and products fortified with probiotics, aiming to provide consumers with delicious and nutritious choices.

General Mills has also made inroads into the frozen food segment through brands like Green Giant, Old El Paso, and Wanchai Ferry. These brands offer a range of frozen vegetables, meal kits, and Mexican food products, providing convenient and flavorful options for consumers. With the increasing demand for easy-to-prepare meals and ethnic cuisine, General Mills continues to innovate and expand its frozen food offerings.

Furthermore, General Mills recognizes the growing consumer preference for natural and organic food options. The company acquired Annie's, a leading organic and natural food brand, in 2014. Annie's offers a diverse range of products, including organic macaroni and cheese, snacks, cookies, and condiments. General Mills' commitment to providing healthier choices aligns with the growing consumer demand for natural and organic foods.

General Mills operates globally, with a presence in North America, Europe, Asia, Latin America, and Australia. The company leverages its strong distribution network and brand recognition to reach consumers worldwide. Through strategic partnerships, joint ventures, and acquisitions, General Mills has established a robust international footprint and continues to expand its global market share.

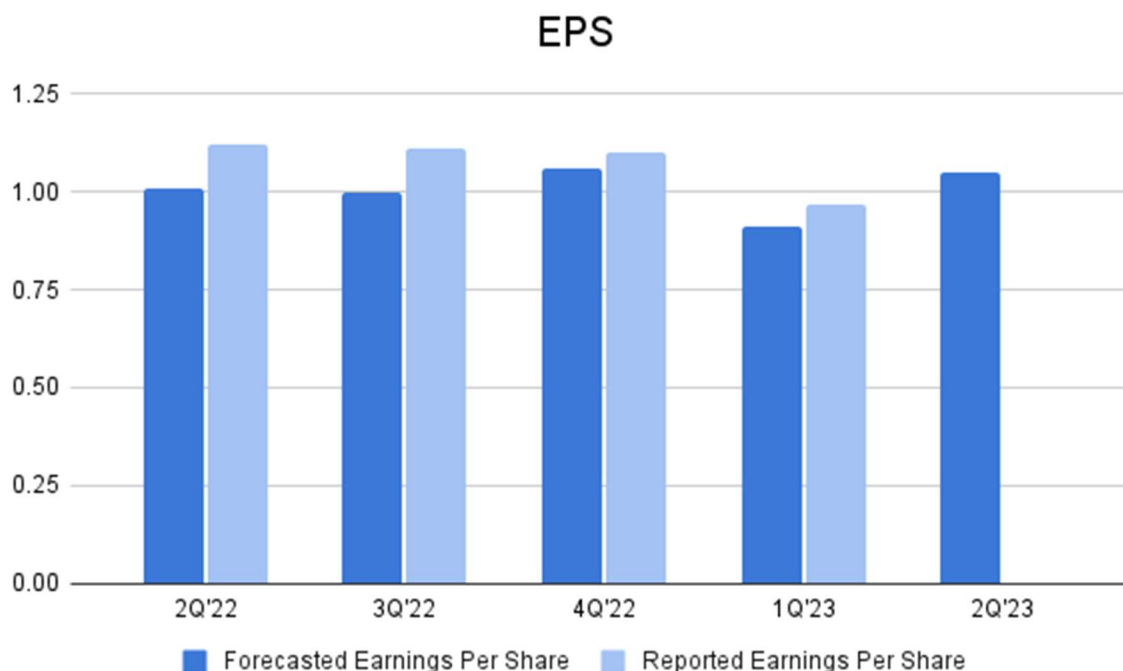
Sustainability is a significant focus for General Mills. The company is dedicated to reducing its environmental impact and promoting responsible sourcing. It has set ambitious goals to reduce greenhouse gas emissions, water usage, and waste generation across its operations. General Mills also collaborates with farmers to promote sustainable agricultural practices and ensure a resilient supply chain. The company's sustainability efforts align with its commitment to the long-term well-being of the planet and the communities in which it operates.

In conclusion, General Mills Inc. is a multinational food company that has established itself as a leader in the production and marketing of branded consumer foods. With a diverse portfolio of popular brands across various categories, General Mills caters to the evolving tastes and preferences of consumers worldwide. The company's commitment to innovation, sustainability, and community engagement sets it apart in the food industry, as it strives to provide delicious, convenient, and responsible food choices while making a positive difference in the world.

# Analysis

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## Fundamental



The chart above displays the results of the past four earnings per share (EPS) announcements made by General Mills since the start of the second financial quarter of 2022. The company has been able to consistently report earnings that are above forecasted predictions made by analysts. It is very good when a company can consistently beat predictions by an impactful margin because it gives investors the ability to trust an asset when earning report season comes which gives investors sentiment to hold their shares. Along with an 82% increase in share price over the past 5 years, investors can keep their trust in the stock.

General Mills' stock is currently down 2.79% year-to-date (YTD) even though it had been up 20% since the beginning of its rally in February which was catapulted by a strong EPS report. The 10% share price drop since May 12th is due to many factors that the company is facing such as the closing of their Independence plant that they acquired in their purchase of Tyson Foods in 2021, and the recall of four gold medal all-purpose flour varieties in their stores. The company has been able to remain somewhat consistent in its price this year, with a good EPS report being a possible catalyst for positive growth.

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From a technical perspective, the stock is now in a period of consolidation which comes before its EPS report. This has been observed before in February when the stock price had grown by around 6% over the weekend due to the consistency of their EPS. There are resistance levels observed at the 91-dollar price point, and support levels at the 74-dollar price point and 78-dollar price points. Along with these levels, the Relative Strength Index (RSI) has shown to be independent of the price of the stock which means that the stock price can stay consistent during high levels of volatility within the market. RSI levels are currently sitting at 35, which is considered low, and the stock could be traded at a level lower than it should be.

Income statements show good results year over year with profit margins consistently growing since 2018, along with net income and revenue increasing along with profits. Balance sheets are also showing favorable results with debt to assets decreasing at an impressive rate both annually and quarterly, along with liabilities decreasing and total assets increasing. Cash flow isn't as volatile but even with the financials growing in other charts, costs to operate have not increased by much over the years.

## Technical

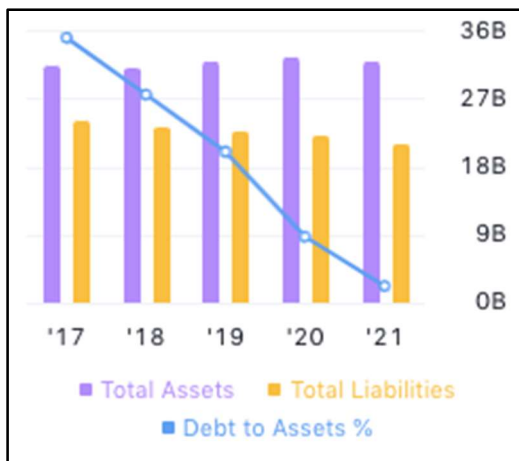




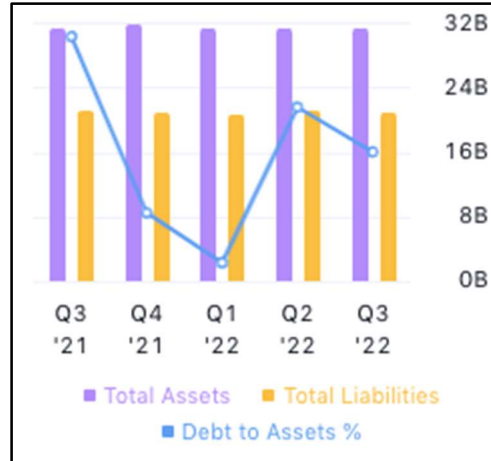
Income Statements (Annual)



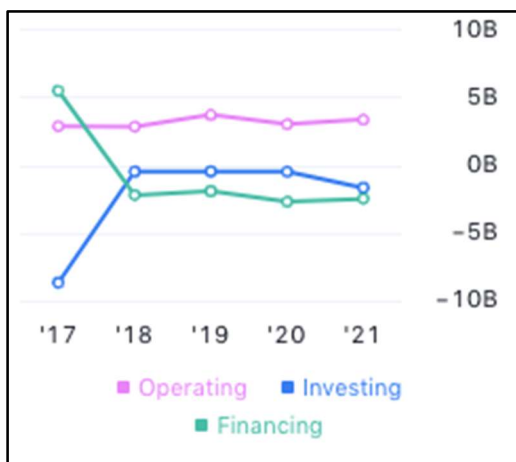
Income Statements (Quarterly)



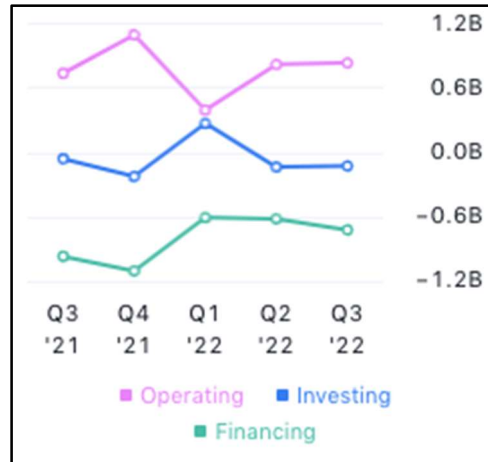
Balance Sheets (Annual)



Balance Sheets (Quarterly)



Cash Flow (Annual)



Cash Flow (Quarterly)



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