



# ADVERTORIAL OPTIONS 2023

**NEWTRADE  
MEDIA** 

# NEWTRADE MEDIA – ADVERTORIAL TEMPLATES

Welcome to the Newtrade Media advertorial template booklet.

Inside this booklet, you will find examples of all our advertorial templates, proven to educate and engage independent convenience retailers and wholesalers alike.

On each publication header page, we have included general guidance on to how best use each template and what messaging it is best suited to.

Upon selection of an advertorial template, you will be sent a brief which will outline the number of words required for the various sections and the number of images along with a

deadline for you to submit these based on the edition date you have chosen for the advertorial to appear in.

Once your content is received, we will design your chosen advertorial in house style and will only submit this for print once final approval of the designed copy has been received from yourselves.

Advertorials using one of our existing templates are charged at your standard rate plus 30%.

**Please ensure you specify the template you wish to use for each specific publication at the time of booking.**



## **Advertorial disclaimer**

Please note that on-time delivery of our advertorials may be impacted if deadlines are not adhered to. We work on an eight-week timeline from submission of initial content from yourselves to the deadline for print.

Bespoke advertorial design outside of our standard advertorial design templates will attract an additional fee.

Images should be in JPEG format in high resolution (300dpi).

There will be a maximum of four rounds of amends permitted. Exceeding this will result in additional costs of £150 per additional round of amends.

Should there be an issue with deadlines or amends, your Account Manager at Newtrade Media will discuss this with you.



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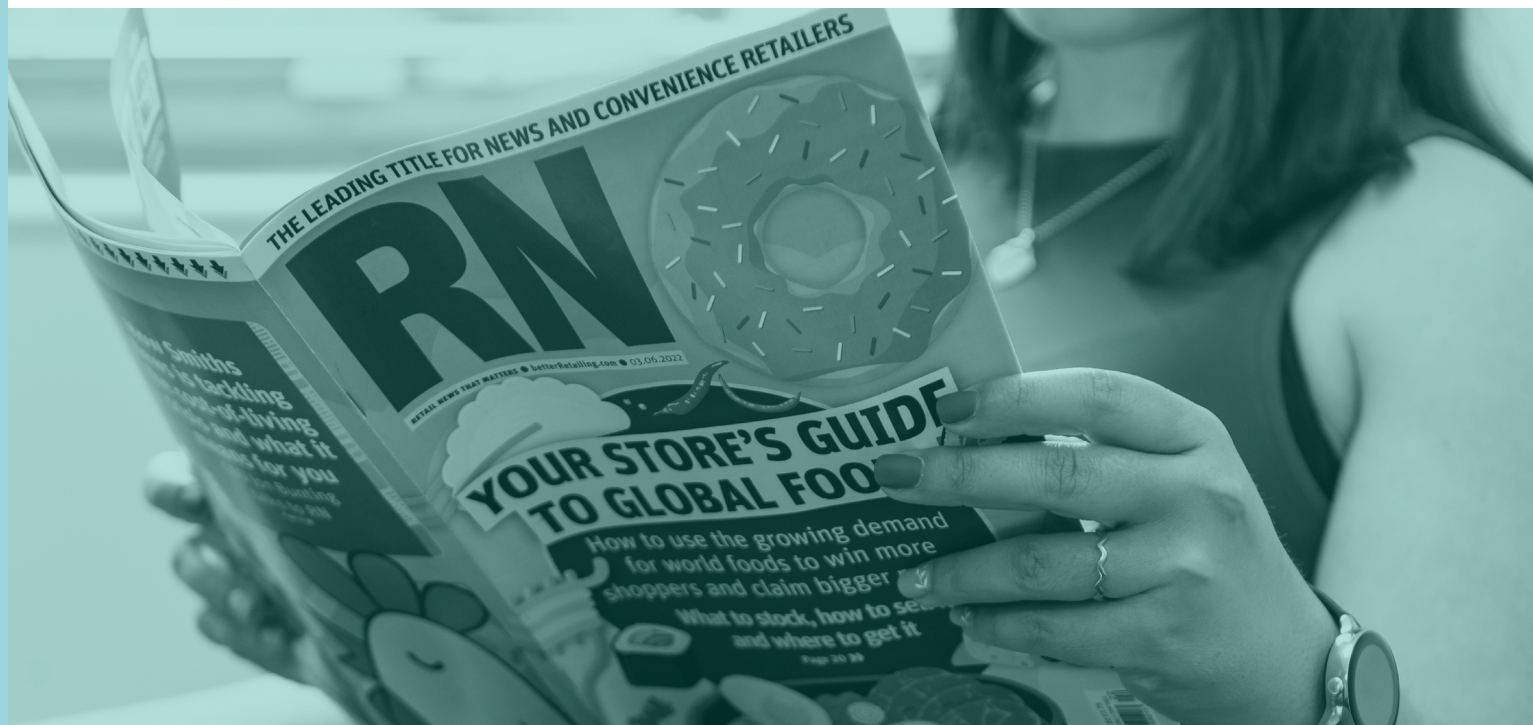
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### Client testimonial

**Hannah Corker, Customer Marketing Manager - Impulse.**

"We choose to partner with Newtrade due to the quality of its publications, the relevance of the content and their engagement with retailers. The advertorial options available provide easy to follow clear templates, enabling us to pull together content that is most going to benefit the readers."

"The process is very clear, with briefs and requirements provided well in advance and critical path outlined from the off-set to keep everyone on track."

"I really like the layout of Newtrade advertorials - by keeping them visual with limited copy, the content is easy to follow and more likely to be actioned by retailers."

## ADVERTORIAL TEMPLATES

**Over the next few pages, you will see a variety of advertorial templates specifically designed for our publication *Better Wholesaling Insight*. All single-page templates are also available as double-page options unless otherwise stated.**

Reaching 5,103 key decision-makers in the wholesale sector, *Better Wholesaling Insight* is a quarterly publication full of actionable advice and insights for the convenience and foodservice wholesale sector. It is the perfect platform for suppliers to showcase NPD and to educate wholesale decision-makers on their product portfolios.

### **Industry Spotlight**

The Better Wholesaling Insight Industry Spotlight advertorial will enable your business to grow awareness of key spokespeople within your business and establish yourselves as a source of valuable insight within the wholesale channel. This advertorial gives you an opportunity to talk about your products, share your knowledge and explain how wholesalers can maximise sales in-depot.

### **One-Minute Depot Manager (DPS only)**

The One-Minute Depot Manager double-page spread advertorial is an educational piece covering range advice on a key product, including where to stock, why to stock and when to stock, to ensure wholesalers can maximise their sales in-depot. The advertorial also includes a wholesaler viewpoint and supplier viewpoint.

### **Working Together Project (DPS only – part of Working Together Project Package)**

This is an advertorial sharing findings from a wholesale Working Together Project.

For examples of Working Together Projects, please [click here](#): (Working Together Archives - Better Wholesaling)  
To find out more about our Working Together Projects,

please speak with your Account Manager.

### **Brand In Four**

Broken down into four easy-to-understand sections, Brand In Four is the perfect opportunity to get the message of your product or service across to the leading decision-makers in the wholesale industry. It will allow you to explain how it can benefit their wholesale operation and make their business more profitable. This advertorial enables you to highlight the opportunity and explain why it is a must-have for any wholesaler within the convenience or foodservice channels.

### **1/3-page Advice Column**

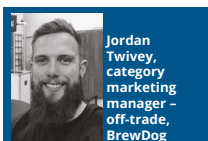
Advice Columns (third-page vertical columns) can focus on a variety of different elements within trade campaigns. You could offer wholesaler a series of Q&A-style educational columns to guide them through changes being made/new products being released, for example. Advice Columns also work well when educating wholesalers on legislative changes, and corporate and social responsibility initiatives, such as sustainability, etc. A series of advertorial Advice Columns can be placed in a consistent position in each edition to maximise impact.

## INDUSTRY SPOTLIGHT

In partnership with



## BrewDog



Jordan Twivey, category marketing manager – off-trade, BrewDog

**BWI:** How important is sustainability to BrewDog and what is the company doing to increase its credentials?

**JT:** Sustainability is the backbone of our business. As the first carbon-negative brewery, our aim is to prompt people to think more conscientiously about their purchase and lifestyle decisions, ensuring we, and future generations, have a planet to brew (and sell) beer.

We believe it is the responsibility of businesses like ours to encourage change, and we are striving to take customers and shoppers on our sustainable journey, by putting the planet first in everything we do. From production, right through the supply chain.

**How is BrewDog working with wholesalers and the wider supply chain to improve sustainability across the industry?**

We know profit is the priority for wholesalers, and sustainability has to be a balance. One way we can help more directly is with the products we offer. Our planet-first Lost Lager is brewed using wind power and a third less water to make it carbon neutral.

With 70% of shoppers more likely to purchase a beer made in a sustainable way<sup>1</sup>, and 40% of the population drinking once a month or more<sup>2</sup>, there is the prospect that a sustainable beer offering will not only drive existing frequency, but could grow overall penetration. So, good for the planet and the till.

**70% of shoppers are more likely to purchase a beer made in a sustainable way**

## FAST FACT

**BrewDog is the first carbon-negative beer business**



etation. So, good for the planet and the till.

**What BrewDog products should wholesalers be aware of?**

Continuing our mission to connect people through great beer that is good for the planet, we recently introduced new session-strength BrewDog Planet Pale (4.3% ABV).

Creating a more accessible offering with wide appeal, it replaces BrewDog Pale Ale, with a new recipe and stronger brand proposition, to generate excitement and highlight our sustainability credentials.

It's also being supported by a full marketing rollout with the strapline 'Enjoyed Responsibly Worldwide'.

**What trends and opportunities should wholesalers be keeping track of? Should a greater focus be placed on the no and low opportunity?**

Low and no is absolutely a growing opportunity. Although still relatively small, the category continues to grow and is something wholesalers should pay close attention to. With volume sales up 14.8% year on year, the category is worth £1.6m in value. That's up 33% versus the same time last year<sup>3</sup>.

Interestingly, 20% of English adults now class themselves as non-drinkers. However, sales of low- and no-alcohol are being driven by current alcohol drinkers looking for an alternative to enable them to be more responsible – for example, driving home from social occasions. Therefore, products that provide a direct substitute for an alcoholic option will perform well, as shoppers look for brand names they know and trust<sup>4</sup>. BrewDog Punk IPA is the number-one craft beer brand<sup>5</sup> – therefore, BrewDog Punk AF provides the ideal low-alcohol solution. ●

<sup>1</sup>YouGov BrewDog Commissioned Survey – Beer Drinkers – Sept 2020. Unweighted base: all UK adults who drink beer every month (1,735). <sup>2</sup>YouGov BrewDog Commissioned Survey – Unweighted base: all UK adults (4,460) – 2020. <sup>3</sup>Nielsen 52 weeks to w/e 01.10.21. <sup>4</sup>YouGov Survey Portman Group. <sup>5</sup>Nielsen Beer Scantrack MAT TY Value Sales Total Coverage to w/e 14.08.21



## INDUSTRY SPOTLIGHT

In partnership with



## GrowUp Farms



Kate Hofman, founder and brand director, GrowUp Farms

**BWI:** What sustainability work are you doing in the wholesale channel?

**KH:** Our newest farm, Pepperness, in Kent, has been built on a disused brownfield site, creating the equivalent of 1,000 acres of Grade 1 farmland in our vertical farm.

As the UK currently imports around 70% of its salads<sup>1</sup>, Pepperness will save over two million food miles a year and help strengthen the UK's food ecosystem.

Energy has been another big challenge for vertical farming. We've developed a new way to power our farm, using completely renewable sources. This reduces the amount of energy we need by more than 40%.

Our business model helps to build resilience into the UK's wholesale supply chains, while using technology to measure and improve all aspects of our environmental footprint.

**Why should wholesalers work with GrowUp?**

On our farms, we create the perfect conditions for growing salad, 365 days per year.

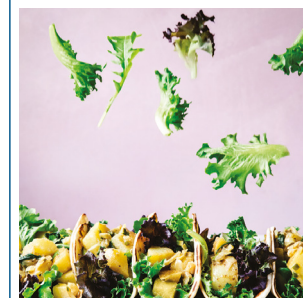
Our plants don't have to fight pests, diseases, drought or flooding, and are provided with all the nutrients they need as they grow.

The result is fantastic-quality food that stays fresher for longer, delivered at an accessible price.

**What trends and opportunities are emerging that customers can**

## FAST FACT

**The company's new vertical farm in Kent will save the UK more than two million food miles each year**



**By using renewable energy, GrowUp farms have reduced the amount needed by 40%**

**take advantage of?**

Bagged salads are convenient to use, fresh and healthy products, which fit the consumer trends of plant-based eating. But consumers throw away about 35% of the bagged salads they buy, which wastes food and money<sup>2</sup>. GrowUp's bagged salad stays fresher for longer and 64% of bagged salad consumers said they would buy more bagged salads if they knew it would stay fresher for longer<sup>3</sup>.

**What challenges has GrowUp had to overcome in the past year?**  
Rising energy prices and the cost-of-

living crisis has hit food prices more than ever, and shoppers want to avoid waste wherever possible. They want more variety and versatility in fresh food while knowing they're getting value for money.

Supplying great-quality food with an even better shelf life has never been more important, and GrowUp is tackling this challenge head-on. We are continuing to apply our knowledge and expertise in controlled environment production to deliver more value and better products.

**What would you like to see happen in wholesale in the next 12 months?**

We would like to see more collaboration and engagement along the supply chain in both directions. Talking to customers about what problems they need solving, as well as working with growers and suppliers to innovate and find solutions.

That might seem a stretch during such challenging economic times, but it's more important than ever to work collaboratively to deliver great-quality and more sustainable fresh produce to customers while meeting their price expectations.

**What advice would you give wholesalers looking to grow sales?**

Wholesalers have such an important part to play in the UK's sustainable-food system. By collaborating with suppliers on sustainability initiatives and by bringing more affordable and sustainable products to market, wholesalers have a real opportunity to help drive the transformation of the British food system.

This has the potential to change everything from improving affordability, reducing environmental impact and getting even more great food to people's plates. ●

<sup>1</sup>Defra Horticultural Statistics, <sup>2</sup>WRAP, <sup>3</sup>Anest Consumer Research

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## INDUSTRY SPOTLIGHT

### Ferrero



**Andrew Edwards,**  
business unit  
controller for  
wholesale,  
RTM and C&C,  
Ferrero

**BWI:** What NPD does Ferrero have coming into the wholesale channel in the next 12 months?

**AE:** As we head into autumn and winter, we are kicking off with a host of NPD. We're expanding our biscuit range with our new Kinder Cards, available now following outstanding performance of the range in Ireland, Italy, Germany and France.

Kinder Cards delivers the distinctive milk and cocoa taste that the brand is loved for, between two incredibly thin wafers and a surprisingly creamy filling.

The UK launch will be supported by a £1.82m media investment, which includes a TV campaign with the opportunity to reach 4.55 million families through targeted viewing.

Our Kinder brand is also launching a new licence for its Kinder Surprise eggs this September, featuring a range of animals from North America.

The new licence, called Natoon, will be available across single and multipack, ideal for on-the-go and at-home occasions for the whole family. The Natoon range will benefit from a £3.2m media spend including a TV advert that focuses on the new range.

Across our pralines portfolio we are bringing Ferrero Rocher's iconic taste and premium credentials to the UK chocolate tablets segment for the first time. Available in wholesale and convenience from October, the iconic taste of Ferrero Rocher will be

#### FAST FACT

**Kinder Cards product launch will be supported by a £1.82m media investment**



available in a 90g tablet bar with three delicious chocolate varieties to choose from: white chocolate, milk chocolate and dark.

The launch will be supported by a £2.55m campaign, including TV to drive maximum awareness and create premium demand among shoppers, driving basket spend.

Finally, we're expanding our Thorntons boxed chocolate range with the launch of Thorntons Pearls in two deliciously premium flavours – Hazelnut Delight and Salted Caramel Sensation.

Available now, the range is individually wrapped and offers shoppers the perfect treat to enjoy while sharing moments of delight with loved ones, particularly as the big-night-in occasion continues to be popular.

**What advice can Ferrero give to wholesalers ahead of the busy Christmas periods?**

Despite recent uncertainty following the Covid-19 pandemic, many wholesalers should remain undeterred in their planning processes, with 50% of convenience store retailers planning their seasonal confectionery offering one-to-two months in advance of Christmas. It's therefore even more important that wholesalers ensure they are stocking a strong core range to appeal to retailers for the autumnal and winter seasonal confectionery trading spikes.

In uncertain times, shoppers tend to rely on the brands they know and love, which we expect to be the case again this year, so retailers will be looking for this in depot. We would encourage wholesalers to stock up on core lines and all-year-round products that can have appeal outside of the festive season. This will help those retailers who need to save on shelf space.

Core lines, such as Ferrero Rocher and Ferrero Rocher Collection, also have the benefit of retaining their relevance after the event has passed, so there is less wasted stock, which is particularly important this year where shopper demand at Christmas is still difficult to predict.

**How has Ferrero helped wholesalers grow sales in the past 12 months?**

We have had a continued pipeline of innovation which has been underpinned by an ongoing investment programme.

This has supported wholesalers and their customers in benefitting from increased shopper demand by driving awareness and excitement among well-known and loved brands.

During uncertain and challenging times, we have managed to ensure availability of products across ranges – this has been a key focus so that our

customer business remains robust.

We have also scheduled frequent visits from our field sales teams – in line with Covid-19 guidelines – to support in driving distribution, display of our brands and category advice when requested.

This advice has been brought to life with our products and in-depot displays, which help disrupt retailers as they stock up.



with more people returning to work and attending more social events.

Wholesalers should return their focus to single-format products so retailers are able to build on their impulse fixtures.

**Are you planning any activity that wholesalers should be aware of?**

We're planning significant in-depot activity across the next 12 months to support our wholesale customers in driving sales.

Our 14 field executives will be frequently visiting to help drive distribution, availability and display of our brands, implement national or local promotional activity, and provide category advice where requested.

We are in the planning phase for Diwali and Christmas, but support will include category advice from our field business development executives, depot displays and promotional activations.

**What advice would you give wholesalers looking to grow sales in the confectionery category?**

Ensure depots are easy to navigate for convenience retailers – clear

*Outside of this, there are three key trends wholesalers can take advantage of:*

1. On-the-go and impulse purchases will begin to return, so formats, fixtures and clear signposting must be prepared accordingly.
2. The past year and a half has presented uncertainty, meaning customers have been opting for familiar brands and products that they trust.
3. Big nights in will continue to prevail following the pandemic. Boxed confectionery is perfect for sharing, and well-known products such as Ferrero Rocher, Raffaello and Thorntons are ideal.

**What would you like to see happen in wholesale in the next 12 months?**  
We hope to see this sector of the trade resurge as impulse purchases and on-the-go occasions increase now that restrictions have lifted, and

In partnership with **FERRERO**

signposting will mean their purchasing journey can remain structured and efficient. Backing bestsellers is important, particularly since the Covid-19 pandemic, as convenience retailers and their customers are turning to brands they know and trust for that sense of familiarity.

Drum up excitement in depot with new launches featured prominently or clearly signposted as convenience retailers walk in. This will drive maximum attention to the product. Sampling of new products is also a great way to encourage convenience retailers to stock up and make their in-depot experience more interactive and engaging.

Mark key offers, new launches and seasonal products at the end-of-depot aisles versus getting lost within the aisle. This will disrupt convenience retailers as they stock up and draw them to engage with the product.

Ensure those key offers, new launches and seasonal products are also signposted online for those convenience retailers who prefer this versus shopping in depot.

It's essential to remember that many shopping habits stay the same online, and convenience retailers will need prompting on certain products or categories to purchase. ●





## INDUSTRY SPOTLIGHT

In partnership with **TrueCommerce** | Do business in every direction

# TrueCommerce

**Andrew Robathan is the director of e-commerce at TrueCommerce**

E-commerce and digital transformation represent a huge opportunity for the wholesaler sector. The demographic of the B2B buyer is changing and there is now an expectation that wholesalers will offer a good online ordering experience.

Wholesalers who rely solely on offline order taking are almost certainly losing customers and market share to forward-thinking competitors who are embracing the new generation of buyers whose primary interaction is now online. Quite simply, an online ordering solution is no longer a differentiator in the wholesale sector, it's a prerequisite.

### How to achieve it

It is crucial for wholesalers to recognise the complexities and specialities of B2B trading. A successful e-commerce solution for the wholesale industry must have the ease and familiarity of a B2C solution coupled with the advanced functionality required for business customers.

The TrueCommerce B2B e-commerce solution has been designed from the ground up to be a thoroughbred enterprise level platform to meet the unique needs of wholesalers. TrueCommerce's clients benefit from a class-leading user interface coupled with support for super-sized catalogues, volume-based pricing, multi-site ordering, express checkout,

back order management, full customer self-service and much more.

### How to choose it

How do you know what to look for when selecting a B2B e-commerce platform and comparing e-commerce providers?

- Make sure you invest in a solution that is specifically designed to address the complexities of B2B trading. There are lots of B2C systems also being sold as B2B. Ensure your provider is a B2B specialist.

- Check your provider can successfully demonstrate the functionality you need to deliver your e-commerce strategy. If they have to go off and develop it, this will add considerable risk and delay your time to value, so they're probably not a specialist.

- Does the solution offer added value such as self-service functionality, or is it simply an online ordering portal? Your customer will want a solution that gives them 100% online control of their relationship with you.

- Ask for case studies. It is important that the provider understands the unique requirements of the wholesale sector and has proven experience.

### What is required?

A B2B e-commerce store front can have a dramatic impact on sales, with the ability to instantly facilitate online orders from your customers 24/7 and increase your international reach. The key to persuading customers to move to online purchasing is speed and efficiency, with functionality that enables quick and easy repeat ordering playing a key role.

Once your customers are trading on-



line, sophisticated and intelligent functionality, such as advanced promotions and predictive AI re-ordering, can be used to encourage your customers to increase their spend while improving your profit margin through increased efficiency.

Shortlist a few experienced B2B solution providers today to determine which can provide the best-fit solution for your business and team. The sooner you do this, the sooner you can start reaping the benefits.

### About us

TrueCommerce specialises in digital commerce, providing solutions that help leading wholesale organisations manage and process 100% of their digital transactions regardless of the sales channel. Our suite of interconnected applications cover EDI, e-commerce, marketplaces and PDF order conversion through to product information management and the

packing and shipping of the order – all of this is underpinned by our unrivalled integration expertise.

Right from its conception 22 years ago, the TrueCommerce e-commerce platform has been a B2B-focused solution. When it comes to implementation, best-in-class solutions can be set up without the need for weeks or even years of development, and the associated cost and risk.

Clients simply select the relevant features and we configure the solution as required. This means project lead times are short and costs are low. Working in conjunction with leading wholesalers, we have developed an unrivalled suite of more than 300 B2B features that allow us to service even the most complex B2B scenarios.

Increase sales and improve customer service, while improving efficiency and reducing costs, with the TrueCommerce B2B e-commerce platform. ●

**TrueCommerce increases sales and improves customer service, while improving efficiency**

### SUPPLIER VIEWPOINT

**Andrew Robathan**  
Director of e-commerce,  
TrueCommerce



"The TrueCommerce B2B product is modular and scalable to fit the budgets and requirements of small wholesalers through to the largest. With client revenues ranging from £5m to £5bn, we have an unparalleled level of experience in delivering e-commerce strategies for our clients, which range from the most simple through to highly complex. Our product is constantly evolving – we invest heavily in R&D to ensure we keep our clients ahead of their competitors, and leaders in their sector. Our clients also benefit from being able to contribute to the product roadmap, ensuring it fits 100% with their future strategies."

### WHOLESALE VIEWPOINT

**Richard Hayhoe**  
Marketing director,  
Matthew Clark



"The TrueCommerce Netalogue B2B e-commerce platform is now a fundamental part of our customer proposition. Our web store is no longer just a bolt-on to facilitate online orders, it is a key element of the service and experience we provide our customers, and has been a key driver in transitioning our business from analogue to a much more digital experience."

"We shared our long-term vision with the TrueCommerce Netalogue team and asked how we could improve what we are offering our customers via the platform. In doing so, we worked collaboratively to deliver guest checkout, better taxonomy in search, automated account setup, electronic account application and online-only promotions."

"In a dynamic and fast-paced industry that operates outside of normal business hours, there is no better way to present more than 7,000 products than an e-commerce platform. The old days of paper brochures and printed trade lists have gone, they are no longer feasible. B2B customers are no different to B2C customers in their expectations, they want to see the products they are buying."

"The TrueCommerce Netalogue platform has helped us vastly improve the customer experience we provide and, consequently, our e-commerce customers are spending more per order, shopping more often, buying more brands and are, ultimately, more loyal."

**With TrueCommerce, a best-in-class B2B e-commerce solution can be set up without the need for weeks, or even years, of development**

## ONE-MINUTE DEPOT MANAGER



## Emerging ahead of the pack

Refresco's Emerge brand is looking to evolve further in the wholesale channel

The Emerge brand is now more than 15 years old and a mainstay of the UK's energy category. Emerge was created following the boom in energy drinks when consumers were seeking out a cost-price alternative to big brands, and is now set for further evolution in the convenience channel.

### WHERE TO STOCK

When it comes to placement, it is recommended to place Emerge front and centre, as it is a high-turnover item with a fantastic price – price-marked 50p – meaning it is quickly snapped up by retailers and consumers. Wholesalers should also bear in mind the brand will be showcased across live T20 and Rugby Union events this year, bringing it even more into the public eye, with more retailers set to search for it in depot.

### WHEN TO STOCK

Due to their flexible use, there's no need to tailor when and how you market these to consumers. They're practical, not only throughout exercise, but also afterwards as a means to refuel. Treat the product as a 'must have' that has the same prominence in store as other staple RTDs and water ranges. The brand has also allocated its all-time biggest trade budget spend for 2021, aiming to engage more consumers than ever.

### WHY STOCK IT

Despite 2020 being difficult for everyone, especially from a business perspective, the Emerge brand finished last year extremely strongly and is now in a great position to offer great promotional activity to all current and new customers, and continued demand for the range, with the launch of Cherry isotonic NPd during last year's lockdown showcasing consumer appetite as the flavour performed well despite unprecedented times.

### PRODUCTS

This year Emerge is welcoming a new look and feel for across its energy and isotonic products. While the brand's great taste and price remain, its new branding has been created to respond to consumers' current wants and needs. In total, the Emerge range now contains five isotonic flavours: Cherry, Tropical Berry, Orange, Mixed Berry and Citrus, alongside five functional energy varieties: Zero Sugar, Original, Juicy Berry, Tropical and Coffee.

In partnership with **EMERGE**



Retail price is  
**10p less**  
than other mid-tier  
energy brands

### SUPPLIER VIEWPOINT

Nick Partridge,  
commercial manager,  
Refresco UK



Emerge is a brand that continues to offer great value, alongside the same great taste as premium energy brands. We've always had a history of innovating and pushing boundaries in new sub-categories within energy. Communication is so important to our team and we offer many ways to support wholesalers in being more flexible, regardless of the challenge or time.

### WHOLESALE VIEWPOINT

Ashleigh Ritchie,  
trading controller,  
Unitas Wholesale



Emerge is a key brand partner to Unitas and plays an important role for many of our members. Therefore it is great to see it placing strong and carefully considered investment behind their rebrand, taking the time to research exactly what consumers want. This will help to drive growth within our members and we are excited to work alongside this exciting opportunity.

## WORKING TOGETHER PROJECT



## BACK OF THE NET

Paul Hill finds out how SBF GB&I and Holland Bazaar are working together on a World Cup brand activation

Brand activations have always performed well in wholesale, and with the World Cup now in full swing, SBF GB&I recently took the opportunity to run a promotion in Holland Bazaar's Peterborough depot around this uniquely-timed tournament.

"It's great to be here in Peterborough to work with the Holland Bazaar team and discuss our new Sunbottle Sport promotion," said Joe Kinsey, national account manager at Suntory Beverage & Food GB&I (SBF GB&I). "It's being activated around this year's World Cup and will help wholesalers drive soft drinks sales this winter. It will also help to capture attention and drive sales for wholesalers, especially for such a big, month-long event such as the World Cup."

The brand activation is seeing Sunbottle Sport bring shoppers the chance to win cash prizes this winter through a text-to-win promotion, as part of its ongoing partnership with the England national football team. "This giveaway will help wholesaler customers to create excitement around the international tournament in their stores and tap into additional sales around the winter sporting occasion, with SBF GB&I giving football fans the chance to win £90 every 90 minutes," added Chris Dunster, regional account manager at SBF GB&I.

"Sunbottle Sport drinks are already performing really well here at Holland Bazaar, and the added bonus of a World Cup promotion will only increase sales further," explained Andrew Kirby, commercial director at Holland Bazaar. "It's also great to introduce something like

this into the depot to create a buzz around the place."

Kinsey then explained how 2022 has already been a fantastic year for sport, and as the UK's number-one-selling sports drink<sup>1</sup>, Sunbottle Sport wanted to bring something special to depots to help them make the most of the unique opportunity to combine sport and winter festivities this year. "A recent takeover such as this in one wholesale depot saw sales uplift of more than 180% of Sunbottle drinks compared to the previous week, so we know it really works for wholesalers," he said.

Dunster was also on hand to provide further data which shows the strength of in-depot activations: "Promoting partnerships such as this in cash and carries is key, with bespoke front-of-depot display being proven to lead to sales uplifts of 5%, while a depot fixture relay can increase sales by a massive 91%."

"It's been great having SBF GB&I here in Peterborough to talk about the Sunbottle Sport World Cup promotion. Meetings like this are great for not only us, but our retailers and their customers," concluded Kirby, with Kinsey agreeing it's always good to travel around and visit wholesale customers. "Days like this not only enables us to understand their needs better, but it also enables us to help them and their retailers become more successful in the soft drinks category."

To be in with a chance of winning, shoppers need to purchase any Sunbottle Sport product and text 'CASH' to 62123. The campaign will be supported by PR and marketing across wholesale.



To watch a video from SBF GB&I's visit to Holland Bazaar, please head to [betterwholesaling.com/working-together-project-sbf-world-cup](https://betterwholesaling.com/working-together-project-sbf-world-cup)

In partnership with **SUNTORY**  
BEVERAGE & FOOD GB&I



### WHOLESALE VIEWPOINT

**Andrew Kirby**  
Commercial director,  
Holland Bazaar



We're always more than happy to welcome the SBF GB&I team to Peterborough. These days are great for us to learn from them about the latest activations and the soft drinks category, which we're then able to pass onto our retailers to help boost their sales, too.

### SUPPLIER VIEWPOINT

**Joe Kinsey**  
National account manager,  
Suntory Beverage & Food GB&I



The Sunbottle Sport portfolio is growing by an incredible 32%<sup>2</sup>, so by tapping into relevant moments like the World Cup, wholesalers and retailers can see real results. In-depot activation such as this adds theatre to retailers' journeys.

### CATEGORY STATS

- The Sunbottle Sport portfolio is growing by 32%<sup>2</sup>
- Bespoke front-of-depot displays have been proven to lead to sales uplifts of 5%
- A depot fixture relay can increase sales by 91%<sup>3</sup>
- A recent takeover in one wholesale depot saw sales uplift of more than 180% of Sunbottle products compared to the previous week<sup>3</sup>
- The partnership with the England team will give football fans the chance to win £90 every 90 minutes during the World Cup

<sup>1</sup>Nielsen GB Total Coverage Latest 52 Weeks – w/e 26.02.22.

<sup>2</sup>Nielsen, Sunbottle Sport, GB Total Coverage including discounters, latest 52 weeks to 01.10.22. <sup>3</sup>EPoS data from SalesOut, SBF GB&I Activation Uplift report, 2021



## WORKING TOGETHER PROJECT



## AIMING FOR THE STARS

Paul Hill finds out how Bestway and Britvic are growing the Rockstar brand

The energy drinks category has always performed well in the convenience channel, with the segment going from strength to strength in wholesale over the past two years. This is especially true with Britvic's Rockstar brand, which continues to expand.

Britvic's GB wholesale director, Ian Patefield, recently met Bestway's general manager, Nauman Mahmood, at the company's headquarters at Park Royal in west London to talk through the Rockstar range and the profits the category can bring to the channel.

"It's really great to be here at Bestway to work with the team around our Rockstar range, and to discuss the importance of the category to their retailers," explained Patefield. "At Britvic, we want to understand the challenges wholesalers face when it comes to energy drinks and support them in merchandising their energy drinks range. We also want to drive awareness of the Rockstar range and how the range caters to shoppers' needs with flavours and different variants. In 2021, stimulants overtook cola to become the biggest soft drinks segment in the convenience channel, growing by a staggering 19.6% to £656m<sup>1</sup>."

It's been a busy few months for Britvic, with the launch of two of its top-performing flavours<sup>2</sup>, Juiced El-Mango and Tropical Punch, in a price-marked pack format. Designed to further drive impulse purchases and bring new shoppers into the category, the £1.29 PMP cans were released to wholesalers in August.

The Britvic team were also out in force over the summer, sampling

900,000 cans of Rockstar across four cities in June and July. Further sampling and experiential activity took place across universities, targeting new starters during Fresher's Week. This all formed part of Britvic's new global messaging campaign, 'Fuel Every You', which helped to drive awareness of the brand and ensure it is front of mind when consumers are in convenience stores.

Mahmood explained that Rockstar products are performing really well at Bestway. "It's one of our leaders in depot, which has become a really fast-growing segment across over the past 18 months," he said.

Patefield added that stimulants has a core of extremely loyal buyers, with 20% of shoppers accounting for over 75% of volume and buying more than three times per week<sup>3</sup>. "Although consumers gravitate towards their favourite flavour, there is also demand for expanded ranges and new flavours, with 17% of sports & energy drinks consumers actively seeking out new flavours<sup>4</sup>, and we have seen this need being met through a variety of NPD and flavour expansions across brands," he said.

"It's been great having Britvic here in west London. Meetings like this are great for not only us, but our retailers," concluded Mahmood, with Patefield adding the benefits the meetings bring to both parties: "It's good to travel and visit our wholesale customers. Days like this not only allow us to understand their needs better, but it allows us to help them become more successful in the energy drinks category."



To watch a video from Britvic's visit to Bestway, please head to [betterwholesaling.com/working-together-project-britvic](https://betterwholesaling.com/working-together-project-britvic)

In partnership with **BRITVIC**

### WHOLESALE VIEWPOINT

**Nauman Mahmood**  
General manager,  
Bestway Wholesale



"We're always more than happy to welcome the Britvic team to Bestway. These meetings are great for us to learn about NPD and the wider category, which we're then able to pass onto our retailers in depots and their customers."

### SUPPLIER VIEWPOINT

**Ian Patefield**  
GB wholesale director,  
Britvic



"Range expansion has been vital in keeping pace with increased demand, and wholesalers should ensure there are a selection of products and flavours to help retailers attract new shoppers into the category, such as Rockstar's range of core six flavours."

### CATEGORY STATS

- Stimulants grew by **19.6%** last year in the convenience channel<sup>1</sup>
- **20%** of shoppers account for over **75%** of volume and buy more than three times per week<sup>3</sup>
- **17%** of sports & energy drinks consumers actively seek out new flavours<sup>4</sup>

### THE ROCKSTAR CORE SIX

- Rockstar Original (alongside Rockstar Original No Sugar)
- XDurance Blueberry, Pomegranate & Acai
- Punched Tropical Guava
- Juiced Tropical, Orange & Passionfruit
- El Mango
- Tropical Punch

<sup>1</sup>IRI Marketplace, Soft Drinks Value Sales vs LY & 2YA, 52 w/e 26.12.21, <sup>2</sup>NielsenIQ RMS, Grocery Mults, Volume share of brand sales, Britvic Defined, MAT to 25.06.22 – 64% of brand volume,

<sup>3</sup>Kantar Worldpanel – OOH Panel – Britvic Defined Stimulants Sector – 52w/e data 08/08/21, <sup>4</sup>Mintel Sports and Energy Drinks UK 2021



# BRAND IN FOUR

In partnership with 



Mike Chapman, business unit controller at PepsiCo, explains why Walkers is the go-to supplier for wholesalers within the savoury snacks category

Over the past five years, savoury snacks have delivered consistent value growth of 2.4%<sup>1</sup>, with crisps and snacks being the second-biggest segment, making up 44% of snacking occasions<sup>2</sup>.

Not only is our savoury snacking portfolio perfectly positioned to help wholesalers maximise this opportunity, we also help wholesalers to be knowledge leaders for retailers, offering advice and guidance on what to stock so retailers can also capitalise on this growth opportunity in store.



## Why stock Walkers snacking products

Wholesalers can maximise sales by stocking the products that meet the needs and expectations for retailers, and our snacking products have been created with consumers' needs in mind first and foremost. For example, taste is the number-one driver for consumers when buying crisps and snacks<sup>3</sup>. Our Hero 25 range of bestselling SKUs has been developed to help wholesalers meet this need for taste and drive their crisps and snacks sales, as retailers look to stock consumer favourites and stay on top of the growth seen in the past five years.

## Helping you to support retailers

Ahead of the new HFSS legislation coming into effect in England this October, Walkers has issued a new digital HFSS guide to help retailers navigate the implications for the savoury snacks category. If asked about upcoming legislations, wholesalers can direct retailers to the digital guide as a source of support. Our digital guide also highlights the three key strategies retailers can put in place to help them maximise their savoury snacks sales.

## How to promote in your depot

Wholesalers should encourage retailers to stock the right formats for the right occasion so that they maximise sales opportunities. The World Cup represents a great opportunity to promote sharing bags and help retailer customers to capitalise on the occasion. Seasonal occasions are also key, and with Diwali around the corner, our Kurkure brand is a must-stock here.

Using front-of-store, end-of-aisle displays and secondary sitings can also help to keep snacking products top of mind. Wholesalers should also block by key missions – for later (multipacks), for tonight (sharing), singles and PMPs. It is important to remember that wholesalers that also sell to end-consumers may be affected by upcoming changes in legislation. To mitigate this, Walkers' new digital HFSS guide (pictured) includes key dos and don'ts when promoting items for these depots.

<sup>1</sup>AC Nielsen Total Impulse 5 Year CAGR MAT 23/4/2022 – Total Savoury Snacks, <sup>2</sup>PepsiCo Consumer Landscape study 2021 (BoT) – All macro Snacking UK, <sup>3</sup>PepsiCo Convenience Path to Purchase study 2020 – All Snacking UK, <sup>4</sup>Nielsen S&I YTD to WE 02.07.2022, <sup>5</sup>Planforprofit.co.uk – Summer of Sharing page 7

## E-COMMERCE ADVICE COLUMN

In partnership with

**FERRERO**

Andy Edwards  
Business Unit Controller  
– Wholesale, Ferrero



## 3. How wholesalers can make a positive social contribution to their local community and wider society

Seek the advice of employees who live locally about the community's priorities and challenges. Establish and maintain partnerships with local charities, and conduct regular fundraising for local causes. Where possible, match fund local community support with customers, so they become the face of the support.

Help people in the community get on the career ladder through paid placements, graduate schemes and apprenticeships. Raise awareness of volunteering opportunities, and get involved with community initiatives. Work with schools looking for support for breakfast, holiday and revision clubs. Also consider sponsoring community sports clubs and colleagues with work-life training skills working with local schools or engaging with homeless or food bank charities, not only with food donations, but also people's time. Where practical, link wellness activities like exercise and social interaction to supporting good causes, and environmental initiatives like beach and park cleans.

## 4. How wholesalers can work with their suppliers and customers to make their trading fairer and more transparent

Commit to quick, reactive, honest communication to provide the best possible service to your customers. Remember the three-step process: determine the issue, identify actions to resolve it, and see how to avoid recurrences in the future.

Communicate this approach to your account managers and customers, providing transparent communication and building trust and loyalty. Hold regular supplier and customer forums, to share brand plans and NPD news. Be similarly open with sales data to help retailers and other customers analyse and improve their sales and margin, and share non-confidential market data that gives a true picture of trading conditions and explains the challenges you all face. Ensure you deliver whatever has been agreed, and are open about availability as a channel, to ensure everyone has a fair share of stock. Be clear about delivery charges, and take a stand on fair and transparent pricing.

## 5. How wholesalers can reduce their impact on the environment, and encourage their employees, suppliers and customers to do the same

Dedicate yourselves to doing the right thing, starting with setting up an environmental action team. View your environmental impact as a top priority, and implement action plans to reduce carbon emissions. Measure your carbon footprint to identify which business areas have the worst environmental impact. For wholesalers, this usually means transport and logistics. Measure CO<sub>2</sub> use in grams per case delivered, and track reductions.

Work with suppliers on efficient ordering, packaging and logistics. Seek to reduce packaging used and switch to eco-friendly shrink wrap, and find alternative routes to market for residual stock that would otherwise go to landfill. Change to green technology, such as electric delivery vehicles and company cars. Invest in electric forklifts and paperless technology. Install solar panels and automatic lights, timers and motion sensors. Designate sustainability champions to influence your workforce to act responsibly and participate in sustainable behaviours.

## With thanks to:

Simon Hannah, chief executive officer, JW Filshill;  
Louise Slater, head of HR and compliance, Parfett's;  
Gurms Athwal, trading director, Parfett's;  
Debbie Harrison, joint managing director, Pricecheck;  
Kelly Williams, director and general manager south-west, Savona Foodservice

"Our recent research, in collaboration with Better Wholesaling, has revealed that 31% of wholesalers surveyed are not currently sharing insight and data with suppliers; with only 15% saying they take a fully transparent approach. Being able to differentiate between online and in-depot sales allows suppliers to understand the impact online media, optimised imagery and app- or web-focused activations have on online sales. Ultimately, it can help suppliers understand where support is required and where money needs to be spent.

"We know that online sales accelerated during Covid-19, but 85% of wholesalers surveyed agreed online ordering has increased in the past year – showcasing the continued opportunity. We note, though, that over half (57%) of wholesalers who plan to develop their e-commerce strategy beyond the next 12 months also believe it will only grow with the right support. At Ferrero, wholesale is a key part of our business and we're ready to offer the support our customers need. Data transparency is crucial in unlocking online opportunity and can help us see which of our products perform best online, which may differ to what we see in-depot. The more information suppliers can gain from wholesalers, the better they can plan ahead and put steps in place to help ensure e-commerce in the channel goes from strength to strength.

"Particularly in the current climate, we want to work with our customers to explore future opportunities together. Wherever wholesalers are on their e-commerce journey, we welcome and embrace data transparency."

## ADVERTORIAL TEMPLATES

**Over the next few pages, you will see a variety of advertorial templates specifically designed for our publication *Retail Express*. All single-page templates are also available as double-page options unless otherwise stated.**

Free, fast and focused – Retail Express is a fortnightly publication read by 41,206 independent retailers. It includes extensive coverage of all the latest product launches, as well as industry news in brief, and the latest category trends and insights. With mass-market reach, this tabloid publication lends itself perfectly to high-impact product launches, bite-size retailer education and creative, disruptive advertising campaigns.

### **1/3-page Advice Column**

Advice Columns (third-page vertical columns) can focus on a variety of different elements within trade campaigns. You could offer retailers a series of Q&A-style educational columns to guide them through changes being made/new products being released, for example. Advice Columns also work well when educating retailers on legislative changes and corporate and social responsibility initiatives, such as sustainability, etc. A series of advertorial Advice Columns can be placed in a consistent position in each edition to maximise impact.

### **Brand Spotlight**

Retail Express' Brand Spotlight advertorials (full-page or DPS) offer your business the opportunity to focus on one brand, giving this brand/product exposure to independent retailers. Brand Spotlights enable you to explain what your brand/service is, who buys it, how to display it and what retailers think. The advertorial offers a quick, impactful way to showcase the brand and explains why retailers should stock the range within their stores.

### **Grow Your Sales**

The Grow Your Sales advertorial (full-page or DPS) focuses on a sales opportunity open to independent retailers, while allowing your business to be seen as a category leader by educating retailers on what the opportunity is and how they can take advantage of this

opportunity to drive and increase sales in store.

### **Product Showcase**

NPDs and product news are of huge interest to retailers, allowing them to offer the best product range within their stores to maximise sales. This option – which sits on the core Product News pages within your chosen edition – gives you the opportunity to showcase your key products to retailers.

### **Industry Close-Up**

Retail Express' Industry Close-Up advertorial enables your business to grow awareness of key spokespeople and offer advice to help retailers grow their sales. The advertorial gives you the opportunity to offer category-leading advice, share your top-three bestsellers and give top tips on how retailers can maximise their success within the category.

### **One-Minute Category Manager (DPS only)**

The One-Minute Category Manager advertorial educates independent retailers on a specific key category within independent retail and guides retailers through what to stock, any changes affecting the category, what this means to the retailer, how to shout about it to customers, benefits to retailers and how to get in touch with you, the supplier.

## PRODUCTS

15-28 NOVEMBER 2022  
bestofretailing.com 13

## PML launches upgraded Iqos

JASPER HART

PHILIP Morris Limited (PML) has launched Iqos Originals Duo, a revamped and renamed version of its Iqos 3 Duo heated tobacco device.

Originals Duo's heat control technology uses a flat wide ceramic blade to heat tobacco from the inside.

Fully compatible with existing Heets tobacco sticks, it will begin replacing 3 Duo devices with no buy-back or product swapping necessary. The supplier said the new stock will filter through naturally, although retailers will be able to order the new kits via its Digital Trade Engagement Platform from

December.

It will be sold as a kit, consisting of a two-piece device – with a compact and lightweight holder – and two packs of Heets at an RRP of £39.

Kate O'Dowd, head of commercial planning at PML in the UK & Ireland, said: "Affordability is a growing concern among many adult smokers in the UK. The best option for anyone is to quit tobacco and nicotine products completely.

"If they don't, then switching to Iqos Originals Duo could work out far cheaper in the long run, with 20 Heets costing RRP £5 – less than half the average price of a pack of 20 cigarettes."

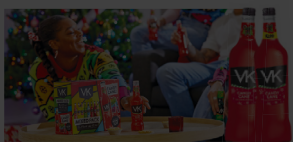


## VK relaunches Candy Cane flavour

GLOBAL Brands has relaunched its limited-edition Candy Cane VK variety ahead of the festive season.

The sweet strawberry- and peppermint-flavoured drink (4% ABV) is available to convenience stores in a 70cl bottle. It is also available to Tesco, Asda, B&M and Home Bargains as part of

a Mixed Pack of 10, 275ml bottles at an RRP of £10. This pack features Blue, Strawberry & Lime, Orange & Passion Fruit, Tropical Fruits, Apple & Mango, Watermelon, Black Cherry and Raspberry & Peach. During Candy Cane's first release in 2019, these packs sold out by 15 December.



## Gressingham's new on-pack promo

GRESSINGHAM Foods has launched an on-pack promotion in partnership with kitchenware specialist ProCook.

To mark the launch of ProCook's cookery school on London's Tottenham Court Road, the promotion gives customers the chance to win a place on a ProCook Duck Masterclass.

The promotion runs until December across 400,000 packs of Gressingham's duck and Bistro meals.

Rebecca Alderton, marketing & communications manager for Gressingham Foods, said: "ProCook is raising the profile of duck as a versatile meat to cook with a selection of wonderful new reci-

pes, and this promotion is a fantastic opportunity for us to work together and show how to create group-to-cook meals using duck at home."



## Kind Snacks cuts virgin plastic

MARS Wrigley has announced its Kind snack bar packaging now incorporates recycled plastic, cutting down on the amount of virgin plastic used.

The new packaging is eligible for drop-off recycling in the UK and kerbside recycling in Ireland.

It is part of Mars' aim to reduce its use of virgin plastic by 25%, incorporate

30% recycled content into its plastic packaging, and redesign more than 12,000 packaging components across its range to fit with current and future recycling infrastructure.

Peter Morris, general manager at Kind Snacks UK, said: "We look forward to driving further positive and long-lasting changes to our packaging in the future."



## Choc Affair launches buttons and flakes

YORK-BASED ethical chocolate brand Choc Affair has launched a range of Chocolate Buttons and Hot Chocolate Flakes for drinking.

The Chocolate Buttons are available in 180g pouches in Milk, Dark, Caramel and Vegan Society-approved Oat Milk, each with an RRP of £3.95 and a trade price of £2.50.

The Hot Chocolate Flakes are also available in these flavours in 200g pouches at an RRP of £6.50 per pouch, while the trade price is £3.75.

Choc Affair sources single-origin, sustainably grown cocoa from Colombia and pays an additional 5% per kilo, which is invested into reforestation projects.



Paid feature



VICTORIA BACON

Director,  
Smart Energy GB

## The benefits of a smart meter

WITH the rising cost of living, small businesses are feeling the pinch, especially with their energy bills. According to research by Smart Energy GB, 28% of small business owners with fewer than 10 employees don't know how much their next energy bill will be. This means it's becoming harder for small businesses to manage and take control of their budgets.

Having a smart meter installed can help small businesses have better control over the amount they spend on energy. The key difference is smart meters automatically send readings to your energy supplier, allowing them to prepare an accurate bill – putting an end to estimated bills and manual meter readings.

With seven in 10 small business owners already taking measures to prepare for future price rises, here are three things businesses are already doing:

**1. Keep a closer eye on monthly bills**  
Knowing how much you're spending each month will help you take control of your bills. Smart meters track energy use in near-real time and can give businesses access to up-to-date information on how much they're spending.

**2. Engage your staff**  
Everyone in a business can play a role when reducing energy use. Get your staff involved in energy-saving efforts from the start, rather than just telling them what to do when you've decided. This way they're more likely to take it seriously.

**3. Start small and start now**  
There are simple things you can do now to make your business more efficient. Small changes all add up. Things you could do this week include turning your heating down one degree, ordering some timers for your lighting and looking into insulation options for your premises.

Search 'get a smart meter' or visit [smartenergygb.org/smallbusinesses/](http://smartenergygb.org/smallbusinesses/)



\*Eligibility may vary

Paid feature



MATT GOULDSMITH

Channel director of  
wholesale, Suntory  
Beverage & Food GB&I

## Refresh your chiller and energise your sales with retailer websites

What is a retailer-facing supplier website?

Retailer-facing websites are designed to support retailers with specific content and advice that's been tailor-made just for them. They typically include category insights, ranging and merchandising top tips, and advice on the latest developments in the industry.

Why should retailers use supplier websites?

Convenience retail is experiencing unprecedented pressure at the moment. The industry has seen significant changes over the past few years, and is set to change even further over the coming months, too. Recent research has found that more than a third of retailers say they'd like better impartial advice in the face of this.

Retailer-facing websites can provide retailers with this challenge, helping them to maximise their sales despite this challenging retail landscape. By using a retailer-facing website, such as SBF GB&I's new website, Simply Soft Drinks, retailers can:

- Plan effective ranges with category insight guides, which analyse upcoming sales spikes and trends.
- Get to grips with the latest industry legislation with tailored advice and guidance.
- Create visually engaging and exciting ranges, with top tips and channel-specific planograms.
- Understand how to maximise PoS in store to drive and strengthen their sales.

SBF GB&I's new retailer website is free to view from any device and no login details are required. For more information, visit [simplysoftdrinks.com](http://simplysoftdrinks.com)



\*Shopt Survey May 2022

## PRODUCTS

08

## Urban Eat's festive to-go range

JASPER HART

URBAN Eat has launched two limited-edition seasonal sandwiches and a panini to drive festive sales.

Turkey Feast and Brie & Cranberry sandwiches and sage & onion stuffing in malted bread, with an RRP of £3.49-£3.79. Brie & Cranberry consists of brie, cranberry sauce and spinach in malted bread, with an RRP of £3.49-£3.69.

Meanwhile, the panini has

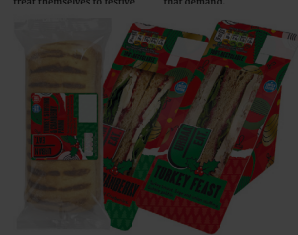
an RRP of £3.79-£4.49. Abigail Nelson-Eholf, brand manager at Urban Eat, said: "Our Christmas sandwiches always prove a huge hit, and the 2022 range is set to carry on the tradition.

We've designed a winning combo that will help food-to-go outlets meet a range of customer needs – a classic turkey Christmas Dinner favourite in both a sandwich and hot panini format, and an equally festive and tasty vegetarian option with delicious soft brie and tart cranberry sauce.

"As Brits settle into the new normal and people either return to their offices full-time or flexi-work, we're seeing sales in food to go

continuing to grow. We expect this to increase over the Christmas period as people treat themselves to festive

lunches and snacks, and our Urban Eat seasonal range is the perfect choice to meet that demand."



## Ginsters relaunched festive slice

GINSTERS is relaunching its limited-edition Festive Chicken & Stuffing Slice in time for the Christmas period, after it saw strong sales last year.

According to the supplier, the seasonal slice's success contributed to the brand's highest-ever December market share due to popularity with existing fans and newcomers.

Fifty-two per cent of its sales were incremental to the category, with the slice delivering sales of £435,000 during the 11 weeks it was available.

The return of the limited-edition slice comes off the back of a year of limited-edition launches from Ginsters,

such as its Creamy Garlic Mushroom and Four Cheeses & Chive slices.



## Asahi launches non-alcoholic Super Dry

ASAHI is set to enter the low- and no-alcohol segment in the UK with the launch of Super Dry 0.0% in January 2023.

The alcohol-free variety fits with the supplier's ambition to have alcohol-free products make up 20% of its range by 2030.

The UK will be one of its first international launch markets, followed by Aust-

ralia, New Zealand, the USA, Canada and France from March.

As part of Asahi Super Dry's partnerships with City Football Group and the 2023 Rugby World Cup, the beer will be available at participating venues.

Asahi will support the launch with a campaign focusing on digital video and outdoor advertising.



## Pringles launches Xmas TV ad

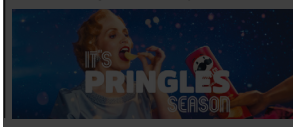
PRINGLES has launched its 2022 Christmas TV advert, which focuses on the upcoming combination of the festive season and football.

The 20-second "It's Pringles season" advert highlights the snack's role in sharing occasions as one of the top-selling brands at Christmas.

The brand has also launched its limited-edition Christmas can designs for the

first time since its redesign. The cans feature snowmen, penguins, elves and Santa.

Aisling O'Hara, Pringles European marketing manager, said: "This is no ordinary winter, as we experience two of the biggest celebratory events in just one season. Our new advert highlights these moments and demonstrates Pringles is the perfect snack for any occasion."



## Send a secret choc bar with Cadbury

MONDELEZ has launched Cadbury's Secret Santa Postal Service for the 2022 festive period.

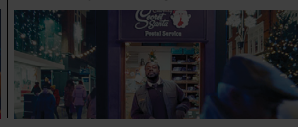
Appearing in digital and static posters in the run-up to Christmas, the campaign inspires people to send a chocolate bar to someone special in secret.

They can do this by scanning a QR code on one of 120,000 Cadbury chocolate

bars, which will be released gradually every day until 24 December.

Participating bars include Dairy Milk, Oreo, Caramel, Wholenut, Fruit and Nut and Plant bars, as well as Dairy Milk Mini Snowflakes and Winter Wonderland.

The campaign also runs across TV, on-demand, cinemas, digital, social media, print and radio.





08 RETAIL EXPRESS IN ACTION PAID FEATURE BRAND SPOTLIGHT

In partnership with Pernod Ricard UK  
Châteaus de renommée



# FOCUS ON: HAVANA CLUB

Havana Club and Skepta have joined forces for another creative collaboration that sees a second limited-edition Havana Club 7 bottle released. RETAIL EXPRESS finds out more

## What's new with Havana Club?

Pernod Ricard UK (PRUK) has announced its Havana Club brand and Skepta, the UK grime and hip-hop artist, have collaborated for a second year running to design a limited-edition Havana Club 7 bottle.

The announcement follows rum being the second-fastest-growing spirits category, with Havana Club experiencing double-digit value growth in the off-trade and its 7-year-old variety growing by 228%<sup>1</sup> in impulse stores year on year.

For the past three years, the brand has been building credibility in street culture in order to accelerate its growth and attract younger shoppers.

"Havana Club recognises that there has never been a better time to support local businesses," says Chris Shead, channel director at Pernod Ricard UK. Following the success of last year's campaign, which had 36,000 bottles sold out in less than six weeks, the new limited-edition Havana Club 7 bottle has dropped exclusively in corner shops for one month from 1 July before being rolled out to grocery multiples and retailers nationwide. The launch aims to embrace and support the retailers who are the cornerstone and heart of communities.

## Three bestsellers

- Havana Club 7-year-old RRP: £24.99
- Havana Club Cuban Spiced RRP: £22
- Havana Club 3-year-old RRP: £19.25

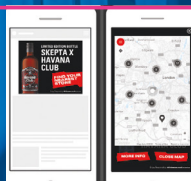
### In action



**Campaign awareness:** Skepta and Havana Club have joined forces and created a campaign film of Skepta on his journey from London back to Nigeria to explore the story of his Yoruba roots.



**Use PoS:** The brand has developed a range of in-store PoS materials, including counter mats, posters, shelf-edge barkers and glassware, to disrupt the shopper journey and drive rate of sale.



**Be visible:** Retailers listing the limited-edition Havana Club 7-year-old bottle will also be part of a footfall-driving campaign where consumers are geo-targeted with details of the nearest stockists.

### RETAILER VIEW

Neil Govind,  
senior buyer,  
Imperial Wholesale

"The highly successful collaboration with Skepta that ran last year has helped to make the Havana Club brand more prominent in convenience stores. By increasing visibility of the brand in store, this has helped to drive sales. The limited-edition bottle has also enjoyed phenomenal sales growth across our depots, too."



### DO IT

For further information and to request a Havana Club x Skepta sales driver kit, email [emma.thurlow@pernod-ricard.com](mailto:emma.thurlow@pernod-ricard.com)

07 RETAIL EXPRESS IN ACTION PAID FEATURE BRAND SPOTLIGHT

In partnership with SUNTORY BEVERAGE & FOOD GB&I

13 DECEMBER 2022-9 JANUARY 2023  
betterRetailing.com



# FOCUS ON: RIBENA SPARKLING

Suntory Beverage & Food GB&I (SBF GB&I) has launched Ribena Sparkling Zero Sugar to help retailers meet the growing demand for zero-sugar choices within the flavoured carbonates category. RETAIL EXPRESS explores the opportunity

## What's Ribena Sparkling?

FOLLOWING the success of Ribena Sparkling's launch in 2020, Ribena Sparkling Zero Sugar features the refreshing taste of a carbonated soft drink in Ribena's Blackcurrant flavour, without the addition of sugar.

The Ribena Sparkling range has added more than £11m<sup>1</sup> to the flavoured carbonates segment since launch and is also exempt from all HFSS restrictions – just like SBF GB&I's other favourite soft drinks brands. Ribena Sparkling Zero Sugar is an exciting, new must-stock product for retailers, who can be reassured that they can site and sell it anywhere in store.

Ribena Sparkling Zero Sugar also features the new pack design which has rolled out across the whole Sparkling range, helping the drinks to stand out on shelf and drive sales. It is available in 500ml and 2l bottles, meeting shopper needs for both 'drink now' and 'drink later' formats.

## Key products

Ribena Sparkling Zero Sugar 500ml  
RRP\*: £1



Ribena Sparkling Zero Sugar 2l  
RRP\*: £1.29

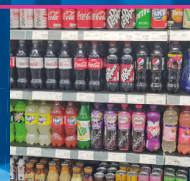


\*Retail price is recommended only; retailers are free to set their own pricing

### In action



**Lead in with carbonates –** Independent convenience stores should lead in with carbonates to act as a category signpost to attract impulse shoppers.



**Block by segment –** Group similar products together to help shoppers find them, and position bestsellers at eye level so they are easier for shoppers to pick up and put in their baskets.



**Consider non-HFSS drinks –** Soft drinks are a key impulse purchase, so ranging HFSS-compliant drinks like Ribena Sparkling Zero Sugar in high-traffic areas will help drive sales.

### SUPPLIER VIEW

Matt Gouldsmith,  
channel director,  
wholesale, Suntory  
Beverage & Food GB&I



"Sugar-free carbonates have grown by 5.2%<sup>2</sup> in the past year due to at least a third of shoppers wanting to reduce sugar in their diets<sup>3</sup>. With HFSS regulations now in place, there is a big opportunity for retailers to maximise sales in zero-sugar soft drinks through category favourites and new additions such as Ribena Sparkling Zero Sugar. As the nation continues to navigate the ongoing economic pressures, we can expect to see a rise in nights in as shoppers become more price-conscious and look to spend time at home. As such, retailers should ensure they're stocked up on larger soft drinks formats to meet shoppers' needs."

### DO IT

To find out more about SBF GB&I's products and initiatives, follow @SuntoryBF\_GBI on Twitter



## 22 RETAIL EXPRESS IN ACTION PAID FEATURE BRAND SPOTLIGHT

In partnership with  
PHILIP MORRIS LIMITED

29 NOVEMBER-12 DECEMBER 2022  
betterretailing.com 23



### FOCUS ON: IQOS

**IQOS delivers a real tobacco taste and cigarette-like satisfaction<sup>1</sup>. That's why the majority of smokers who trial it, switch away from smoking for good<sup>2</sup>. RETAIL EXPRESS finds out more**

### What is Iqos?

IQOS is the world's number-one tobacco heating system<sup>3</sup> and preferred choice for 13.5 million adults<sup>4</sup>, who have switched completely and stopped smoking. As part of the Iqos range, Iqos Originals Duo is now available to UK retailers. The device combines revamped design features<sup>5</sup> with Philip Morris International's time-tested HeatControl Technology, which uses a ceramic blade to heat tobacco from inside, delivering a real tobacco taste and satisfaction. Iqos Originals Duo is fully compatible with existing Heets tobacco sticks.



### Three bestsellers

Heets tobacco sticks are intended for exclusive use with Iqos, with an RRP of £5<sup>6</sup>. There are 10 Heets varieties available, ranging from traditional tobacco, menthol and aromatic blends.



### Why stock it?

HEAT-not-burn grew 19% in 2022, versus 2021<sup>7</sup>. As the UK's number one heat-not-burn product<sup>8</sup>, Iqos, together with Heets – tobacco sticks designed for exclusive use with the device – continues to spearhead category growth.

Unlike a vape product, which uses liquid, Iqos heats real tobacco to offer a true tobacco taste, with no smoke, no ash, and less smell. Adult consumers can choose from a selection of 10 Heets tobacco stick varieties, ranging from smooth or full-bodied classic tobacco through to a choice of menthol blends. There is a Heets variety to meet every consumer preference.

What's more, with 20 Heets costing £5 RRP<sup>9</sup> – less than half the average price of a pack of 20 cigarettes<sup>10</sup> – Iqos is a more affordable option for adults who would otherwise be smoking.

Joy Kayler, of Hamstead Spar in Birmingham, says of Iqos: "The great thing about Iqos is the choice of Heets – there will be something to suit every smoking customer's preference, which makes it easier to switch."

"I find out what they are currently smoking and offer the equivalent Heets variety to try. If it's not right, there are plenty of alternatives and it's these options that keep them coming back to my store."



### In action



Knowledge of the heat-not-burn category is, without a doubt, the most effective tool for retailers to fully articulate the benefits of Iqos to adult smokers at the point of sale.



Retail environments that allow for a more consultative approach are far more likely to help adult smokers overcome conversion challenges.



Separate in-store counters are ideal, but with money and space limited, retailers may want to consider what manufacturers offer in terms of support.

### Stats

**19%**

The growth of the heat-not-burn segment in 2022 versus 2021<sup>11</sup>

**54x**

The volume of Heets PMI is selling each month compared to the average in 2017<sup>12</sup>

**7x**

The increase in number of stores now stocking Heets since January 2018<sup>13</sup>

DO IT

Retailers interested in stocking Iqos and Heets tobacco sticks, contact PML's B2B support team on 0333 320 0777

### RETAILER VIEW

Avtar Sidhu,  
St John's Budgens,  
Kenilworth



"FOR us, every cigarette or tobacco smoker who can't or won't quit is a potential Iqos user. If we've had a conversation about alternatives and they've shared they want to save money, avoid the smell of cigarettes, or that they want something less harmful that has the taste or satisfaction they're looking for, we put forward Iqos as the best choice."



<sup>1</sup>Three-month clinical studies conducted in US and Japan with 160 adult smokers each under conditions (ambulatory). <sup>2</sup>PMI Financials or estimates, Iqos user panels and PMI Market Research. <sup>3</sup>PMI global estimate of total in-market sales of heated tobacco units as of December 2021 (including China and U.S.). <sup>4</sup>Philip Morris International (PMI) 2022 Q3 Earnings Results (20 October 2022); we estimate there were approximately 13.5 million Iqos users as of 30 September, on a pro forma basis, of which approximately 13.5 million had switched to Iqos and stopped smoking. <sup>5</sup>Time-tested HeatControl Technology and new colour options. <sup>6</sup>Nation's Comparison between "2022 Jan-August" vs "2021 Jan-August". Value Sales of full HND Nielsen segment. <sup>7</sup>As of August 2022, Iqos – Philip Morris International's heated tobacco system – had a value share of the Heat not Burn segment in the UK of 99.50%. <sup>8</sup>Philip Morris International's heated tobacco system – had a value share of the Heat not Burn segment in the UK of 99.50%. <sup>9</sup>Recommended Retail Price (RRP) of Heets in the UK is £5. On-shelf prices selected by retailers alone and may vary. <sup>10</sup>Assuming average price of cigarettes at £11.94 per pack. Source: ONS dataset. Average price – Cigarettes 20 long slim filter, Nov 2021. <sup>11</sup>As of August 2022, Iqos – Philip Morris International's heated tobacco system – had a value share of the Heat not Burn segment in the UK of 99.50%. <sup>12</sup>Estimates and Financials based on PMI 2022 Second-Quarter Results (21 July 2022). <sup>13</sup>Ibid. <sup>14</sup>PMI Financials, Iqos user panels and PMI Market Research.

## PAID FEATURE GROW YOUR SALES

In partnership with **PERNOD RICARD UK**  
betterretailing.com



**PERNOD RICARD UK predicts the biggest Christmas ever as friends come together for the festive season**

### FESTIVE COCKTAILS AT HOME

PERNOD Ricard UK (PRUK) predicts this year will eclipse any forecast for last year's big comeback due to large gatherings with friends and colleagues finally getting the green light and the first-ever winter World Cup fuelling

an increase in at-home conviviality. The appetite for cocktails at home remains high, with hot toddies, the Spritz and Espresso Martini seeing a strong evolution last Christmas. To inspire customers and

drive cocktail ingredient sales, PRUK has launched a YouTube channel dedicated to bitesized content that can easily be followed at home. The channel features festive tutorials of how to create the most-searched winter cocktails,

including an Absolut and Kahlúa Espresso Martini and The Glenlivet Hot Toddy. Branded social media content is also available to retailers for use on their own channels to educate and inspire shoppers before they are in store.

### WHAT'S TRENDING?

THIS year still has its challenges, with the UK facing rising energy bills, inflation and increased living costs. Within this context, however, the premium-plus share of spirits has remained higher than pre-

pandemic levels, even in such a challenging environment. For consumers, Christmas 2022 is likely to be a balance between enjoying a truly 'free' Christmas and managing less disposable income.

Sixty per cent of shoppers will give alcohol as a gift this Christmas, and 40% are looking to treat friends and family despite economic pressures. Those willing to spend more are looking for indulgent

treats and to celebrate with friends and family. With more people expecting to spend Christmas with a larger group compared with 2021, they're also more likely to buy spirits and wine as gifts.

DO IT

For more information on Pernod Ricard UK products, contact your local PRUK representative

\*PRUK Consumer Insights - WebTraffic Capture Dashboard | Google trends - Interest over time, Nielsen - Total Off-Trade - UK Off-Trade Spirits Value Sales by Price Tier - latest data to 18.06.2022, Toluna Christmas Survey 30.08.2022, 'Kokoro The Score on Christmas' Survey and Qual Interviews Base: 24 June (2,046) Q123F

#### TOP TIPS

PRUK is advising retailers to expect three key trends this Christmas:

- 1 Growth in at-home group socialising.
- 2 An increase on budget control, shopping lists and less spontaneous purchases.
- 3 Customers will invest their time to make drinks special and use up owned ingredients.

Retailers can make the most of these by considering the following:

- 1 Invest in secondary promotional space for premium wine and spirits. It's important to inspire incremental trade-up and gift purchases.
- 2 Ensure best-in-class online presence to encourage repeat visits to store.
- 3 Call out cost-per-serve in recipes either displayed in-store or on social media.

#### SUPPLIER VIEW

Chris Sheard,  
off-trade channel director,  
Pernod Ricard UK



"THE long-term premiumisation trend is a resilient one, with people drinking less but better, and as they do, engaging more with what they're drinking, paying more attention to wine pairings and enjoying more cocktails. During tough economic times, people still choose to purchase little luxuries to treat themselves, and wine and spirits is an area where people traditionally spend more to treat themselves or others. We will see some trade-down, however - people will also trade up when staying in to make the occasion more special. For these reasons, we're optimistic about this Christmas."

## PRODUCTS

### James Hall targets food waste

PRIVANKA JETHWA

JAMES Hall & Co Ltd has expanded its partnership with the app Too Good To Go to reduce food waste across its company-owned Spar stores.

All Spar stores under the name of G&L Murgatroyd will participate in the initiative, which includes 150 stores in Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, Tyne and Wear, and Yorkshire.

Through the partnership, users of the Too Good To Go app are able to get 'magic bags' of miscellaneous surplus stock, close to the end of its shelf life, but still within

its best-before date at a fraction of the full retail value.

The company began trialling the app in September last year, initially in a limited number of 10 company-owned stores in Lancashire and Merseyside, before rolling it out wider to 45 stores. Fiona Drummond, company stores director at James Hall & Co Ltd, said: "Since we launched the partnership service 12 months ago, it has brought multiple benefits to our business, including reducing costs and saving a huge amount of waste food."

"Not only that, it has enabled us to better connect with the communities we serve across northern England."

### New pack design for Plymouth Gin

PERNOD Ricard UK has unveiled a new bottle design for its Plymouth Gin brand, rolling out this month.

It has paper labels and recyclable plastic materials, and the brand's monk logo is now directly embossed onto the glass instead of being applied by a plastic label.

The new design will roll out across the brand's entire range, including Original Strength, Navy Strength, Sloe Gin and Fruit Cup. Toni Ingram, global brand director for Plymouth Gin, said the new bottle design is just one of a range of new initiatives

"Plymouth Gin will unveil this year to ensure sustainability is front and centre of its plans."

As its first TV campaign in six years, it will focus on its premium Bisto Best range, which delivered 30.8% value growth in a 52-week period from July 2020, and was ahead of the category

that grew at 22%, indicating shopper interest in premium gravy options.

The supplier said the TV advert is an evolution of the brand's former 'Togetherness' campaign, and is set to showcase wider uses for gravy, beyond the traditional roast dinner, to resonate with modern meal occasions.

SPONSORED

### Sample £126-worth of Helwit's range

PREMIUM Swedish nicotine pouch brand Helwit has partnered with Retail Express to offer 200 retailers a chance to sample its products. This will include a case of 20 nicotine pouches in Mint, Mocha, Violet, and Orange varieties, a countertop-unit display, and a poster to promote the products.

The nicotine pouches have an RRP of £5.40 each. The supplier said it launched its products in the UK a few months ago and a countertop-unit display, or retention rate. It is now

looking to work closer with convenience retailers to grow sales in the segment.

Helwit products include a case of 20 nicotine pouches in Mint, Mocha, Violet, and Orange varieties, a countertop-unit display, and a poster to promote the products.

To enter, head to [betterretailing.com/competitions](https://betterretailing.com/competitions)



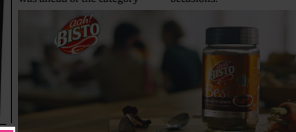
### Bisto gravy returns to TV in new campaign

PREMIER Foods has invested £4m in a new TV campaign for Bisto, aimed to drive brand awareness during the key winter season.

As its first TV campaign in six years, it will focus on its premium Bisto Best range, which delivered 30.8% value growth in a 52-week period from July 2020, and was ahead of the category

that grew at 22%, indicating shopper interest in premium gravy options.

The supplier said the TV advert is an evolution of the brand's former 'Togetherness' campaign, and is set to showcase wider uses for gravy, beyond the traditional roast dinner, to resonate with modern meal occasions.



### Yeo Valley spices it up for Christmas

YEO Valley is getting festive with the launch of a premium, limited-edition Spiced Apple Caramel yoghurt variety. With an RRP of £1.70 per pot, the yoghurt is made with Granny Smith apples and has cinnamon and caramel flavours.

It can be eaten on its own, but also added to breakfast granola or a crumble - making it a versatile option. The brand said the pot is made from 100% recycled plastic and contains 97 calories per 100ml.



### New Bombay Sapphire lemon variety

PREMIER Cru Murcian

Lemon gin is the latest addition to join Bombay Sapphire's range. Available now to convenience retailers and wholesalers, the new gin has a higher-than-average ABV of 47% and an RRP of £30. Its name refers to the Fino lemons from the Spanish region of Murcia used in its production, which are grown in a specific climate and picked during the late harvest season for the best flavour. To celebrate the launch, the brand has partnered with the Mondrian Hotel, London, to create two cocktails.

It is available from whole-sale stock, including C&C, LWC and Coors.



### Violife launches festive season box

FOR those following a specialist diet, Violife has launched its first Festive Vegan Selection Box, available now with an RRP of £6.

Offering convenience for vegan and flexitarian shoppers looking for vegan alternatives to cheese to enjoy over the festive season, the box contains four blocks, including new Mozzarella with Cranberry, Mature Cheddar Flavour, Smoky Cheddar Flavour and Crumbly Gouda White varieties, all in a compact box suited to gift.

The box also contains three coasters with recipes to guide shoppers on



### Fluère preps for Dry January 2022

NON-ALCOHOLIC spirits brand Fluère has launched an advertising campaign to run until 31 December in collaboration with Yahoo.

It will run across Yahoo platforms, including UK Lifestyle, Sports, Entertainment, Finance and Money as well as Mail.

The supplier said the campaign coincides with

the festive period and in preparation for Dry January, seeing as Covid-19 has driven a surge in interest in healthier lifestyles, with interest in Dry January 2021 more than doubled from 2020.

The target audience will be under-35s, living in urban areas, with a slight female bias.





# 22 RETAIL EXPRESS PAID FEATURE GROW YOUR SALES



## CAPITALISE ON HALLOWEEN CONFECTIONERY

Worth £82.6m in retail sales, Halloween continues to present a strong opportunity for retailers, particularly when driving seasonal confectionery sales. **RETAIL EXPRESS** finds out more

## THE HALLOWEEN OPPORTUNITY

AS 2020 was a challenging year for all Halloween celebrations, this season is anticipated to present a profitable opportunity for retailers and the wider category. Convenience retailers can not only increase consumer confectionery spend with Halloween-themed sharing bags and tubs, but the occasion also helps to grow the confectionery category overall. Halloween is an occasion worth celebrating, and confectionery is at the heart of Halloween rituals.

Confectionery remains the number-one category for Halloween, holding 64% of the value share in retail, followed by decorations (14%), costumes (11%), pumpkins (9%) and make-up (2%). Retailers should be busy preparing for Halloween by ensuring to include a selection of fun-size bags, such as Maltesers and Milky Way, as well as 'More to share' formats for

nights in. Trick-or-treating is likely to make a comeback this year, as restrictions have now eased, so fun-size bags will be a great addition to a retailers' range to ensure increased spend.



## SUPPLIER VIEW

Sophie Padt, senior brand manager, Easter & Halloween, Mars Wrigley



"HALLOWEEN remains the UK's fourth-biggest annual event". To help retailers leverage the diary date, drive sales and boost margins even further, Mars Wrigley has conducted comprehensive research into the occasion to offer relevant and useful retailer advice. We are always looking at ways to innovate our product offering to not only tie in with consumer needs, but current, evolving trends. We hope to continue to bring to the market breakthrough experiences through our products – across all occasions, not just Halloween."

In partnership with **MARS WRIGLEY**

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## STOCKING TOP SELLERS

IN order for retailers to succeed during the busy Halloween season, it's vital to stock customer favourites in a variety of formats. 'More to share' formats remained in growth in 2020, with Mars Wrigley sales increasing by 32.6% on the previous year, proving a staple for Halloween celebrations. Tins and tubs also grew in sales, with Celebrations 650g tub remaining the number one product for Halloween from 2018-2020. It's important to also display a variety of flavours, with research showing that a mix of flavours drives short-term excitement in shopper behaviour. Retailers have the opportunity to increase basket spend through offering a variety of customer favourites and presenting the opportunity to trade up in store. Almost 50% of Halloween chocolate confectionery sales in 2018-2019 came from displays, so making sure your Halloween offering is visible to customers is crucial to increasing overall seasonal profits.

### MUST-STOCK PRODUCTS

- Maltesers fun-size bag 195g
- Mars fun-size bag 250g
- Milky Way fun-size bag 227g
- Twix fun-size bag 275g

## HALLOWEEN OCCASIONS

THERE is more to Halloween than just trick-or-treating. Scary movies are becoming an increasingly popular ritual that starts to build excitement in the run-up to Halloween. This presents a huge opportunity for retailers to stock a range of sharing bags, perfect for nights in. 'More to share' bags from Mars Wrigley are the ideal accompaniment, whether watching a scary film at home or at the cinema, now restrictions have been lifted. Other popular rituals leading up to and on the day of

Halloween itself in 2020 included carving a pumpkin, with 39% of consumers choosing this activity, followed by a quiet night in with treats (35%) and baking Halloween-themed goods (21%). In addition to nights-in activities, more social occasions are expected to take place, including outdoor events, such as hayrides and haunted houses, friends and family meeting during a Halloween party and, of course, trick-or-treating. As trick-or-

treating was limited last year due to Covid-19 restrictions, Mars Wrigley predicts a great rise in those participating in the tradition this year. However, there will be some lasting effects, such as the demand for individually wrapped confectionery.

THE START  
**£73.6m**  
The incremental spend within Halloween categories in 2020\*

## TRICK-OR-TREAT ON SHELF

CATEGORY VALUE SHARE AT HALLOWEEN



## WHAT TO STOCK

Best-selling fun-size ranges and seasonal NPD

## WHEN TO STOCK

Ensure your seasonal specials are in stock and visible in the run up to Halloween

## OUTCOME

Increased basket spend through variety, offering confectionery that allows shoppers to trade up and easily add to their shop

## CAPITALISE ON FUN-SIZE FORMATS

THE confectionery market predicts a large increase in trick-or-treat participation this year compared with 2020, where strict Covid-19 restrictions were in place. Fun-size packs remain a staple for Halloween, with Mars Wrigley holding the largest share of Halloween fun-size sales of 28.1% of the category

in 2020\*. Many consumers purchase a mix of chocolate and sugar confectionery, so retailers should look to stock a variety of treats that are available in different pack sizes to support consumer missions during the occasion. Last year, Mars Wrigley's most-loved brands were six of the top 10 fun-size lines across

blockbuster brands, and include Mars, Skittles, Maltesers, Twix and Milky Way, as well as fun-size variety packs. According to Mars Wrigley, fun-size products are a relevant format during Halloween due to their shareability, which saw the format generate £27m in value sales last season alone. This year, Mars Wrigley will

also be focusing on M&M's and enhancing visibility in store with tactical displays and in-store theatre. The supplier will be launching an Instagram campaign that will include trick-or-treating stories, baking tips and tricks with M&M's, as well as a special Halloween and M&M's-themed face lens to get consumers feeling spooky.



\*Nielsen scantrack, six w/e 31.10.2020, Market = Total GB, \*Nielsen Homescan Survey, January 2017, \*Kantar Halloween Confectionery, four w/e 01.11.2020, \*Kantar UK survey to 2,000 shoppers, Oct 2020, \*Kantar, FMCS Panel, two w/e 01.11.2020. Incremental spend calculated vs. average two w/e sales, excluding eight weeks to 29.12.2019

RETAIL  
EXPRESS

## PAID FEATURE INDUSTRY CLOSE-UP

In partnership with



4-17 MAY 2021  
betterretailing.com 15

# THE POWER OF PREMIUM BEER BRANDS

With the premium+ beer category growing in value share by 2.4% year on year\*, **SAM RHODES**, marketing director at **ASAHI UK**, explains the areas where retailers can drive growth in this segment

### SERVING UP AT HOME

The big night in has become more of a feature of the at-home experience in the past year. With the lack of outdoor events to go to, recreating a special moment at home has become ever more important, whether in small groups or virtually. In the first lockdown, one in 10 consumers attempted to recreate the pub at home and one in six sought to recreate a restaurant dish at home. The big-night-in occasion will continue to be a major

feature of the at-home experience in 2021. Grolsch 4% offers a more moderate, premium drinking experience. It has a depth of flavour that pairs well with food and the quality assurance of more than 400 years of brewing excellence, making it a perfect, premium beer to have with friends and family.



### GROWTH OF LOW AND NO BEER

AWARENESS of low- and no-alcohol beer is continuing to grow, and research has found that 75% of consumers are now aware of low- and no-alcohol beer compared with 66% at the start of 2020\*. Among shoppers, it's younger drinkers who are motivated most strongly by moderation and 33% of 18-to-24-year-olds have reported being teetotal in recent years\*. Over the next year, retailers should expect increased consumer demand for high-quality, low and no beers as 35% of con-

sumers have indicated they are planning to reduce their alcohol intake in 2021. Retailers need to ensure they are offering a selection of bestselling low- and no-alcohol beers alongside traditional beer and cider choices. The fear of compromising on quality or experience remains a concern for many with low and no beer. As a result, it's crucial for retailers to communicate that low- and no-alcohol beer is still "beer" while also stocking a wide range of premium and options.

### TOP THREE BESTSELLERS

1

Peroni Nastro Azzurro is currently the bestselling super-premium lager in the UK, contains 5% ABV, and is available in single bottles and multipacks.

2

Japan's number-one beer, Asahi Super Dry was named the bestselling and top-trending beer brand by the best bars in the world in the 2021 Drinks International Report.

3

Fuller's London Pride is our bestselling ale and is growing 40.1% year on year\*, ahead of the premium ale category which is up 26.7% year on year\*.

### FIVE TIPS TO SUCCESS

**1 Best products in the best position.** Your premium+ beers should be placed in prime 'hot spots' on shelf. It is important to drive trade up of your most premium products and to increase value return. Asahi Super Dry has contributed an additional £2.4m\* to the super-premium beer category.

**2 Allocate space.** Dedicate less space to standard brands and give more room to premium and super-premium brands. The standard quality segment has lost value share by 2.6% year on year\*, while super-premium brands continue to grow share by 1.9%\*.



**3 Right format, right occasion.** Consider why your shoppers come (or don't come) to your store. Half of beer shoppers buy with an occasion in mind. Have you got the right pack format for the right occasion? A single large bottle format to have with pizza, a four-pack for sharing in front of the game, or a 12-pack for stocking up the fridge.

**4 Set the stage.** The fixture should allow shoppers to easily pick the best pack type/size and style of beer for the right occasion. Block in clear sections by pack format and consider the type of beer. For instance, if you stock several modern craft beers, make sure there is a clear section for them.

**5 Use theatre.** Don't be afraid to add flair to your fixture, particularly around key calendar events. Be bold and add some clear signage with emotional hooks around occasions to drive purchase. Drive sales even further by posting about seasonal events, like sports, on social media.



**DO IT** To find out more, contact Asahi UK by emailing [newbusiness-requests@asahibeer.co.uk](mailto:newbusiness-requests@asahibeer.co.uk)

\* Kantar Source: Worldpanel LinkQ OOH shopper survey Apr 2020, total sample n=5440

24  
RETAIL  
EXPRESS

## PAID FEATURE INDUSTRY CLOSE-UP

In partnership with



# CAPITALISE ON VUSE

The move from Vype to Vuse is all about offering the best of BAT UK's innovation and sustainability to retailers and consumers, says **FREDRIK SVENSSON**, general manager for BAT UK & Ireland

### SUPPORTING RETAILERS

VYPE's migration to Vuse is all about our commitment to innovating our new cigarette products for adult nicotine consumers. We're taking the best from both brands to focus on greater customer satisfaction and sustainability. We've committed to increasing the number of adult smokers that switch to our alternatives like Vuse, as well as our oral nicotine pouch, Velo. Retailers have a great opportunity to grow their sales of Vuse, which had a 62% overall year-on-year growth in 2021\*. Knowledge of the brand and category is critical to build trust and loyalty among their customers. Through our upgraded My BAT Rewards platform and expanded team of BAT UK representatives, we're equipping retailers with the latest information on products, trends and offers to help them make the very best of Vuse.

### WHAT'S NEW?

VUSE is not only one of the most innovative vapour products on the market, it's also become the world's first global vaping brand to achieve carbon neutral status\*. We've got there through collaboration and the success of several ongoing carbon-busting initiatives. The initiatives include cutting single-use plastics from Vuse packaging to save the equivalent of four million plastic bottles in 2020\*. We also aim to have switched 80% of all our Vuse shipments globally from air to sea freight by the end of 2022. More widely, BAT UK has made significant environmental, social and governance commitments, and has won industry recognition for them. By working closely with our retailers, we can help them increase product knowledge and better understand their role in our wider sustainability journey.

### TOP THREE BESTSELLERS

1

Vuse ePod Pods Crisp Mint 18mg RRP £38.94 (six packs per outer)  
Crisp Mint ePod pods are ideal for a well-balanced, fresh and cooling menthol vape. Crisp Mint is one of the brand's Classic flavours.

2

Vuse ePod Chilled Mint 18mg RRP £34.95 (six packs per outer)  
Vuse ePod Chilled Mint is an expertly crafted mint flavour. Similar to Crisp Mint, Chilled Mint is also part of the brand's Classic flavours.

3

Vuse ePod Tropical Mango 12mg RRP £41.94 (six packs per outer)  
Vuse ePod Tropical Mango 12mg is BAT UK's latest addition to its Vuse vPro range. The flavour is part of the brand's Classic flavours range.

### FIVE TIPS TO SUCCESS

**1** Bring your Vuse range together in your display. The BAT UK gantry is ideal for doing this. Ensure it is in a prominent location, as well as clean and tidy, to make it easy for customers to see.

**2** It's crucial for retailers to stock a full range of next-generation products and maintain high levels of availability. That way they can guarantee a successful service to their customers, and encourage repeat purchases.

**3** Let your BAT UK representative guide you through what's new with Vuse. Our [vapormarket.co.uk](http://vapormarket.co.uk) site has tools and tips to keep you and your staff up to date with Vuse and the category.

**4** Look out for our nationwide programme - Verify - which is aimed at helping retailers to prevent underage access to tobacco, vaping, oral nicotine pouches and other next-gen products.

**5** Chat to customers regularly about the next-generation and tobacco products you stock and show an active interest, like if they say they are quitting cigarettes, offer an alternative.



**DO IT** Don't miss your chance to sign up to My BAT Rewards, which gives members exclusive discounts on Vuse. Retailers can contact us at [supportmybatrewards@bat.com](mailto:supportmybatrewards@bat.com) or ask their local BAT UK representative.

\* Nielsen Retail Audit, Consumer off-take Data \*Based on ePod, ePen, eTank mint, Alto devices and consumables internal sales forecast (calculated March 2021) for 12 months starting from April 2021. \*ePen/ePen 3 packs for Vuse/Vype are now silicone cap-free in all Vuse/Vype markets except Mexico and Colombia. Plastic film has been removed from all new Vuse/Vype ePod starter kits and pod packs in all Vuse/Vype markets. Plastic saving per annum was calculated from 2020 volumes and the plastic bottles comparison was based on a 22.7g bottle weight, representative weight of 500ml commercially available soft drink bottles (May 2020). Results have been verified by an independent body.



18 **RETAIL EXPRESS**  
IN ACTION

## PAID FEATURE ONE-MINUTE CATEGORY MANAGER

In partnership with **MARS WRIGLEY**

5-18 OCTOBER 2021 **19**  
betterretailing.com

**MARS WRIGLEY**, owner of Extra, the UK's seventh-largest confectionery brand, explains why availability is key in impulse segments, such as gum



### What to stock

STOCKING a core range, such as Extra Peppermint Pellets and Extra Spearmint Pellets, is vital for regular sales. But with category innovation from leading brands proving popular with consumers, stocking new products, such as Refreshers Tropical bottle format, is essential.



### How to stock it

ON-THE-GO opportunities have re-energised. So, it is vital that retailers ensure clear visibility in store to enable the impulse purchases that drive profitable sales and overall category growth.

#### TOP TIPS

- 1 Position gum products alongside snacks, soft drinks and other complementary items to raise awareness and drive impulse sales.
- 2 Use additional merchandising units to locate impulse lines, such as gum and confectionery beside food to go to drive additional sales.
- 3 Boost product visibility and an association with the product at mealtimes with dual sitings across the store.



### Trends to watch

IT IS important for retailers to keep up with the latest trends in the segment in order to increase sales. We are constantly refreshing our knowledge of current trends to give the best possible advice.

#### THREE TOP TIPS

- 1 As consumers begin to return to pre-Covid-19 living, levels of movement have increased significantly, with social occasions back and consumers looking to refresh their confidence.
- 2 Format is key. Consumers have adopted new behaviours in the past few years, whether it's gaming with friends online, focusing in the office or simply relaxing at home.
- 3 Ensure the right range is available. The growth of bottles will continue as many consumers will make a purchase to keep at home, in the office or in the car.



### Drive gum sales

- 1 Price-marked packs help retailers create a sense of confidence and trust with shoppers. Seeing the price on pack catches the attention of impulse shoppers, thus making the product more appealing.
- 2 Mars Wrigley has a dedicated range of eye-catching PoS – that is frequently being updated – to help encourage customers to buy on impulse.
- 3 Retailers can up-weight basket spend by offering a cross-category promotion. For example, this can be done with coffee and gum.



#### TOP TIPS

- 1 As we continue to emerge from lockdown and restrictions have now ceased, and on-the-go missions return, gum sales are back into steep growth, up to 32% in the past 12 weeks.
- 2 Nearly 97% of Mars Wrigley's gum sales are from sugar-free products, so most gum is not affected by HFSS regulations, and will continue to be a strong source of growth for retailers.
- 3 A core range from leading brands is vital for high sales. Mars Wrigley plans to launch new products and expand its core range next year, helping to drive sales.

### Supplier Viewpoint

**Sasha Storey**  
Extra brand manager,  
Mars Wrigley

"RECENTLY we have seen consumers look for the products they love. We have also seen that while they seek reassurance from their favourite brands, they still look for them to bring new products to market. For Mars Wrigley, the success of the overall gum category is driven by our dynamic innovation programmes. The launch of Refreshers Tropical is just one example of this. With nearly 50% of gum consumption coming from gen Z, especially fruity gum, which is 51% incremental to the category, the positive impact of innovation alongside our core range has ensured that sales are strong."



#### DO IT

For more information on Mars Wrigley's range and how they can help, visit [mars.com](http://mars.com)

\*Nielsen Scantrack – Total Gum – Total coverage MAT w/e 17.07.21; \*Kantar World Panel – TGI sourcing UK

14 **RETAIL EXPRESS**  
IN ACTION

## PAID FEATURE ONE-MINUTE CATEGORY MANAGER

In partnership with **KP SNACKS**

13-26 JULY 2021  
betterretailing.com 15

**KP SNACKS** delivers a retailer's guide to capitalising on crisps, snacks and nuts



### What to stock

WORTH £3.4bn, crisps, snacks and nuts (CSN) is the fastest-growing impulse category. Retailers can bank on bagged snacks to drive sales and footfall and by stocking our broad range of brands to suit a variety of need states and occasions.



### How to stock it

BAGGED snacks have a huge role to play in convenience stores. KP Snacks is the number-one driver of category growth, delivering sales for retailers.

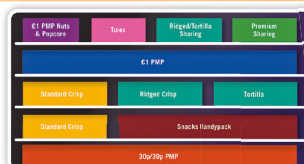
#### TOP TIPS

- 1 Understand your shoppers' missions and cater for them. Capitalise on the growth of price-marked packs (PMP) and the food-to-go occasion.
- 2 Focus on bestselling core brands. Forty per cent of sales go through the top five brands. Add a selection of new products to entice shoppers.
- 3 Engage shoppers. Nineteen per cent of shoppers buy bagged snacks on impulse, so use displays and secondary sitings to drive sales.



### Where to stock it

EFFECTIVE merchandising is key to driving sales. Creating clear blocks with logical layout will help your shoppers navigate and make their choice.



#### THREE TOP TIPS

- 1 Allocate your space to create a simple-to-stock and easy-to-shop fixture. Make sure you offer a choice of all key CSN formats and segments.
- 2 Block similar products together, such as merchandising flat, ridged and sharing formats separately. Give the most prominent space to bestsellers.
- 3 Merchandise value snacks leading into PMPs and then key brands. Forty per cent of snack shoppers are more likely to buy PMPs.

### Maximise the opportunity



- 1 With restrictions easing, food-to-go occasions are on the up. Invest to build back.
- 2 A summer of sport and sharing is on the horizon, which is a huge opportunity for retailers to retain a bigger basket share by offering appropriate deals and products.
- 3 Promotional mechanics will play a key role in creating customer value and trust as recessionary conditions prevail.



## MINUTE CATEGORY MANAGER KP SNACKS

#### TOP TIPS

- 1 Retailers who prioritise the category can drive growth by capitalising on key consumption trends. These have shifted, representing an opportunity for retailers.
- 2 Ensure your range appeals to all occasions, including on the go and take-home, planned lunches, a big night in or a simple treat.
- 3 Use themed dedicated fixtures and promotional offers to entice shoppers to the category and drive impulse purchases.



### Supplier Viewpoint

**Matt Collins,**  
trading director,  
KP Snacks

"CSN is a fast-growing, priority category with huge scale, growing at 3.6%. We're helping retailers retain the business they've gained in 2020 by offering a winning range that serves all customer and shopper occasions, across all snacking segments (crisps, snacks, nuts, popcorn), delivered in all formats (singles, multipacks, sharing), and up and down the value spectrum. "Bagged snacks shoppers spend almost £2 more than the average shopper, which represents an amazing opportunity for retailers to grow sales and footfall."



**DO IT** To find out more about KP Snacks, visit [kpsnacks.com](https://kpsnacks.com)

**KP SNACKS**

Sources:  
\*Nielsen MAT, w/e 24 April 2021



14 **RETAIL EXPRESS**  
IN ACTION

## PAID FEATURE ONE-MINUTE CATEGORY MANAGER

In partnership with **JTI**

5-18 OCTOBER 2021 **15**  
betterretailing.com

The cigar market in the UK is now worth approximately £270m<sup>1</sup>, with cigarillos making up 45.1%<sup>2</sup> of these sales. Retailers are looking at how they can make the most of this growing sector



### What to stock

STERLING Dual Capsule Leaf Wrapped, the UK's number-one cigarillo brand<sup>3</sup>, includes a mentholated Virginia blend tobacco and capsule filter that when crushed releases a peppermint flavour. The cigarillo is available in packs of 10s with an RRP of £4.90\* and 20s with an RRP of £9.60\*.

\*Retailers are free to sell JTI products at whatever price they choose.



### Know the rules

- 1 Use Challenge 25 to ensure tobacco products aren't sold to anyone under the age of 18.
- 2 Keep a refusal register behind the counter to ensure you're preventing minors from purchasing age-restricted products.
- 3 Note the latest date that someone could be born in order to purchase age-restricted products.



**1 MINUTE**  
CATEGORY MANAGER

**JTI**

### Now shout about it



#### TOP TIPS

- 1 Be sure to always have a good level of stock ready for Sterling Dual Capsule Leaf Wrapped, in both formats, so that customers don't have to shop around.
- 2 Sell at the RRP or below\* to ensure customers know they are getting a fair price, increasing the likelihood of a return visit.
- 3 Have up-to-date knowledge and keep up with trends across the cigarillo market, to provide a good level of customer service.

STERLING Dual Capsule Leaf Wrapped is the fastest-growing cigarillo brand in the UK, with a 93.9%<sup>4</sup> share of the UK cigarillo market. What's more, it's an award-winning product, coming out on top in the Retail Industry Awards tobacco category, as well as SLR's Tobacco Product Launch of the Year Award.



### How to stock it

#### TOP TIPS

- 1 Offer choice in your cigar range by stocking Sterling Dual Capsule Leaf Wrapped in both 10s and 20s.
- 2 Offer a quick and efficient service by switching to a larger category solution where tobacco, such as Sterling Dual Capsule Leaf Wrapped, vaping and next-gen products can be stored in the same gantry.
- 3 Ask for support from your JTI rep, but also use supplier platforms, such as JTI Advance, which is designed to help retailers keep up to date on legislation and training.



### Key trends retailers need to know

#### TOP TIPS

- 1 The cigarillo category has experienced strong category growth over the past year<sup>5</sup>, with a particular increase in sales as a result of the characterising flavour ban<sup>6</sup>, as customers look for alternatives. Retailers should continue to stock up to cater to this demand.
- 2 The cigar category continues to be a key seasonal driver. Every year, cigar sales follow a very similar pattern with a volume uplift trend in the run-up to December<sup>7</sup>. Now is a good time to stock up on products, such as Sterling Dual Capsule Leaf Wrapped, to take full advantage of this seasonal profit opportunity.



### Retailer Viewpoint

**Carol Prothero**  
Manager of Nisa at Taurus Service Station, Wrexham

"STERLING Dual Capsule Leaf Wrapped has been performing exceptionally well in store over the past few months. The peppermint flavour makes this a popular choice, with many customers opting for Sterling Dual Capsule Leaf Wrapped as their go-to product. Both the 10s and 20s are popular and sell equally well depending on what the customer prefers, so I would recommend stocking both formats to benefit from increased sales."



**DO IT**

Retailers should contact their JTI sales representative or visit [jtiadvance.co.uk](http://jtiadvance.co.uk) for more information

<sup>1</sup>181 Market Place, Value Sales, Total Cigar Category, Total UK, MAT To 11.07.21, <sup>2</sup>181 Market Place, Volume Share, Total Cigar Category, Total UK, Jun 2021, <sup>3</sup>181 Market Place, Sales Volume, Total Cigarillo Category, Supermarkets UK & NI and Total Convenience Channels, Monthly Data 2020, <sup>4</sup>181 Market Place, Volume Sales, Total Cigar Category, Total UK, over the past three years to June 2021





## ADVERTORIAL TEMPLATES

**Over the next few pages, you will see a variety of advertorial templates specifically designed for our publication RN. All single-page templates are also available as double-page options unless otherwise stated.**

*RN is the only paid-for weekly title for independent news and convenience retailers, packed full of data, insights and exclusive news analysis. With an audience of 8,469 switched-on, invested retailers, this publication lends itself perfectly to detailed product information and retailer-education campaigns.*

### 1/3-page Advice Column

Advice Columns (third-page vertical columns) can focus on a variety of different elements within trade campaigns. You could offer retailers a series of Q&A-style educational columns to guide them through changes being made/new products being released, for example. Advice Columns also work well when educating retailers on legislative changes and corporate and social responsibility initiatives, such as sustainability. A series of advertorial Advice Columns can be placed in a consistent position in each edition to maximise impact.

### Brand Snapshot

The Brand Snapshot third-page horizontal banner sits on the Product News page in RN, with weekly exclusivity to one client. It offers your business the opportunity to showcase three products with pack shots and key wording for each. This advertorial ensures your product range has share of voice within the Product News section with great prominence.

### Brand In Five

The Brand In Five advertorial mainly focuses on one brand or campaign and allows your business to highlight five key pieces of information/guidance. Brand In Fives work particularly well for NPD campaigns and seasonal occasions, where merchandising and ranging advice can be offered.

### Test The Tools

The RN Test The Tools advertorial offers your business the chance to give retailers key information on why they should invest in your service or use your website to improve their business. The main copy will include five benefits to using your platform, product or website, as well as any key processes they'll need to focus on to maximise what's being offered. There is the opportunity to include a viewpoint from a retailer who has used your service to explain why they joined, how it benefits them and the support they receive from using your service or platform.

### Category Advice

The Category Advice advertorial can focus on a retailer case-study, Q&A format or category advice style. The advertorial can focus on one category and educate retailers on what they should/need to know about the category. If using the retailer case study format, the advertorial could focus on the retailer's journey with the category/brand and what impact the changes they implemented have had on their store. This option requires **you to supply** very specific images/infographs: 1x main image (w) 190mm x (h) 89mm, 1x infographic (w) 138mm x (h) 97mm, 1x infographic (2) 190mm x (h) 130mm

### Category Focus

RN Category Focus gives retailers everything they need to drive sales in a specific category. Broken down into three easy-to-understand sections, this advertorial enables your business to explain the opportunity presented by the category or NPD, as well as your core range, products or services, and explain why it is a must-have for any independent retailer.

### Industry Profile

The RN Industry Profile advertorial will enable your business to grow awareness of key spokespeople and establish yourself as a source of valuable insight. This advertorial also gives you the opportunity to talk about your products, share your knowledge and explain how retailers can use your products in store.

### Category Management (DPS only)

The RN Category Management advertorial gives retailers everything they need to know about your product, service or how to grow a particular category, such as food to go. The main copy will explain the opportunity for retailers, actionable advice they can implement immediately and over time, and the benefits of doing so. The advertorial also has space to include the must-haves for any independent retailer, as well as three top tips/advice on how to grow a specific category.



RN • 10 December 2021 // betterRetailing.com

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Visit the website  
betterRetailing.com/products  
to find out more about product launches

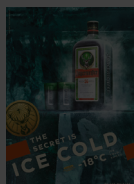
Priyanka Jethwa  
Senior Product Manager  
@PriyankaJethwa  
020 7689 3355  
priyanka.jethwa@newtraded.co.uk



### Dead Man's Fingers goes super spiced

Super Spiced Rum is the latest limited-edition variety from Dead Man's Fingers, available in 70cl and 1.75l formats with an RRP of £26-60. The brand has also ramped up marketing activity in the run-up to Christmas with its first radio advertising spot, as well as a partnership with rock and alternative radio station Kerrang! Radio. The general radio slots will be live across Absolute Radio and Planet Rock.

RRP £26-60



### A cold shot of Jägermeister

Master-Jägermeister UK's new multimillion-pound national campaign, 'The secret is ice cold', focuses on an ice-cold shot of Jägermeister chilled to -18C. The campaign will be supported by outdoor, social media and digital advertising, including several consumer events. Also in the new year, consumers will have the chance to win prizes via on-pack promotions across multiple pack sizes.

Campaign spans outdoor, social media and digital advertising



### Fresh look for Tiger Tiger

Tiger Tiger has unveiled a new look for its range of Chinese sauces and ingredients. It now features a cream and gold design, gold-coloured lids and dual-language labelling featuring Chinese Hanzi characters. The refresh spans Light, Dark and Reduced Salt Soy Sauces, Oyster Sauce, Noodles, Rice Vinegar, Luncheon Meat, Water Chestnuts and Bamboo Shoots. The Chinese world foods category is growing at 39%.

On sale now



### New vegan sweets from Hancock's

Hancock's has revealed its vegan sweets range ahead of Veganuary 2022. Swedish confectionery brand Bubs' range includes Skull Sweets in Cool Melon, Cool Cola, Sour Raspberry & Lemon, and Sour Skulls varieties. Kingsway's pick-and-mix includes Meerkat gummies, Tongue Painters, Flying Saucers and Giant Strawberries. Tony Chocolonely, Moo Free and Dirty Cow are also on offer.

On sale now



### Suntory Beverage & Food GB&I has launched something new

Lucozade Alert is a naturally sourced caffeine energy drink and is available now in price-marked and standard 500ml cans.



### Stimulation drinks is the fastest-growing soft drinks segment...

Seventy-five per cent of adults report concerns about tiredness, making Lucozade Alert a great way to meet demand.



### ...stock up on Lucozade Alert 500ml cans to drive sales today

Lucozade Alert contains naturally sourced caffeine and vitamin B3 to help reduce tiredness without compromising on the great Lucozade taste.

In partnership with  
**SUNTORY**  
BEVERAGE & FOOD GB&I

S&amp;P GB&amp;I Category Strategy Insight

RN • 14 January 2022 // betterRetailing.com

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# BRAND IN FIVE

In partnership with  
**FERRERO**



## Make the most of Valentine's Day

As we all settle into the new year, retailers can now look forward to another seasonal sales boost with Valentine's Day just around the corner. RN talks to Ferrero UK about the confectionery opportunity

Shoppers are emotionally invested within the confectionery category as the brands help them celebrate the moments they share with loved ones. It's because of this that shoppers keep coming back to purchase time and again. The category has shown resilience during tough times and is set for success as Valentine's Day approaches. Ferrero UK's advice to retailers is to continue to back the brands they know shoppers will purchase, ensuring to offer more premium brands to

help drive sales and encourage trade up. Levi Boorer, customer development director at Ferrero UK, says: "At Ferrero, we expect the growth across our core ranges to continue this year, especially as shoppers will be able to see each other in person and exchange gifts once again, making up for all of the missed occasions. We will also continue to introduce exciting new products and provide retailers with best-in-class advice to help maximise their sales through key seasonal occasions."

### 1. Stock the right range

One of the biggest opportunities for smaller stores at Valentine's Day comes from the power of well-known brands that consumers trust. Ferrero's range of established brands, such as Ferrero Rocher, Ferrero Collection, Raffaello and Thornton's, offers shoppers high-quality treats and gifts. The supplier has had a huge upsurge in its Ferrero Rocher range, which is currently in 20% year-on-year growth. As well as being a strong gift at Valentine's Day, the range is also an ideal option for smaller stores as it remains relevant all year round.

### 2. Capitalise on new products

Ferrero expanded its boxed chocolate range last year with the launch of Thornton's Pearls. Available in two varieties, Hazelnut Delight and Salted Caramel Sensation, the range offers shoppers a treat to enjoy while sharing special moments with loved ones. While it's important to maintain a core range of bestsellers, Boorer says introducing new products from trusted, familiar brands will allow retailers to generate excitement around seasonal occasions.

### 3. Promotion is key

Ferrero UK suggests the optimal time for retailers to begin promoting their Valentine's Day range in store is up to three weeks before. Although the majority of sales come through in the week up to the seasonal event, the three weeks prior gives independent retailers the opportunity to generate interest from their customers and highlight to regular shoppers the range on offer. By increasing the in-store activity during the final week, retailers can also appeal to those last-minute shoppers.

### 4. Engaging shoppers is vital

Ferrero UK is supporting convenience retailers to drive engagement among shoppers by launching an exclusive competition. Five stores will each win five Ferrero Rocher-inspired rose bouquets (worth £50 each), in addition to stock, to gift to loyal customers or deserving members of their community. PoS will also assist retailers in encouraging in-store cross-category purchases for Valentine's Day, bringing chocolate confectionery and flowers together. Retailers can visit YourPerfectStore.co.uk for more advice and to enter the competition now.

### 5. Looking ahead to 2022

While there have been less chances for shoppers to buy boxed chocolates to gift and share during Covid-19, customers wanted to show they cared. For those that did send gifts, they did so with brands they know and love. This year, Ferrero UK's advice for retailers remains to continue stocking recognisable lines from the top brands, including Ferrero Rocher and Thornton's. Retailers that understand what's important to their shoppers, and optimise the in-store experience accordingly, will be able to keep people's attention for longer and drive repeat purchases. ●



# BRAND IN FIVE

In partnership with  
**SUNTORY**  
BEVERAGE & FOOD GB&I



## Energise sales with Lucozade Alert

According to research, 75%<sup>1</sup> of adults have concerns about tiredness. Suntory Beverage & Food GB&I (SBF GB&I) explain how it has responded to this consumer need with the launch of the new Lucozade Alert range

Over the past year, consumption patterns have changed, drinking occasions have evolved and it is important for brands to convert these insights into action through the launch of new flavours, formats, and products. Stimulation drinks is the fastest-growing soft drinks segment in recent years, and tiredness has been reported as a concern among shoppers. Lucozade Alert is high in naturally sourced caffeine and contains vitamin B3 to help reduce tiredness – all the with the recognisable taste of Lucozade,

which consumers know and love. Following the success of Lucozade Alert Tropical Burst and Cherry Blast flavours, which have generated £1m in sales in under two months, SBF GB&I has expanded the range with the introduction of an Original flavour to help retailers maximise sales in this growing category even further. Lucozade Alert Original is available in 500ml price-marked and standard cans and will be non-HFSS. It's recommended to stock the variety in the chiller alongside the brand's other flavours.

### 1. Why stock Lucozade Alert?

Lucozade Alert is a distinctive stimulation drink range, containing naturally-sourced caffeine and vitamin B3 which helps reduce tiredness without compromising on the Lucozade taste. Stimulation drinks is a growing category and with three quarters of shoppers reporting tiredness, Lucozade Alert responds to a clear consumer demand for a stimulation drink which tastes great, is low calorie and more relevant to a wider audience. What's more, stock the diverse flavour range to drive excitement within the category.

### 2. Who is the target market?

Lucozade Alert is aimed at adults who lead busy lives looking for a drink to support their energy needs. Reports have shown that 48% of stimulation drinkers only buy these drinks once a year, so it's clear that light shoppers seek a more appealing option. Lucozade Alert offers shoppers something strong in this sector, a high in naturally sourced caffeine drink with vitamin B3 to help reduce tiredness. The Original flavour remains a strong favourite with consumers when it comes to Lucozade Energy, so bringing its unique taste to the Lucozade Alert range is set to grow sales even further.

### 3. Why should retailers work with SBF GB&I?

SBF GB&I is not afraid of ambitious, innovative launches and Lucozade Alert leverages Lucozade's trusted brand credentials to reach a wider demographic and appeal to a larger audience.

For example, the launch of the upcoming Original flavour, which will be supported by PR, digital and social media advertising to ensure shoppers can't miss the new cans. This will help drive footfall in convenience stores and encourage new customers to the category.

### 4. How should retailers display Lucozade Alert?

Lucozade Alert should be a core part of the stimulation section of an independent retailer's chiller, ranged alongside other 500ml can stimulation energy drinks. This presents an opportunity for retailers to review their stimulation sector and replace the tail-end of brands which do not work hard enough for them in terms of sales. The reason for doing this is it will help independent retailers create a strong stimulation range that is fit for the future.

### 5. Where can retailers buy it from?

Convenience and independent retailers are able to purchase Lucozade Alert's three flavours, Tropical Burst, Cherry Blast and new Original, from their nearest wholesaler, including Booker and Bestway. Retailers can also order Lucozade Alert through their usual route-to-market.

For more information on Lucozade Alert, retailers can contact SBF GB&I via their local sales representative or by calling 08703 408601. Retailers can also keep up to date with SBF GB&I's latest news on Twitter – @SuntoryBF\_GB&I. ●

SBF GB&I Category Strategy Insight

# BRAND IN FIVE



### 1 Convert those new customers

Ninety-three per cent of customers are more likely to choose a store with a post office. While they're visiting, one in three post office customers will buy three or more items from the shop. So, if your post office footfall is doubling at Christmas and you're seeing lots of new faces, now is your opportunity to convert them to regular customers. Great customer service from your team and a friendly greeting for everyone is the first step.

### 2 Attracting younger customers

Home shopping returns is a very competitive market, particularly at this time of year. Having a post office will give you a competitive edge. Customers returning online shopping are interested in convenience. Often, they will arrive laden with returns packets and labels. They want speed and security for returned items, and generally see their trip as a chore. It's an opportunity to show how easy it is to send back parcels at your shop, so they choose you next time.

### 3 'Tis the season to be jolly

A post office will put your store at the heart of the community. Whether you celebrate Christmas or not, a little treat for post office customers, particularly the elderly, will always be popular and they're likely to tell their friends how nice you are. You're probably already planning a lot more and supporting local festive activities, so remember to tell the local paper and use social media to share festive photos.

### 4 Getting prepared for Christmas

Before it gets really busy, do some house-keeping and check your stocks of the post office essentials: leaflets, mailbags, labels and ties. Get your staff rota sorted, update social media and have some Facebook posts ready for later. If social media isn't your thing, give the job to one of the team. Find time to remind your team about the importance of the basics – putting mail in the right sack (use labels), make sure everyone knows last posting dates, and have the laminates handy so you can comply with dangerous goods legislation.

### 5 Now you're the local bank

Post offices offer personal banking on behalf of all the high street banks these days and it's a popular service. Not everyone has gone contactless and many customers will be drawing out money to cover the Christmas break or to buy presents. Unfortunately, robberies, sleight-of-hand and distraction thefts increase at this time of year, so remind staff to be vigilant. Customers, particularly the vulnerable and the elderly, are being targeted more frequently by criminals. If you suspect a customer may be the victim of a fraud or scam, you should report it on 0845 603 4004. ●

## Christmas at the Post Office

The busiest time of year is coming for post offices. What do you need to do to get ready and how can you get those new customers to buy more from your store?

Christmas is a busy time for retailers and if you have a post office in store, you'll know that customer numbers can double at this time of year.

If this is your first Christmas offering post office services, brace yourself for a busy few weeks.

The extra footfall will include people who don't post much except

at Christmas, and they might not be aware of all the services available from Royal Mail and Parcelforce. Show them that not only do you offer the best service, you're also open for longer than they realised.

If you don't have a post office but like the idea of extra customers, runapostoffice.co.uk has more information about how you can get started.

RN • 24 June 2022 // betterRetailing.com

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# TEST THE TOOLS

In partnership with  
**snappy shopper**  
Local store on door

## Grasp the home delivery opportunity

Snappy Shopper's mission is to ensure retailers are educated about the benefits of an online presence and the opportunity for customer growth



For more details, contact  
[snappyshopper@mercica.co.uk](mailto:snappyshopper@mercica.co.uk)

### RETAILER VIEWPOINT

**Raj Ghag**  
 Premier Rawmarsh,  
 Sunderland



#### What was your experience like when you joined the platform?

I started delivering with Snappy Shopper in April 2021. Snappy Shopper has been incredibly supportive pre- and post-launch of my store, from running ads on Facebook to arranging and installing prominent PoS. Snappy Shopper is up there with any other technology I've seen in the delivery sector.

#### How has using the platform benefitted your business?

We've had growth nearly every week since we've been on the platform and Snappy Shopper sales now account for around 20% of our overall store sales. Of the incremental sales, more than 50% are new customers that wouldn't have otherwise physically visited the store. The basket spend is strong, too, in the mid-20s, which is higher than my in-store average. The feedback from customers is they don't want to carry all the bags when visiting the physical store, but are happy to order more online.

#### How would you rate the support you have received?

From onboarding and setting up with Snappy Shopper and onwards, the account management team have been fantastic. They can't do enough for you. I drop them a message and within a couple of hours, whatever I have asked for is done, which is everything you can ask for, really.

**Dael Links**  
 Head of B2B  
 marketing,  
 Snappy Shopper



## Snappy Shopper

Why should independent retailers offer home delivery?

**1** **Ease of orders**  
 Staff can review each order via the terminal, gather the products and have them ready for collection.

**2** **Extending their community network**  
 Around 80% of customers on Snappy Shopper were acquired through the platform and wouldn't have visited the physical store.

**3** **Increased basket spend**  
 Customers spend more when using the app and retailers report £26 average basket spend, compared to £10 in store.

**4** **Driving sales and engagement**  
 The app enables retailers to drive sales and encourage communities to shop with their local retailers.

**5** **Retailer control**  
 Retailers have complete control over their products and pricing, with the ability to manage orders and delivery drivers. ●

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betterRetailing.com // 4 March 2022 • RN

# CATEGORY FOCUS

In partnership with



## Capitalise on flavoured milk

FrieslandCampina talks to RN about how independent retailers can drive flavoured milk sales with Yazoo and what's next for the brand

**T**he UK flavoured milk market is currently worth over £382m, with Yazoo the number-one traditional flavoured milk brand. FrieslandCampina saw Yazoo sales increase by £6.7m to £62.8m last year as the brand continued to perform strongly. This year, FrieslandCampina is re-launching one of its Yazoo bestselling limited-edition flavours, Choc Caramel,

due to consumer demand. A spokesperson for FrieslandCampina, says: "Convenience has always played a big role in the brand's success and the channel has also had strong growth in the past year, led entirely by symbols, indies and forecourts, which deliver 49% of brand sales. "Retailers should also offer Yazoo in sharing packs to capitalise on the growing take-home trend."

### 1. Capitalise on shopper missions

Shoppers are on several different missions, including now, later, breakfast and treats. According to research by FrieslandCampina, the main occasions flavoured milk buyers shop for include relaxing at home in the evening, an energy pick me up, a top up snack between meals and a permissible treat. Key pack sizes to stock are 400ml for on-the-go occasions, 1l for an in-home experience and 200ml for a little lift, treat or lunchbox filler. Merchandise Yazoo with other on-the-go soft drinks, as that's where shoppers will look.

### 2. Ranging effectively

When it comes to offering the right range in store, it's about more than just pack size. Flavoured-milk shoppers are often impulse buyers who pick up a bottle when topping up on milk or picking up a sandwich. The key is to ensure the most popular flavours are available to capture shoppers' attention. Stock Yazoo Chocolate and Strawberry in a 1l pack format for nights in, and Chocolate, Strawberry and Banana 400ml for on-the-go lunch missions or afternoon pick me ups. To really grab attention, include the eye-catching limited edition.

### 3. Boost your sales

Do you want to boost your sales and grab more impulse shoppers? If so, try a free-standing display unit or parasite unit near the till or confectionery fixture. Yazoo is best offered chilled as consumers like to see their soft drinks in the fridge, but secondary siting the bestselling Yazoo flavours within a QMS system will help attract shoppers who haven't visited the chillers. On top of merchandising and support, FrieslandCampina has refreshed its Yazoo price-marked pack range to protect shoppers and retailers from rising costs.

### Retailer viewpoint

**Sunita Aggarwal**  
 Spar Wigston, Leicestershire

I have always had a strong relationship with FrieslandCampina for as long as I can remember. FrieslandCampina sales representatives visited the store and spoke to us about our chiller layout and how we could improve and apply category principles to drive sales and weight of basket. We had a store refit planned so this was the ideal time to implement this. The chillers were re-organised to ensure similar

products and bestselling lines were all together. Our new fridges were fitted alongside this, as well as spring loaded shelf pushers in key areas to ensure the products were always at the front. The results were exceptional. We saw an uplift of 54% in flavoured milk sales, and they're still increasing month on month, which is great. This was a very successful project and the team at FrieslandCampina have kept in close contact throughout. ●

For more information on Yazoo and the products you can stock, visit [yazoo.co.uk](http://yazoo.co.uk)

## CATEGORY ADVICE

## Get top soft drinks advice

A third of retailers want better impartial advice for their stores, which SBF GB&I's new website – Simply Soft Drinks – hopes to provide

Retailer-facing websites are designed to support retailers with specific content and advice that's been tailor-made just for them. They typically include category insights, ranging and merchandising top tips, and advice on the latest developments in the industry.

Suntory Beverage & Food GB&I's (SBF GB&I) new website, Simply Soft Drinks, is a one-stop-shop for retailers to find help and advice to make their soft drinks sales a success in store. It's designed to support retailers in every aspect of these sales.

The new website is completely bespoke and features a wealth of insight, to give retailers the best and most up-to-date snapshot of the soft drinks category. No login details are required – all the information is free to view at any time from any device and will be updated regularly as the category evolves.

#### By using Simply Soft Drinks, retailers can:

- Plan effective ranges with category insight guides, which analyse upcoming sales spikes and trends. Retailers can use this to look ahead and plan their ranges carefully, and should consider checking in here regularly to see if there's anything they should bear in mind for the next few weeks or months – from health and well-being to sales spikes around sports or seasonal events.

- Get to grips with the latest industry legislation with tailored advice and guidance. This will help retailers navigate broader challenges facing their stores, such as HFSS and DRS.

- Find out how to create visually engaging and exciting ranges, with top tips and channel-specific programs to support retailers driving their soft drinks sales across the industry. There's also guidance on



how to offer shoppers the right range of products and achieve visibility.

- Understand how to maximise PoS and shopper marketing in store to excite customers and strengthen sales. There are also some top tips on how retailers can use social media to engage with their communities and attract more shoppers.

- Keep up to date with SBF GB&I's latest news and promotions across all their brands, as well as its latest sustainability efforts.



Scan the QR code to find out more about SBF GB&I's products

In partnership with

**SUNTORY**  
BEVERAGE & FOOD GB&I

### THREE TOP STATS

**18 million**

UK households buy juice drinks for home consumption<sup>1</sup>

Energy drinks have grown by **50%** in value in the past five years<sup>2</sup>

**Nine in 10**

people have consumed a carbonated drink in the past year<sup>1</sup>

#### SUPPLIER VIEWPOINT

**Matt Gouldsmith**  
Channel director,  
wholesale, SBF GB&I



Convenience retail is experiencing unprecedented pressure at the moment. The industry has seen significant changes over the past few years and is set to change even further over the coming months, too. Recent research has found that more than a third of retailers say they'd like better impartial advice in the face of this. Retailer-facing websites can provide retailers with this advice, helping them to maximise their sales despite this challenging retail landscape.

Monitor: 20.02.2022, Nielsen GB 5-wk 2022

## CATEGORY FOCUS

In partnership with

**SUNTORY**  
BEVERAGE & FOOD GB&I



## The sports drinks opportunity

This year has been a stellar year for sporting occasions and events, presenting a huge opportunity for sports drinks, such as Lucozade Sport

Lucozade Sport was created in the 1990s and was the brand that established the sports drinks segment in the UK. It provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise.

Thirty years later, the sports drinks segment is now incredibly

buoyant and growing by 28.5%. Sports drinks shoppers are loyal, and if retailers don't have the brand, format or flavour they are looking for, they may go elsewhere. This means leading brands like Lucozade Sport, which has had year-on-year growth of almost 38% in the convenience channel, are an incredibly important part of any chiller.

#### 1. The non-HFSS opportunity

When it comes to the HFSS regulations now in place, Suntory Beverage & Food GB&I (SBF GB&I) is in a unique position as its favourite soft drinks brands are already HFSS-compliant due to the reformulation it has carried out over the past few years to reduce the sugar content in its brands. SBF GB&I says soft drinks are a key impulse purchase, so ranging HFSS-compliant drinks, such as Lucozade Sport, in high-traffic areas will help drive sales and boost spend.

#### 2. Sustainability is key

Becoming more sustainable is important for the future of the planet. For retailers, it can also be a great way to attract new customers as one-third of shoppers (33%) are now choosing to buy from brands they believe are doing social or environmental good. Most recently, SBF GB&I unveiled a reduced-plastic sleeve for its Lucozade Sport range, which uses less virgin plastic and means larger sorting machines at recycling depots can find it more easily. This helps ensure more Lucozade Sport bottles can be turned back into bottles within the current UK recycling infrastructure.

#### 3. Winter promotion

This winter, SBF GB&I is giving Lucozade Sport shoppers the chance to win £90 every 90 minutes\* through a new text-to-win promotion. This shopper giveaway will help retailers create excitement around the international tournament in store and tap into additional sales around the winter sporting occasion. To be in with a chance of winning, shoppers simply need to purchase any Lucozade Sport product and text 'CASH' to 62123, then kick back and wait for the text.

#### Supplier viewpoint

**Matt Gouldsmith**  
Channel director of wholesale, SBF GB&I

This year, retailers have a unique opportunity to tap into the sporting occasion during the colder months as the international football tournament takes place from now until mid-December. Retailers should provide a choice of the bestselling sports drinks throughout the winter to make the most of this opportunity to drive sales. Sports drinks

should be clustered together and placed near similar segments, such as energy drinks, so shoppers can easily see the choice that meets their needs. Lucozade Sport, which is the fastest-growing major brand in the market<sup>3</sup>, and other bestselling sports drinks should be placed at eye-level to help shoppers navigate the chiller quickly. ●

<sup>1</sup>Nielsen, GB Total Coverage including Discounters, YOY latest 52 weeks to 01.10.22.  
<sup>2</sup>Nielsen, GB Total Coverage Convenience, YOY latest 52 weeks to 01.10.22, \*ALPA study, 2017, \*Max 1 entry per person per day, Monday-Friday between 9am and 6pm, \*Nielsen, latest 52 weeks to 30.07.22 vs PY (Top 13 brands)

Follow @SuntoryBF\_GB1 on Twitter or visit [simplysoftdrinks.com](https://simplysoftdrinks.com) for more category insights and advice



# CONFECTIONERY



## Drive seasonal confectionery sales

Worth £82.6m in retail sales, Halloween continues to present a strong opportunity for retailers, particularly when driving seasonal confectionery sales

**TRICK-OR-TREAT ON SHELF**

**WHAT TO STOCK**  
Best-selling fun-size ranges and seasonal NPĐ

**WHEN TO STOCK**  
Ensure your seasonal specials are in stock and visible in the run up to Halloween

**OUTCOME**  
Increased basket spend through variety, offering confectionery that allows shoppers to trade up and easily add to their shop

*Almost 70% of chocolate confectionery sales in 2018-2019 came from displays\**

**MARS WRIGLEY**

\*Source: Nielsen Scantrack, 6 w/e 31.10.2020, Market = Total GB

As 2020 was a challenging year for all Halloween celebrations, with many social occasions celebrated at home with family or friends, this season is anticipated to present a profitable opportunity for retailers and the wider category. Retailers can not only increase consumer confectionery spend with Halloween-themed sharing bags and tubs, but the occasion also helps to grow the confectionery category overall. According to Sophie Padt, senior brand manager, Easter & Halloween, at Mars Wrigley, Halloween remains the UK's fourth-biggest annual event<sup>1</sup>. "To help retailers leverage the diary date, drive sales and boost margins even further, we have conducted comprehensive research into the occasion to offer relevant and useful retailer advice," she says.

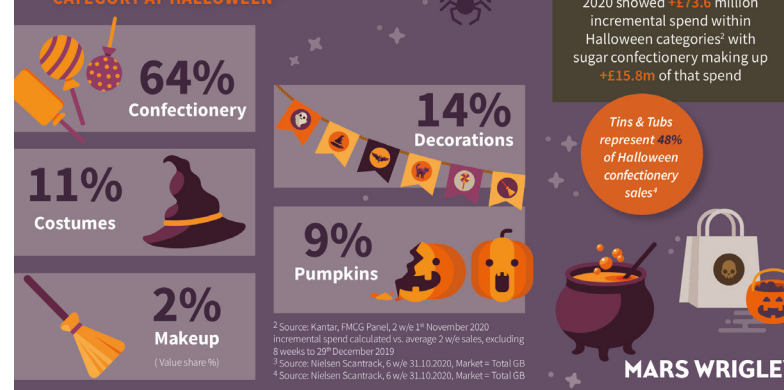
"We are always looking at ways to innovate our product offering to tie in not only with consumer needs, but also with current, evolving trends.

"We hope to continue to bring to the market breakthrough experi-

In partnership with **MARS WRIGLEY**

## HALLOWEEN CATEGORY AND OPPORTUNITIES

CONFECTIONERY REMAINS THE NO. 1 CATEGORY AT HALLOWEEN<sup>2</sup>



ences through our products – across all occasions, not just Halloween."

### STOCK CUSTOMER FAVOURITES

In order for retailers to succeed during the busy Halloween season, it's vital to stock customer favourites in a variety of formats.

"More to share" formats remained in growth in 2020, with Mars Wrigley sales increasing by 32.6% on the previous year<sup>3</sup>, proving a staple for Halloween celebrations. Tins and tubs also grew in sales, with Celebrations 650g tub remaining the number-one product for Halloween from 2018-2020<sup>4</sup>.

It's also important to display a variety of flavours, with research showing that a mix of flavours drives short-term excitement in shopper behaviour.

Retailers have the opportunity to increase basket spend through offering a variety of customer favourites and presenting the opportunity to trade up in store.

Almost 50% of Halloween chocolate confectionery sales in 2018-19 came from displays<sup>5</sup>, so making

**Retailers can increase spend with Halloween-themed sharing bags and tubs**

your Halloween offering visible to customers is crucial to increasing overall seasonal profits.

### CATER TO DIFFERENT HALLOWEEN OCCASIONS

Scary movies are becoming an increasingly popular ritual that starts to build excitement in the run-up to Halloween. This presents a huge opportunity for retailers to stock a range of sharing bags, perfect for nights in.

"More to share" bags from Mars Wrigley are the ideal accompaniment, whether watching a scary film at home or at the cinema, now restrictions have been lifted.

Key opportunities also include sharing with friends and families during a Halloween party, and, of course, trick-or-treating rituals.

As trick-or-treating was incredibly limited last year due to Covid-19 restrictions, Mars Wrigley expects to see a great rise in participation this year. However, expect to see some lasting impacts, including the

demand for individually wrapped confectionery.

### STOCK FUN-SIZE FORMATS

Fun-size packs remain a staple for the Halloween season, with Mars Wrigley holding the largest share of fun-size sales with 28.1% of the category in 2020<sup>6</sup>.

Many consumers purchase a mix of chocolate and sugar confectionery, so retailers should look to stock a variety of treats that are available in different pack sizes to support consumer missions during the occasion. Last year, Mars Wrigley's most-loved brands accounted

for six of the top 10 fun-size lines across blockbuster brands, including Mars, Skittles, Maltesers, Twix and Milky Way, as well as fun-size variety packs.

We know fun-size products are a relevant format during Halloween due to their shareability – the formats generated £27m in value sales last season alone. ●

\* Nielsen Homescan Survey, January 2021. <sup>2</sup> Kantar Halloween Index. <sup>3</sup> For w/e 01.11.2021. <sup>4</sup> Nielsen Scantrack, 1 w/e 31.10.2020, Market = Total GB.

## FOCUS

In partnership with



# Drive sales with Vuse

In a growing vapour market, retailers can grow sales with quality products that meet consumer preferences, such as Vuse. RN talks to BAT UK about how to achieve this

As tobacco and nicotine markets continue to diversify beyond traditional, combustible tobacco, retailers who keep up with the changing preferences of adult consumers will thrive.

As the focal point of BAT UK's vapour product offering, Vuse<sup>®</sup> represents a considerable opportunity for retailers to grow vape sales. In the fast-growing vape category, Vuse is firmly in the minds of adult consumers looking to choose quality alternative tobacco products.

Vuse is the evolution of a flagship BAT product, Vype, and it has continued to gain momentum with steady growth in the closed vape segment over the past 12 months.

Vuse blends the best of both products to create a global vape brand that adult nicotine consumers can relate to anywhere.

Vuse is shaped by an ongoing commitment to technology and innovation, also. This is shown through the development of devices, flavours and batteries, as well as the drive for more a sustainable product and packaging. Vuse liquids are developed using consumer research to make sure they are relevant and meet adult consumer preferences.

Retailers are likely to continue to see a greater number of adult consumers asking about Vuse as they seek quality alternative nicotine products. Retailers can gain an advantage and build customer loyalty by sharing up-to-date knowledge and advice, including how they are produced and supplied.

Vuse is one of a range of vapour products which include closed and open systems to meet the varied preferences of adult consumers. If retailers have specific questions, including on how to display or promote products, they should always let their BAT UK sales representative know.



There is a range of BAT UK promotions and discounts on offer for retailers to take advantage of. Retailers will need to ask their BAT UK sales representative for more information. BAT UK's recently upgraded sales platform, My BAT Rewards, is a great way for retailers to keep themselves and their teams up to date with products and the latest offers. ●

<sup>1</sup>This product contains nicotine and is addictive. Read leaflet in pack. For trade use only. <sup>2</sup>Plastic saving per annum was calculated from 2020 global sales volumes and the plastic bottles comparison was based on a 22.5g bottle weight, representative weight of 500ml commercially available soft drinks bottles (May 2020). <sup>3</sup>Based on ePod, ePen, eTank mini, Alto devices and consumables internal sales forecast (calculated March 2021) for 12 months starting from April 2021. Results have been verified by an independent body.



**Build customer loyalty by sharing up-to-date knowledge**

For any queries or questions regarding the Vype to Vuse brand change and latest vaping category trends, contact your BAT UK representative or visit [vapermarket.co.uk](http://vapermarket.co.uk)

## THREE TOP STATS

80%

The amount of Vuse international shipments BAT UK aims to switch from air to sea freight in 2022

100%

The compatibility of Vuse and Vype, allowing pods and devices to be mixed

100 tonnes

The reduction in single-use plastic in Vuse production in 2020<sup>2</sup>

## SUPPLIER VIEWPOINT

**Nikos Tsagkaropoulos**  
Head of UK business development, BAT UK



Sustainability is increasingly important to adult consumers and Vuse is committed to helping the collective contribution to looking after our environment. Increasing renewable energy use in production helped contribute towards Vuse becoming the first carbon-neutral global vape brand<sup>3</sup> earlier this year. Vuse packs are made from 100% recyclable cardboard and there's a continued drive to reduce single-use plastics across production. These are among many BAT initiatives of making its vaping products as a sustainable as possible.

## INDUSTRY PROFILE

In partnership with



# Driving ice cream sales in winter

RN talks to Jose Alves, head of Häagen-Dazs UK at General Mills, about the sales opportunities of ice cream in the winter, as well as how retailers can maximise the big-night-in occasion



**Jose Alves**  
Head of Häagen-Dazs UK, General Mills

**What are the night-in opportunities in convenience stores, post-lockdown?**

JA Nights in are an opportunity for retailers to drive sales at a time when we're all feeling the pinch. It's a high-purchase occasion, with one in two shoppers spending more than £15 per person.

Premium treats, such as luxury branded ice cream, are frequently considered for a night in, and many retailers have increased sales through cross-category promotions that make it easier for the shopper to choose, such as bundles combining dessert offerings with pizza or meal kits. In fact, 64% of retailers feel nights in contribute to the success of their store.

**Ice cream is usually associated with summer. What are the sales opportunities outside this season?**

At General Mills UK, we are continually innovating our Häagen-Dazs range to make sure we provide a range of choices for any occasion, whether that's at home or on the go, winter or summer. We believe ice creams are for every season, and in a recent survey we conducted, nearly 35% of shoppers say they would purchase the same amount of ice cream for a night in in the winter versus summer, while a quarter of retailers regard multi-serve ice cream as an all-year-round must stock.

Innovation is what 53% of luxury ice shoppers are calling out for and is a key driver for growth. Last year, we introduced our Duo range, a

two-in-one multi-sensory smooth-meets-crunchy taste that directly answers the growing consumer need for both elevated indulgence and unique product experiences.

**How can retailers make ice cream an appealing option outside of summer?**

There is ample opportunity for retailers to leverage sharing and nights in to help drive sales outside of summer. Impulse purchases often increase during the festive period, and there is a greater emphasis on celebrating and treating. Convenience retailers can maximise this by implementing in-store activations and out-of-aisle placements to guide footfall.

Elsewhere, there continues to be a holistic shift to 'better for you' products, but shoppers are torn between the push towards healthier living and their desire for comfort and indulgence.

The Häagen-Dazs Mini Cups present the perfect answer to the



**Impulse purchases often increase during the festive period**

growing trend for portion-controlled ice cream without compromising on taste, ingredients or indulgence.

**How can retailers position ice cream as part of a night in?**

Luxury ice cream is the fourth-biggest impulse category in store, so visibility is key. Make sure shoppers know where your freezer is and display PoS. Pairing complementary categories together, such as alcohol and sharing-size snacks, presents the opportunity to upsell for any nights in.

Support your ice cream offering with a high-visibility location for your freezer. We know that shelf space remains at a premium, so it is important to allocate space to year-round growth drivers, such as pints or mini cup formats, which have a higher share of sales in winter months.

**What news and upcoming launches can you tell us about which will help retailers drive sales?**

We're getting into the festive spirit with the launch of two flavour combinations in our new Festive Dessert Collection. We've partnered with Lotus Biscoff for a next-level flavour pairing that aims to drive excitement among shoppers. Meanwhile, Red Velvet Cheesecake Mini Cups unite two of the nation's favourite desserts for extra indulgence. It's the ultimate treat of treats and a must-stock for any retailer looking to drive sales over the festive period. ●

<sup>1</sup>Nielsen Panel Ass'd & Grocery Multis, MAT 09.09.2020

## THREE TOP TIPS

**Pair complementary categories together.** Cross-merchandising ice cream with alcohol or other sharing-size snacks can often interrupt purchase occasions, presenting an opportunity to upsell nights in.

**De-seasonalise your ice cream fixture.** Allocate space to year-round growth drivers, such as pints or mini cup formats, which have a higher share of sales over winter.

**Support your ice cream offering with a high-visibility location.** Visibility is key for ice cream, so ensure shoppers know where your freezer is and display brand PoS.

# INDUSTRY PROFILE

## Prepare for Pancake Day with Nutella

Nutella was the number-one spread on Pancake Day in 2021<sup>1</sup> and offers retailers the chance to drive seasonal sales. Levi Boorer, customer development director at Ferrero, discusses the Pancake Day opportunity



In partnership with **FERRERO**



**Levi Boorer**  
Customer development director, Ferrero

### How will Ferrero support independent retailers in 2022?

This year, we're continuing to support retailers through our strong core range, new products, PoS and merchandising advice via Your Perfect Store. Looking specifically at Nutella as we approach Pancake Day, it's a product that resonates with consumers across the UK – as the number-one brand for trust, love and great taste<sup>1</sup>. We also launched a new TV creative, which went live on 28 January and will run until 1 March. It will consist of three assets varying in length, focusing on World Nutella Day, the tagline 'Spread a Nutella smile' and Pancake Day. The campaign is being supported via digital platforms.

**Pancake Day isn't a main seasonal event for some convenience stores. What's the seasonal opportunity?** Pancake Day is perfect to celebrate with friends and families. As baking became an important aspect of 2020, with so many at home during the pandemic, it is likely shoppers will want to continue those family bonding moments and get creative in the kitchen.

Nutella had continued success during Pancake Day 2021, as the spread had a growth in value of 14% and volume by 9%, with the 350g jar being the number-one line within spreads at Pancake Day<sup>1</sup>. So, there is an opportunity for the taking.

Pancakes and associated prod-

ucts like Nutella can be enjoyed all year round to create exciting breakfast options. Retailers can therefore stock pancake essentials, such as Nutella, all year round.

### How can retailers prepare for Pancake Day?

Retailers should prepare for Pancake Day by stocking a range of products relevant to the occasion, including staples such as pancake mix, flour, eggs and Nutella. Last year, Nutella added the most value to Pancake Day with sales of more than £4.6m<sup>1</sup> – making it an unmissable occasion for the brand. Nutella has established itself as a popular choice, helping consumers bring some excitement to their dish with a delicious portion, one heaped teaspoon (15g).

The 350g jar is the top-selling product from the Nutella range and the bestselling spread category line on Pancake Day<sup>1</sup>. The size is great to cater for multiple meal occasions, so retailers should make it widely available in the week



**Pancakes and associated products like Nutella can also be enjoyed all year round to create exciting breakfast options**

leading up to Pancake Day, as shoppers tend to be fairly last-minute in purchasing for the day. Creating end-of-aisle secondary displays will also help retailers in encouraging cross-category purchase across relevant Pancake Day products.

### What are the other upcoming opportunities independent retailers should be aware of?

Spring is a pivotal time for independent retailers, with various opportunities to showcase merchandising ideas and drive in-store sales, from the smaller occasions such as Valentine's Day and Mother's Day, to the more significant events such as Easter.

We recommend that independent retailers ensure each spring event is tailored to maximise visibility. Each one also presents an opportunity to increase basket spend through cross-category promotions and focal displays – including PoS with key dates to remind people of the big celebrations approaching.

The core ranges from Ferrero, such as Ferrero Rocher, Thorntons Classic and Thorntons Continental, are not restricted to one time of year or occasion, so it is an ideal option for small stores as it remains relevant all year round. Retailers should aim to begin Easter activation around six weeks before the big day (17 April) to provide enough time to generate interest and highlight any limited-edition range offers to regular shoppers.

<sup>1</sup>Nielsen Scantrack four weeks to 20.02.2021 vs PCD  
<sup>2</sup>IA, Ipsos Equity brand tracking, Nielsen, total coverage, MAT 08.05.21, \*AC Nielsen – Total Spreads  
Total Coverage three weeks to w/e 20.02.21

## THREE TOP TIPS

**Market effectively.** YourPerfectStore.co.uk allows retailers to order PoS units for their store to promote Pancake Day to ensure shoppers are directed to the right products.

**Create space in store.** Stock all pancake essentials together, alongside Nutella.

**Add excitement.** Retailers could run a competition on social media for shoppers to win a pancake bundle, helping drive awareness of your range in store.

# INDUSTRY PROFILE

## Tackling illicit trade

RN talks to Ian Howell, fiscal and regulatory affairs manager at JTI UK, about the fight against illicit tobacco and how retailers can get involved



**Ian Howell**  
Fiscal and regulatory affairs manager, JTI UK

### What does the issue of illicit tobacco look like today?

Illicit tobacco continues to be a serious issue for law enforcement, retailers, suppliers and communities across the UK. HMRC estimates the total cost of tobacco smuggling, in terms of lost tax revenue, is close to £49bn since 2000. This includes £2.3bn in 2019/20, with 9% of cigarettes and 34% of roll-your-own (RVO) in the country coming from illegal sources<sup>1</sup>.

While cheap illegal tobacco products may appear a bargain to some smokers, it is underpinned by criminal organisations and this illicit trade undercuts local businesses. Kantar research shows that in 2021 the problem is particularly concentrated in Greater London, where 46% of smokers have purchased illegal tobacco in the past month. Wales, the West Midlands and the North, at 37%, are also above the average level across the country.

### How is JTI supporting independent retailers against illicit tobacco?

We're committed to supporting retailers and providing them with the tools they need to become more knowledgeable to communicate the dangers of the illicit tobacco trade to their customers. Our 'Don't be complicit in illicit' campaign and dedicated microsite (jtiadvance.co.uk/dontbecomplicit) helps retailers join the fight against illicit tobacco in their area by providing them with more information on the scale of the issue.

### What has JTI been doing to crack down on illicit tobacco?

Alongside our 'Don't be complicit in illicit' campaign and microsite, we assist law enforcement to stamp out illicit trade through a variety of no-nonsense measures. We regularly conduct test purchasing to identify retailers selling illegal tobacco and since the start of 2020 have gathered evidence on more than 160 of them. Any evidence collected is made available to HMRC/trading standards in the anticipation they will undertake further investigations and mount prosecutions.

### How important is participation from retailers in tackling the illicit tobacco trade?

Law enforcement agencies depend on retailer support to take action, so the participation of retailers is crucial to tackling the problem head on. Ultimately, by encouraging more people to report suspicious activity to the relevant authorities, retailers can help protect their local communities. Educating and train-



**HMRC estimates the total cost of tobacco smuggling is close to £49bn since 2000**

ing staff on illicit tobacco is crucial, as the more staff who are aware of the issue and the warning signs to look out for, the better.

We know that many retailers feel these reports fall on 'deaf ears' and that 'nothing ever seems to happen'. However, everyday enforcement action is taking place and the criminals depriving honest retailers from legitimate sales are being brought to justice.

### What are consequences of selling illicit tobacco?

Sales of illegal tobacco products can result in the suspension or revocation of a premises' licence, fines and prison sentences. It could mean the loss of a business, financial ruin and loss of liberty. Illicit tobacco is not a victimless crime. It not only takes foothold and revenue away from legitimate retailers, but it also facilitates the supply of illegal tobacco to communities and supports organised criminal networks.

### What resources are available for independent retailers to report illicit tobacco sales?

We urge all retailers to continue reporting anybody they believe to be selling illicit tobacco. Retailers can contact HMRC's fraud hotline on 0800 788 887, trading standards via the Citizens Advice consumer helpline on 0800 223 1133 or Crimestoppers on 0800 555 111. Retailers can also visit jtiadvance.co.uk/dontbecomplicit and use the quick and easy report function. ●

<sup>1</sup>gov.uk/government/statistics/measuring-tax-gaps

## THREE TOP TIPS

**Stay informed.** Use jtiadvance.co.uk/dontbecomplicit to learn more about the illicit trade and what you can do to combat it.

**Educate your staff.** Fighting illicit tobacco requires participation from everyone, so make sure staff know what to look out for and how to report it.

**Spread awareness.** Many in your community may not know about illicit tobacco and the harm it causes. Make your customers aware of the issue.



# FOOD TO GO



## Use confectionery to drive food-to-go sales

Food to go is one of the most-common shopping missions in the convenience channel<sup>1</sup>. RN talks to Nestlé Confectionery about why confectionery is key for retailers looking to capitalise on sales opportunities in store

**A**s one of the three biggest shopping missions in the convenience sector, the food-to-go mission is fundamental to convenience retailers.

Over the past 18 months, food to go has been affected by Covid-19 and lockdown restrictions, which saw people working from home full-time and making fewer trips to their local convenience stores.

Now, with restrictions lifted, the food-to-go mission is recovering faster than expected and is forecast to be worth £22.7bn in 2022 – a 20.5% uplift from 2019<sup>2</sup>.

Confectionery is bought by 99.1%

of UK households<sup>3</sup>. Yet, at present, only one in seven hot drink and sandwich occasions include a sweet snack<sup>4</sup>. This represents an additional 32 billion occasions when confectionery could be bought and therefore signifies a huge opportunity for retailers to generate incremental sales for their store.

Confectionery singles is the number-one most impulsive category in store and enjoyed by consumers of all ages<sup>5</sup>.

Retailers can take advantage of this and achieve higher sales by siting secondary units around the areas or fixtures where shoppers

on the food-to-go mission are most likely to visit, such as sandwich and drinks chillers, drinks fridges or coffee machines.

Siting secondary units will not only increase sales, but these shoppers are also especially valuable. For example, for one retailer, locating impulse confectionery adjacent to a food-to-go chiller resulted in a 31% increase in the number of baskets with single confectionery featured<sup>6</sup>.

On average, a consumer will spend £9.70 per trip when confectionery is included in their food-to-go mission. This is the highest average spend of all convenience missions. ●



**Food to go is forecast to be worth £22.7bn in 2022**

In partnership with



### MUST-STOCK SINGLE LINES

Retailers looking to capitalise on confectionery impulse sales should ensure they stock the bestsellers across a range of need states. Nestlé recommends the following confectionery singles from its range of family favourites:

1. KitKat four-finger Milk single
2. Aero Peppermint single
3. Yorkie Milk single
4. Polo Original single
5. KitKat Chunky Milk single
6. Milkybar Medium
7. Aero Milk single

### WHAT ABOUT DUO?

Duo confectionery bars are also ideal for the food-to-go mission, meeting the needs of shoppers who are driven by hunger as a motivator. Nestlé is the fastest-growing manufacturer in the Duos category, with sales up by 13.6%, and therefore the Nestlé Duos range is key to driving growth for retailers<sup>4</sup>. Retailers should stock up on bestsellers, including:

1. Yorkie Milk Duo
2. KitKat Chunky Milk Duo
3. Lion Milk Duo
4. Yorkie Orange Duo
5. Lion White Duo
6. Yorkie Raisin & Biscuit Duo

Finally, to add excitement into the shopping mission, retailers should look to stock new launches, such as the new limited-edition KitKat Chunky Salted Caramel Popcorn. The latest addition to the KitKat Chunky line up, the 42g bar features the brand's classic wafer alongside an indulgent layer of salted caramel popcorn filling, all covered by KitKat's trademark smooth milk chocolate.

### NESTLÉ'S TOP TIPS FOR GROWING FOOD-TO-GO SALES

1. Sixty-nine per cent of food-to-go shoppers purchase impulsively, and single confectionery is the most impulsive format within the confectionery and sweet snacking category. So, retailers can trigger this impulsivity by having the single confectionery fixture adjacent to the food-to-go fixture<sup>7</sup>.

2. Ensure strong representation of Duos within your range. Duos

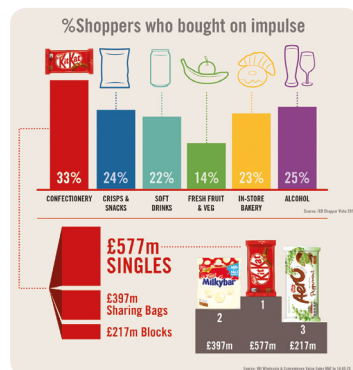
complement the hunger buster needs state in the food-to-go mission and accounts for one in five chocolate singles sales. They've also had a 11.7% value sales growth in the past three years<sup>8</sup>.

3. Include confectionery within your meal deals. This will help combine the impulsivity of food-to-go and confectionery shoppers, driving your overall basket spend and size.



<sup>1</sup>NIM CTP 2019, <sup>2</sup>IGD, 27.07.2021, <sup>3</sup>Kantar World Panel Sept 2018, <sup>4</sup>Nestlé Shopper Research 2016, <sup>5</sup>Retailer X IRI Sales, <sup>6</sup>IRI Infoscan, Value Sales, 52 w/e 19.06.2021, <sup>7</sup>Lumina Intelligence CTP Dashboard 2021, <sup>8</sup>IRI Infoscan, Value Sales, 52 w/e 19.06.2021 vs 52 w/e 23.06.2018

# CONFECTIONERY



## Driving success in confectionery

With Covid-19 changing trends in confectionery, Nestlé explains how independent retailers profits and sales can remain strong



Confectionery is worth a huge £1.5bn to the wholesale and convenience channel, making it the fourth-biggest category and of critical importance to independent retailers.

The singles format is the biggest-selling format in terms of value, contributing 38% of value sales, and second-biggest in terms of volume, accounting for 27%, which makes it extremely profitable. It is also purchased by more than twice as many shoppers as any other format – therefore, getting it right is a key satisfaction driver.

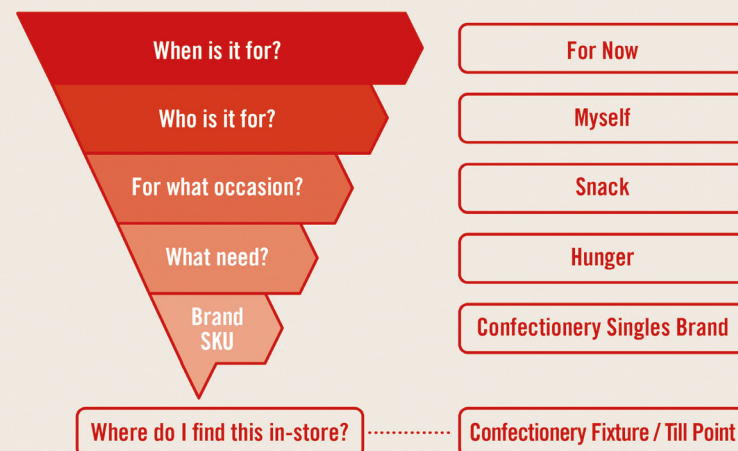
However, Covid-19 has had a bigger impact on singles sales than other areas of confectionery. As the confectionery format most bought on impulse, it has suffered from the reduction in shopper transactions as people have made fewer shopping trips and focused on in-home consumption. This has resulted in some switching into other formats more suited to longer-term store cupboard storage, such as multipacks.

However, with lockdown easing and snacking missions returning to a more normal pattern, how can retailers ensure the category

In partnership with



## Decision Tree Example



quickly bounces back to long-term sales success? The answer is in the three key sales fundamentals.

### 1) ENSURE YOU STOCK THE RIGHT RANGE

The top 90 lines in singles deliver 70% of all sales. The bestselling products include many big-name, family favourites from Nestlé including iconic brands such as KitKat, Aero, Rowntree's, Smarties and Milkybar.

This year has already seen Aero sales grow by 34% in wholesale and convenience, while KitKat 4-Finger and KitKat Chunky are both top 10 best-selling singles in the channel and Smarties is showing strong growth of 11%.

### 2) CAPITALISE ON PRODUCT LAUNCHES

New products are a key growth driver for singles confectionery. Not only do they generate excitement in the category, but they also attract younger shoppers.

Earlier this year, Nestlé's flagship chocolate brand KitKat launched a KitKat Gold 4-Finger variant, which has so far resulted in £1.3m value sales, while KitKat Chunky has plans



The top 90 lines in singles deliver 70% of all sales

to capitalise on the fact that hunger brands account for 31% of singles sales and are driving sales growth (+4.4%), with an exciting initiative launching later this summer.

Retailers should maximise sales of new launches by making sure they're given unmissable visibility in store.

### 3) HELP PEOPLE TO SELECT THE RIGHT PRODUCT FOR THEIR NEEDS

With up to 60% of confectionery sales coming from the main fixture in store, it is essential to ensure it is laid out in a way that makes it easy for shoppers to find what matches their needs.

When buying confectionery, shoppers follow a decision-making process. This recognises that before a shopper even thinks about the specific brand or product they want, they first think about what their 'need' is. Are they hungry? Are they looking for a lighter snack or something more indulgent? These are known as 'need states'.

Merchandising by 'need state' is proven to help shoppers navigate the fixture to quickly find the products they are interested in. Retailers should stock the bestselling brands

across each 'need state' to ensure consumers have the right choice.

Research shows that products within 'need states' are highly substitutional. However, shoppers are not prepared to buy products that don't meet their needs. Therefore, without the right range, retailers risk losing sales. Retailers using 'need state' merchandising can expect to increase value sales from their main fixture by an average 6.4%.

Having the bestselling, big brands in each 'need state' also acts as signposting, directing shoppers to the area of the fixture with products they will be interested in. To enhance the visibility of key packs even further, Nestlé has created a range of high-impact bus stops to focus the shoppers' attention.

Retailers who take advantage of eye-catching signage are not only helping their shoppers find solutions, but will also benefit from their share of the resulting additional sales at more than six times the current market growth. ●

IRI EPOS, Wholesale & Convenience, 52w/16.05.2020, HMA, CTP Q1 2020, IRI EPOS, Wholesale & Convenience, 52w/16.05.2020, IRI Symbols & Independents, Data to 13.06.20, IRI 52 Week Sales Mar '20, Latest IRI total mkt MAT to 13.6.20

# Vape Retailer

## ADVERTORIAL TEMPLATES

**Over the next few pages, you will see a variety of advertorial templates specifically designed for our publication *Vape Retailer*. All single-page templates are also available as double-page options unless otherwise stated.**

*Vape Retailer is a paid-for title that is distributed to independent convenience retailers and vape shop owners who want guidance and advice on the next-generation nicotine product category. Vape Retailer provides easy-to-access, uncomplicated information and advice. It is perfect for suppliers that wish to educate and inspire its audience of more than 20,000 retailers, who in turn are seeking to improve their next-gen nicotine product offering.*

### Brand Profile

The Brand Profile advertorial is an educational Q&A piece covering a specific product range. It includes topical questions on your range that every retailer would want to know when deciding to stock a new vape brand within their stores.

### Industry Profile

The Industry Profile advertorial in Vape Retailer is in a Q&A format with a brand representative being interviewed by one of our Vape Retailer editorial team, discussing a particular topic, chosen by you. These work best if the topic is industry-generalised rather than product-specific, so that the advertorial is a thought leadership piece speaking about important topics in the vaping industry.

### Must-Stock Brands

The Must-Stock Brands advertorial mainly focuses on one brand and allows your business to highlight three key pieces of information/guidance. Must-Stock Brands work particularly well for NPD campaigns where advice can be shared about maximizing sales in store.

### Product Spotlight

This advertorial lends itself well to focusing on one particular product or range. It includes a detailed introduction and key ways to maximise sales in store. In addition, there is a prominent call-to-action section to encourage retailer engagement and drive product penetration.

### Quick Guide

Quick Guide advertorials in Vape Retailer can explain quickly and concisely to the retailer what your products are and who buys them. It can also offer helpful tips to the retailer – for example, on how to merchandise the product and what shoppers want to know – ensuring retailers are better equipped to advise their customers.

### Product Mix, In Six

This advertorial lends itself well to talking through product ranges and highlighting six key varieties of a product range or opportunities relating to that range.

### Store Profile (DPS min – max four pages)

A Store Profile advertorial in Vape Retailer gives your business the opportunity to showcase a retailer in store that you have a close relationship with. The retailer is chosen by your business, the Vape Retailer team then interviews the retailer, and writes and edits the advertorial. This package also includes a photographer to visit the retailer's store. Your business will have sharing rights of all imagery from the store tour and content from the interview. The Store Tour offers a retailer case study and gives Vape Retailer readers a peer-to-peer look inside another retailer's store, and shows how your business has helped them to grow their sales.

### Interview

The Interview advertorial in Vape Retailer is in a Q&A format with a brand representative being interviewed by one of our Vape Retailer editorial team discussing a particular topic, chosen by you. These work best if the topic is industry-generalised rather than product-specific, so that the advertorial is a thought leadership piece speaking about important topics in the vaping industry.

### Product Close-Up

The half-page Product Close-Up advertorial in Vape Retailer focuses on one key product within your business' range. It includes a product image, RRP, and educates retailers on who might buy the product, how they should display it within the store and the key USPs. It will sit on the Customer Journey editorial feature in Vape Retailer. This is exclusive, with only one Product Close-Up per edition available.



Brand  
profile

In partnership with

**ZYN**  
NOW YOU CAN  
HAVE YOUR NICOTINE ANYWHERE

## Swedish Match explains how nicotine pouches can boost your sales

**Mattias Josander, vice-president of business unit international at Swedish Match, explains how the company plans to support convenience retailers**

**VR Who are Swedish Match and what do you offer?**

MJ Swedish Match has been around for more than 100 years and our vision is 'a world without cigarettes'. We have been instrumental in creating the so-called 'Swedish experience' with our snus products, providing consumers with a high-quality alternative to smoking, and believe in offering nicotine users suitable alternatives.

**Why should retailers invest in your products?**

Zyn has grown exponentially since its launch in the US around five years ago. Swedish Match are specialists in oral tobacco, giving us a single-minded focus on delivering the highest possible quality products that meet, and hopefully exceed, our customers' expectations.

Swedish Match has conducted extensive research with UK consumers and supported Zyn with strong consumer education activities.

**What are the key facts retailers need to know about pouches?**

The most obvious difference between pouches and other next-gen nicotine products, such as vapes, is that nothing is inhaled and exhaled.

This means users can enjoy Zyn whenever and wherever they want, together with friends and family – and in our locked-down life these days, that means no more having to leave the important video conference call or having to worry about how to manage while wearing a mask. Zyn has no tobacco, no smoke, no vapour and no device.

**How can stores best market these products to their shoppers?**

Many shoppers are not yet familiar with nicotine pouches, so having them highly visible in store is critical to drive curiosity and trial. Swedish Match offers a range of



Email [zyn@blueocean.uk.com](mailto:zyn@blueocean.uk.com) to find out more

merchandising solutions for all types and store sizes. Education about the product is also key: we recommend showing your customer a pouch, explaining what it contains and how to use it – you can find all this information at [zyn.com](http://zyn.com).

Finally, it's important to offer a range of different flavours and strengths to satisfy the needs of all potential customers.

**How have your products performed in other markets?**

Nicotine Pouches are relatively new in many European markets, but where they are more established, we have a strong track record in terms of sales. We are, for

example, the number-two brand in Sweden and the number-one brand in the US.

We know pouches appeal to smokers looking for reduced harm, non-combustible alternatives, and to smokers and vapers who find themselves in situations where they cannot, or don't want to, smoke or vape. We believe as consumers continue to look for alternatives, Zyn and the nicotine pouch category as a whole have huge growth potential.

**What makes your pouches different from your competitors?**

The Zyn pouch is smaller and more discreet than other slim pouches in the market, which appeals to those concerned about the appearance of the pouch under their lip, or the feel.

It may, therefore, be especially appealing to nicotine consumers trying oral products for the first time. Swedish Match's products are manufactured in Sweden to the highest possible industry standards, and a single pouch can give you up to one hour of nicotine satisfaction. ☺

### Swedish Match's top three tips

**Stock a range of strengths and flavours**  
Make sure you offer customers a wide range of strengths and flavours to satisfy the needs of all nicotine users.

**Site products in a prominent location**  
Make the product visible by siting it in your next-gen display, and show shoppers the product by opening a test pack.

**Explain who the product might best suit**  
The pouch is more discreet than other options, which appeals to those concerned about the appearance of the pouch under their lip.

Industry  
profile

In partnership with

**RELX**  
International

## How to be a responsible vape retailer



**Micaela Sangiovanni explains how Relx are helping retailers sell vape responsibly while maximising profits**

**VR Please introduce yourself to our readers**

MS My name is Micaela Sangiovanni, senior marketing manager at Relx International, a multinational electronic cigarette company that markets and sells Relx, the world's leading independent e-cigarette brand. Our products are designed at a cutting-edge research and development centre, and produced in the world's largest e-cigarette factory.

**How big is the issue of sale of vapes to minors and what steps can store owners take to prevent this?**

Retailers must operate the Challenge 25 principle and monitor

for proxy purchases to ensure e-cigarettes are only available to adults. Relx has introduced the Guardian Program, a company-wide initiative that stretches from product development to sales; preventing and discouraging the use of vape products by minors through concerted efforts with retailers to step up on-site identification.

We do this through proactive education and training with our retailers to ensure strict compliance throughout our value chain.

**What can retailers do day to day to help fight counterfeit products?**

Retailers should work directly with credible and renowned manufacturers and distributors to ensure only original products are sold within their stores. Retailers also learn how to identify genuine products, for example, through the scanning of a QR code.

**What new products have you launched in the past 12 months?**

Relx is quickly establishing its footprint in the UK. In the past 12 months we've launched two new devices, Relx Infinity and Relx Essential. Both share Relx's 'SuperSmooth' technology that provides adult users with an intuitive and smooth vaping experience.

We have also launched 18 flavoured pods, including to-



bacco, mint, fruit and soft drink varieties. As we continue to learn more about the UK consumer, we will continue to expand our product range and introduce new flavours.

**What is the fastest-growing type of device in convenience?**

Closed pod system devices are currently the fastest-growing segment in convenience.

These devices are generally discreet and easier to use in comparison to open systems, so don't require specialist product knowledge.

Relx specialises in closed-system e-cigarettes with a premium and sleek design to provide the best user experience, with Relx Infinity winning the Red Dot Award in 2020.

**“Smokers looking for a better alternative will most likely look for a device that is discreet, easy to carry and easy to use”**

**What support do you offer independent retailers and why should they consider partnering with you?**

We are significantly expanding our distribution in the UK.

From 300 stores a year ago, we are currently present in more than 2,000 stores. Our objective is to establish trusted relationships and work closely with retailers to grow the brand in the UK.

We can offer attractive margins for retailers, high-quality PoS materials to help increase visibility, brand and product training, and the full support of our sales team.

**What key information should retailers get from customers to ensure they make the correct product recommendations?**

Retailers and staff members should be aware of the latest trends in the category and have frequent conversations with their customers to better understand what they are looking for.

This insight will help retailers stock the right products, to meet consumer demand.

Smokers looking for a better alternative will most likely look for a device that is discreet, easy to carry and easy to use.

We believe that entry-level products such as Relx Essential and our pods are perfect for these consumers. ☺

In partnership with

Industry  
profile

## Sustainable growth



**From Stoptober to sustainability, Fredrik Svensson, BAT general manager for UK & Ireland, explains how the company is helping stores sell vapes responsibly**

VR Stoptober is coming next month. What are the key opportunities for retailers, and how can they really capitalise on the occasion?

FS If you smoke and are trying to quit, then quit. But if you're trying to quit smoking and can't, then we believe adult smokers should have the opportunity to switch to less risky nicotine alternatives, including vapour products. This is where informed retailers play a critical role.

While vaping is not completely risk-free, the scientific consensus and a significant body of independent evidence shows it carries a small fraction of the risk

### Top tips

**1** Stock a full range and keep the availability of Vuse products high for your customers.

**2** Ask your BAT UK representative and make full use of My BAT Rewards to keep yourself and your team up to date with the very latest on Vuse products and the category.

**3** Use our BAT UK gantry for a high-impact in-store display. Scattered products and categories create confusion for you and your customers.

of traditional cigarettes. Retailers should be confident offering products such as Vuse to adult smokers during Stoptober.

**How can retailers support customers in the journey away from smoking tobacco, and which BAT products are best suited to those customers looking to switch?**

More traditional cigarette smokers are looking at alternative nicotine products such as vaping, tobacco heating products and tobacco-free oral nicotine pouches. We're seeing increasing numbers of adult smokers looking to try our alternative nicotine products, Vuse and Velo, which we believe offer them a premium, innovative and less risky alternative.

Retailers can showcase these alternatives using our gantries. Our gantries offer the control and clarity that makes for winning in-store displays and we know that putting our Vuse vaping products alongside our Velo oral nicotine pouches, for example, brings impressive results. Any retailer interested in using them can email us at [info@vapemarket.co.uk](mailto:info@vapemarket.co.uk).

**The My BAT Rewards Scheme has recently been updated with a new website and Android app. How are these going to change the way retailers interact with the scheme?**

My BAT Rewards is a new state-of-the-art B2B programme that offers retailers a range of business



benefits. The recent platform updates mean it is now easier to use and more accessible for retailers than ever before.

There are exciting incentives including great prizes such as top tech and premium city breaks in our monthly prize draws. Retailers can use My BAT Rewards to easily track the value of their annual contracts, performance payments and more. Members get exclusive discounts, offers and product training to help them and their customers.

We encourage interested retailers to sign up to My BAT Rewards at [supportmybat-rewards@bat.com](mailto:supportmybat-rewards@bat.com) or through their local BAT representative.

**Retailers often tell us that training and product knowledge are the key to maximising the vape opportunity. How can the My BAT Rewards Scheme help them with these?**

Knowledge is critical here – it's why we're helping to educate retailers on our Vuse range, our sustainability objectives and innovation behind the brand, and how to make the most of their product displays.

My BAT Rewards includes information on trends, as well as product quizzes that allow retailers – and their teams – to improve and test their knowledge of the market and what adult nicotine consumers are looking for.

We work hard to make sure retailers know the importance of

maintaining availability and stay on top of our different products and initiatives.

That includes our nationwide youth access prevention programme – called Verify – aimed at helping independent retailers prevent access to tobacco and alternative nicotine products by under-18s.

**Vuse has recently been certified carbon neutral and its packs are made from 100% recyclable cardboard – how can retailers and shoppers continue that sustainability journey when selling these lines to customers?**

We're proud of our achievement to reach this world-first certification among vaping brands\*. Through My BAT Rewards and our expanded team of sales representatives, we continue to work closely with retailers to make sure they appreciate their role in the wider sustainability journey.

We encourage consumers of our products to responsibly dispose of them once they are finished. We are committed to minimising our impact on the environment and our Vuse products adhere to the Waste Electrical and Electronic Equipment Regulations. We will safely dispose of any vapour device returned to us by consumers to ensure it does not end up in landfill. ♻️

\*Vuse is the first global carbon neutral vape brand based on ePod, ePen, eTank mini. Also devices and consumables internal sales forecast (calculated March 2021) for 12 months starting from April 2021.

15

Must-stock  
brands

In partnership with



## A nicotine pouch for any occasion

### The product

Zyn nicotine pouches are tobacco-free, smoke-free nicotine pouches. They are the number one sold nicotine pouch in the US, available in close to 100,000 stores.

Available in a range of flavours

and strengths, the pouches are small and dry, and ideal for customers not used to getting their nicotine orally. They aim to give smokers and vapers the freedom to enjoy nicotine "whenever, wherever and together".

### How to profit in your store

One size does not fit all. If the product assortment is wider, there are more chances to get the product that is just right for your customer. From low-nicotine users to hardcore users, for the cool mint lover to the ones who

prefer fruity tastes.

Thankfully, Zyn nicotine pouches come in a range of strengths – 1.5mg, 3mg and 6mg nicotine per pouch – and a wide range of flavours including Cool Mint, Spearmint, Citrus and Espresso.



### Why I stock it

Andrej Kuttruf, Evapo

"With 36 high street stores, Evapo are always on the lookout for new trends and alternative nicotine products to help our customers with their transition away from smoking. Zyn's novel nicotine pouches and range of flavours presented an innovative

concept. After an initial trial we rolled it out to all our stores and have since seen sales increase by 76%. Zyn has gained popularity with a variety of demographics of smokers as well as vapers who want that added support throughout the day."

**To find out more and get Zyn in stock in your shop, contact [zyn@blueocean.uk.com](mailto:zyn@blueocean.uk.com)**



18





In partnership with BAT

Quick guide

Velo nicotine pouches

BAT UK explains how convenience retailers can encourage existing adult nicotine consumers to explore their nicotine pouch segment, and what makes Velo stand out from the rest

How do you see the nicotine pouch market evolving?

As adult nicotine consumers seek out quality alternatives to traditional tobacco that blends quality, variety and convenience, they are spending more time exploring the oral nicotine pouch category, keen to find a product that is right for them.

Within this growing area of alternative nicotine products, there's a continued demand for mint and fruit flavours. There is also increasingly a demand for higher-nicotine strengths, something that Velo is addressing through innovation and product development.

What is BAT UK doing to help retailers capitalise on pouches?

Velo's broad range is helping to cater for changing demands relating to flavours and nicotine strengths, including increasingly popular mint and higher-strength products. A recent ISCC verification recognised that Velo nicotine pouch cans are now made of 91% recycled plastic<sup>1</sup>.

Ongoing innovation is driving more sustainable Velo products, such as with packaging options and 'greener' pouches – in a drive towards becoming carbon neutral. A recent ISCC verification recognised that Velo nicotine pouch cans are now made of 91% recycled plastic<sup>1</sup>.



What are the most popular flavour varieties of pouches?

High- and medium-nicotine strength flavours continue to dominate the market, with a combined 80% share, based on total coverage<sup>2</sup>. Medium- and high-strength fruit flavours are also popular, with a 16% share<sup>2</sup>. The current bestsellers in the Velo range are Freeze 11mg (top-selling product based on market share) and Ice Cool 10mg (second-top-selling product based on market share), while lower-nicotine strength fruit flavours, such as Tropic Breeze 6mg, are ideal for adult nicotine consumers who are new to the segment.

How can retailers attract customers to the pouch segment?

Keep up to date with Velo products to be trusted advisers to customers. Simple in-store promotions are the most effective, as well as merchandising the range well. Value for money remains important to consumers, so review your pricing regularly. Keep a well-stocked range available at all times and talk to customers about their preferences. BAT's nationwide youth access programme, Verify, is aimed at helping independent retailers prevent access to tobacco and tobacco alternatives by under-18s. Why not mention it to your customers? <sup>1</sup>

<sup>1</sup> BAT UK and associated entities have been awarded an ISCC-Certified Recycled and Recycled materials have been used in the BAT UK certified main balance approach. An amount of recycled material equivalent to 91% of this packaging was allocated to this product. <sup>2</sup> Nielsen data for Week Ending 10.09.22

In partnership with

Intro to:

TEMPLATE FOR ILLUSTRATIVE PURPOSES ONLY

Tem re vendusa

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Vape in  
my store

## “Since installing the Vype gantry, I now place orders worth £100 per week”

**With cigarette prices rising and customers becoming more price conscious, Priyanka Jethwa speaks to a retailer who has adapted by increasing his vaping range**

**PJ Why did you decide to invest in vaping?**

NH As a business, you're always thinking about the future and identifying potential trends. I think in five years' time, vaping will be even bigger, so it's best to get on the bandwagon early and capitalise.

Having traded for more than 30 years, there has definitely been a decline in cigarette usage, partially due to people adopting healthier habits and the recent

characterising flavour ban, but also because of price.

Whereas in the past, in my store anyway, there was a lot of brand loyalty, that just doesn't exist in tobacco anymore – people want the cheapest option, and this is where vaping comes in.

The price increase has pushed my customers into exploring next-gen nicotine, and with brands such as Vype, it is a more cost-effective option in the long term.

**Why did you decide to partner with BAT?**

I've had a long-standing relationship with British American Tobacco (BAT), with regular visits from its reps over the years. I trust that whatever they suggest is on trend, and therefore I'm always inclined to test it.

When the vape specialists initially came into their own, BAT were there straight away to help me compete. In the initial stages, they were able to provide stock for me to test out.

I now have their free standing B1 gantry, which comes with a

### MY STORE AND SHOPPERS

**Name** Naveed Habib

**Store** Arden Food Store, Thornliebank, Glasgow

**Customers** Residential

**Opening hours**  
9am-6pm Mon-Sat,  
9am-1pm Sun



portrait screen; can feature up to 200 facings; four lockable and removable glass doors; push feeds for all 200 facings; and shelf strips for pricing. It's quite remarkable, and my rep made the transition from my previous stand very easy.

One of the main things for me is that the process of restocking is super simple. Instead of spending time at the cash and carry looking for stock, I now just have to log onto their website and add things to my basket – the availability is always there.

Since installing the gantry, I now place orders worth around £100 per week. This is also down to the fact I now have a bigger gantry and it's on the shop floor, so people can spend more time browsing the selection without being rushed – it promotes itself.

**How have shoppers reacted since the menthol ban?**

I got the gantry installed just

before the menthol ban came into effect and used it to push sales of vaping rather than focus on menthol accessories.

Customers were confused with what was now illegal, and with the price increases in tobacco, most turned to vaping.

When it comes to hardware, ePod and ePen are the top-selling lines. We initially ran a promotion on them, so ex-menthol smokers were naturally inclined to try it.

Other hardware we stock includes Ten Motives and Cirro, including compatible liquids for each device. I prefer having a streamlined collection because it makes it easier for consumers to make a decision.

My customers aren't looking to create plumes of smoke – their main aim is to quit, and this is where Vype products come in.

Initially, I thought menthol and mint flavours would be the most popular, but a lot of customers

In association with **BAT**  
BRITISH AMERICAN TOBACCO



### THE SUPPLIERS I WORK WITH

I work with BAT and the support they have offered is second to none. They have been brilliant in helping me put together my range and are always on hand to support my store.

I would definitely recommend other retailers check their solutions out and invest in a floor display if you have the space, as this is the best way to get customers to engage with the products.

If your customers are price conscious like mine are, vaping will have a natural appeal because in the longer term, it works out cheaper. As a result, we have had a massive success with the ePen 3 and ePod.



Feature

# 'Retailers need to stay on top of the market, because if you slack, that's it'

Establishing his vaping empire in 2013, Fahad Khan talks to Joanna Tilley about his secrets when it comes to pleasing customers and boosting sales



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## FACT BOX

**Retailer** Fahad Khan

**Store** Artisan Vapor  
Cricklewood, Artisan  
Vapor Oldbury, Artisan  
Vapor Walsall

**Customers** Mixed –  
residential and office  
workers

**Opening hours**  
London – 9am to 9pm dai-  
ly; West Midlands – 10am-  
6pm Monday to Saturday

## JI What is the best way to increase vape sales?

FK It may sound simple, but the best way is to talk to your adult customers and find out what they want. This is a fast-paced category and the products are changing every week, but as retailers we are able to find out directly from our adult customers whether they are happy with our stock and service. It is important to train up your staff properly so they know how

the products work and to also run through any new devices with them. The main thing for us is to ask adult customers a basic question, which is: 'Do you smoke cigarettes?' Because if they don't smoke, we don't encourage them to vape. We also check what type of smoker our adult customers are – if they are a heavy or a social smoker, for example – as then we will know their nicotine preferences. It is important your staff are confident about the products.

## Why did you decide to partner with BAT?

British American Tobacco (BAT) has a good reputation and we always had a positive relationship with them and close contact with their reps. At the moment, BAT are offering good benefits to retailers if we keep their vaping devices and cigarettes in store. BAT pay us properly and support us in buying stock and increasing our margins as well. With minimum investment, we can maximise our products and sales. They used to offer a credit

In partnership with **BAT**  
UNITED KINGDOM



Staff at Artisan Vapor Oldbury

**“With minimum investment, we can maximise our products and sales**

scheme for their own products, but now they give us a credit card and load money here frequently. Additionally, their LED gantry is great as adult customers can see it clearly in store and it comes with an in-built screen that flicks through product-related advertisements. I would encourage other retailers to get a BAT gantry as it helps to significantly increase the visibility of products and support your vaping sales.

## How does Vuse compare with the other competitors on the market?

I think Vuse has some of the best devices on the market at the moment. Its devices have got really good draw, the flavours are strong and they have a wide variety. Juul used to be popular before, but the battery life is shorter and the charger can only be used with their devices, as there is no



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Feature



**BESTSELLERS**

**ePod pods flavours**  
Chilled Mint 18mg  
Golden Tobacco 18mg  
Tropical Mango 18mg  
Garden Strawberry 12mg  
Very Berry 18mg  
Vanilla Medley 18mg

**ePen pods flavours**  
Crisp Mint 18mg  
Wild Berry 12mg

universal charger. More recently, I've found more customers are using the Vype/Vuse products. Since Vype changed its name to Vuse, the branding has changed and the neon 3D designs on the packets are very distinguished and look really good. Before, the packaging used to be plain white, but now they have different colours for every flavour, and the bright and refreshing colours look amazing. Another bonus about stocking Vuse is that the brand offers retailer rewards so

we can increase our margin. I would also highly recommend its reps in the Midlands as they are really helpful.

**Is there a market for oral nicotine pouches?**

The reason we brought in the Velo pouches was because our adult customers came in asking for the product. It wasn't something we had to market heavily. There has been a slow and steady increase in smokers' interest in oral nicotine products. Strong mint flavours are particularly popular and overall sales were supported by offering appropriate prices. The RRP is £6.50, but being a My BAT Rewards member, we get good discounts, which we pass onto our customers, while still being able to keep a 50% mark-up. In terms of sales numbers, over the past month we have sold nearly 60 individual tubs, so while the sales aren't massive, this is a growing category and Velo has an excellent reputation. The variety on offer through the reps or Vapermarket is great. ☺

**HAVE YOU NOTICED ANY NEW TRENDS?**

Due to Covid-19 and the various lockdowns, trends have become harder to predict. Some days we are really busy, and other times are quiet – and it's hard to explain why. The Vuse products are getting popular now, especially the mint flavours following the menthol cigarette ban. More customers are looking to replace menthol cigarettes with a cheaper and safer alternative, and many of them are choosing Vype/Vuse and its menthol-flavoured liquids such as Crisp and Chilled Mint.

In partnership with **BAT**  
UNITED KINGDOM



In partnership with **BAT**

Interview

# Stepping into 2023 with Vuse Go

Vape Retailer speaks to BAT UK to find out how it is helping retailers shape their vape fixtures through on-trend innovation

**VR What are customers looking for in the vape category?**  
BAT UK Over the past 12-to-18 months, the vape market has seen significant change with disposables joining closed system devices as the fastest-growing products and key drivers of growth in the category.

As adult nicotine consumers seek out quality alternatives, they are spending longer browsing the vape category, giving retailers a prime opportunity to grow sales<sup>1</sup>.

Across disposable and closed system devices, the demand for mint and fruit flavours, such as blueberry, strawberry and watermelon, remain strong – as it does for higher-nicotine strengths<sup>1</sup>.

**What is Vuse Go?**

Vuse Go is helping retailers to cater for evolving preferences of adult nicotine consumers, including the increased demand for fruit flavours, and a wider choice of nicotine strengths<sup>1</sup>.

Vuse Go is a pre-filled, ready-to-use vape that lasts up to 500 puffs<sup>2</sup>. The expanded Vuse Go range comes in six of the most popular flavours among adult nicotine consumers in two nicotine strengths – this includes 10mg/ml and 20mg/ml options.

The higher-strength options continue to dominate. Currently, the Mint Ice 20mg variety continues to lead Vuse Go sales by volume (28%), with Blueberry Ice 20mg (21%) and Strawberry Ice 20mg (15%)



also performing well<sup>1</sup>.

It's easy to make Vuse Go part of your range – just speak to your local BAT sales representative for more information.

**Where on a gantry should Vuse Go be merchandised?**

Retailers should make sure their customers can access to a full Vuse Go product range at all times. It's important to stock the mid- and lower-strength nicotine products for adult nicotine consumers who may have just

switched to Vuse.

Retailers are always free to price our products as they wish, but try to keep pricing clear and review it regularly to make sure you remain competitive as consumers are increasingly seeking value-for-money products.

In-store displays should be highly visible and team members must be kept up to date with new products. Talk to your customers regularly about what they want to keep up with the fast-moving vape market.

The full Vuse Go range of flavours and strengths is now available across wholesale, independent and grocery stores, and your local BAT sales representative will help with information on the latest promotions.

**Which customers is Vuse Go most popular among?**

As existing adult nicotine consumers seek variety in nicotine alternatives, they are spending longer exploring the category.

Closed system and disposable vapes, such as Vuse ePod and Vuse Go, offer convenience, variety and affordability for existing adult vapers, those who have just switched to Vuse, and others looking for an alternative to smoking.

Vuse Go gives retailers the chance to expand their range of alternative nicotine products with confidence.

**What is BAT UK doing to help convenience retailers grow vape sales?**

BAT continues to support convenience retailers closely with a range of PoS materials, promotions and discounts.

To find out more about the latest Vuse Go developments, speak to your local BAT sales representative via the My BAT Rewards platform or at [vapermarket.co.uk](mailto:vapermarket.co.uk). ☎

<sup>1</sup>Nielsen sell out data week ending 10.09.22.  
<sup>2</sup>Based on laboratory testing of newly manufactured product and may vary depending on individuals' usage behaviour

TEMPLATE FOR ILLUSTRATIVE PURPOSES ONLY

XXXX

Name of product  
RRP

**What type of consumer is likely to buy it?**

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**How should I display it?**

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**What is unique about it?**

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# NEWTRADE INSIGHT

LEARN • CONNECT • INFLUENCE

## ADVERTORIAL TEMPLATES

Over the next few pages, you will see a variety of advertorial templates specifically designed to showcase data and insight gleaned through one of our **Newtrade Insight** projects. All single-page templates are also available as double-page options unless otherwise stated.

Newtrade Insight offers bespoke retailer and wholesaler research that keeps retailers and suppliers informed, using the extensive reach of Newtrade Media's trade communication platforms. We have a variety of ways we can work with you and collate insight that can be tailored to your specific needs, such as:

- Retailer and wholesaler surveys
- In-store product or PoS trials
- Retailer or wholesaler round tables
- Insight reports
- In-store projects focused on category and/or ranging advice

Suppliers turn to Newtrade Insight to gain a deeper understanding of retailer and wholesaler needs, and to gain product and service feedback. Many shout about the positive insights they have gleaned through our various trade media channels (see examples on the following pages), while others choose to use this insight to improve product development, education, and retailer and wholesaler engagement.

To find out more about our Insight offering, please [click here: Case studies – Newtrade Media](#) or please [speak with your Account Manager](#).





## RETAIL EXPRESS SUPPLIER ADVICE

In partnership with  
**KP SNACKS**

23 AUGUST-5 SEPTEMBER 2022  
betterretailing.com  
13  
Promotional feature

# SEIZE THE SNACKING OPPORTUNITY

Worth £3.6bn and growing by 6.2% year on year, there's plenty of opportunities to capture sales of crisps, snacks and nuts (CSN). **RETAIL EXPRESS** joins **KP SNACKS** at two retailers' shops to improve their range to meet shopper missions



**EXPERT ADVICE**  
**SANDRA HALL**  
 Senior category manager,  
 KP Snacks

## THE OPPORTUNITY

### 2.3x

Exempt from HFSS restrictions, tasty and natural nuts shoppers spend 2.3 times more

### 1 in 5

On average, one in five convenience baskets contain bagged snacks

## GET INVOLVED

To find out more about how you can improve your sales, call 020 7689 0500 or scan the QR code below



**FOCUS ON**  
**ARIJ PATEL**  
 Premier Cavendish  
 Square, Swindon

"WE'RE based in a residential area in Swindon and have a mix of customers, from young children to elderly. We have a post office in store and there's a couple of schools nearby. CSN is a category we're always focused on and looking for ways to improve, as it's a category where we're able to compete with the multiples. We want to further increase our sales and we're excited to make some changes."

### SANDRA SAYS

"SHOPPERS have a range of missions and the changes we'll make to Arij's range will help him meet as many of these as possible. To help, it's imperative we ensure Arij's fixture focuses on a core range of top-sellers, which are easy to find, so customers can pick up what they need. We'll introduce some of our bestselling lines, such as KP Nuts, we'll vertically block the range to improve shoppability and secondary site them to boost impulse sales."

## ACTION PLAN

- Vertical blocking:** To make Arij's crisps and snacks fixture easier to navigate, we'll display his bestselling brands vertically, blocking similar products together.
- New formats:** We'll introduce multipacks and increase sharing price-marked packs to help Arij capitalise on a strong growth area and offer his customers more choice.
- Ease of shopping:** We'll relocate Arij's nuts range to the same fixture as crisps and snacks, and merchandise to follow a flow of "good, better, best" to improve ease of shop.



**FOCUS ON**  
**AVTAR SIDHU**  
 St John's Budgens,  
 Kenilworth, Warwickshire

"WE'RE in an affluent area and, as a result, premiumisation within CSN is a key shopper mission – but consumer habits are changing quickly, and value is important to many shoppers. From the visit today, we're hoping to look at the category as a whole and the role it can play within other categories, such as food to go and as part of a meal deal or merchandised in the beers, wines and spirits (BWS) area."

### SANDRA SAYS

"CRISPS, snacks and nuts drive impulse sales. If you stock the right range and formats, to ensure Avtar is maximising opportunities to drive impulse purchases around the store we'll increase cross-category merchandising and add a secondary siting at the till. Nuts are exempt from HFSS legislation and perfect for this as they partner well with other categories, such as alcohol. We'll also be introducing new products to cater to different missions."

## ACTION PLAN

- Offer choice:** To give shoppers more options, we'll merchandise the bestselling McCoy's lines within the meal deal. Choice is the biggest barrier when buying a meal deal.
- Blocking brands:** To help customers find the products they want quickly and boost impulse sales, we'll group formats and brands together, such as sharing and £1 PMP bags.
- Secondary sitings:** We'll add KP Nuts at the till point, as they're exempt from HFSS legislation, and within the BWS fixture to boost cross-category purchases.

## TIPS FOR YOUR STORE

**1** Maximise your space by focusing on a core range of top sellers plus a selection of new products to keep the fixture exciting.

**2** Use secondary sitings at the till and cross-merchandise with other categories, such as food to go, to boost impulse sales.

**3** Maximise promotional opportunities, such as meal deals and price-marked packs, to offer greater value to shoppers.

## WHAT HAPPENS NEXT?

Arij and Avtar followed KP Snacks' expert advice over a six-week trial period. We tracked their sales data and will share how they got on in the next issue.

Keep a look out for Retail Express on  
**6 SEPTEMBER**

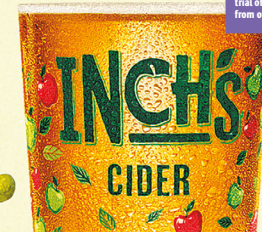
## RETAIL EXPRESS NEWTRADE INSIGHT PAID FEATURE

In partnership with  
**HEINEKEN**

6-19 SEPTEMBER 2022  
betterretailing.com  
11

# DRIVE YOUR SALES WITH INCH'S CIDER

Heineken UK launched a new sustainable cider brand, Inch's, in April 2021. **RETAIL EXPRESS' NEWTRADE INSIGHT** service partnered with Heineken UK to help five retailers trial the product in store to boost cider sales and bring new customers to the category



This feature is created by Newtrade Insight. Data is gratefully received by the five retailers across the UK who participated in an eight-week trial of Inch's cider. Any data from other sources is cited.

## VISIBILITY IS VITAL

WITH 39% of shoppers actively seeking new products in a convenience store, and 60% of shoppers willing to spend £375 more per year per store on new products, visibility is vital.

Vasanti Jesani, of Cellar 57 in Atherton, Greater Manchester, dual-sited Inch's Cider, ensuring customers noticed the new products. She says: "Dual siting it in the chiller and on an ambient shelf meant customers were asking about the product. Cider performs better when chilled, especially if it's a hot day."

Most of Jesani's customers who asked about the product made a purchase after Inch's credentials were explained. This demonstrates how unskilled staff, who can confidently talk about brands

and their heritage with customers, can influence sales. Nishi Patel, of Londis Bexley Park in Dartford, Kent, also saw success when he told his customers it was a Heineken UK brand and boosted visibility. PoS has long been an effective way to boost the visibility of new products, which was noted by each of the five retailers, but social media and word of mouth has been the real winner.

"Facebook has the biggest reach for us, so we regularly posted about it throughout the trial," says Alan Mannings, of Shop on the Green in Chartham, Kent.

"We also spoke with customers about Inch's if they were buying another cider product. The promotion helped us to sell it to them."

## THE POWER OF VALUE

SOME 70% of households are paying more attention to prices. The retailers who participated in the trial sold each format of Inch's Cider on promotion for the first four weeks.

"We added the 500ml bottles to our three-for-£5 promotion across all of our

ciders and sales really picked up," Patel says. Patel has expanded his Inch's Cider range with a 10-pack to further drive value. He says: "It was on offer through our symbol group and, with the warm weather and tighter budgets, it's been flying out."

## ABOUT INCH'S CIDER

INCH'S is made from 100% British apples, grown within 40 miles of Heineken UK's Hereford mill, and every drop is crafted to strike the perfect balance between sweet and dry, making it a great

tasting cider. All apple waste is turned into green energy, which appeals to the rising number of consumers concerned about how their shopping habits affect the environment.



## INSIGHT IN ACTION

Alan Mannings,  
 Shop on the Green,  
 Chartham, Kent

"The Inch's Cider multipack of cans sold incredibly well for us, and we sold a total of 37 bottles in the eight-week period. For a small store, this is great for us. We ran a promotion on the cans as four-for-£4.50, and the 500ml bottles were part of our long-term cider promotion of three bottles for £5. We'll be keeping the cans as a permanent line and we've also started stocking the brand's 10-pack, which is selling well."



Nishi Patel,  
 Londis Bexley Park,  
 Dartford, Kent

"Sales of Inch's Cider have been consistent, and we'll be keeping the can format as a permanent line. We've also expanded the range with the 10-pack. This allows us to offer more choice in multipack formats that are different to Strongbow. It is tricky for us to get customers to try something new – before the trial, we wouldn't have stocked the single bottles, which are now a key format."



Vasanti Jesani,  
 Cellar 57, Atherton,  
 Greater Manchester

"Feedback from shoppers has been that Inch's tastes better than its direct competitors. I will be keeping both formats as a permanent line."



## DO IT

For more information on Inch's Cider, please contact your Heineken UK sales representative or visit [inchscider.co.uk](https://inchscider.co.uk)

\*Covid-19 – IMPACT & state of the nation (Kantar)



# SNACKING FOR PROFIT

RETAIL EXPRESS catches up with KP SNACKS to see how their category advice helped two retailers seize the snacking opportunity

ON average, 21% of baskets contain a bagged snack, showing they're a strong footfall driver. With the upcoming HFSS legislation and increased focus on healthier snacking, retailers should increase their focus on nuts, which are exempt. Retail Express re-joins KP Snacks, who visited two retailers to help them maximise crisps, snacks and nuts (CSN) sales, to find out their results.



**FOCUS ON**  
**ARJ PATEL**  
Premier Cavendish  
Square, Swindon

## CHALLENGES

- **Navigation:** Arj had a strong range of CSN lines but struggled to highlight the bestselling brands, preventing higher sales.
- **Formats:** Price-marked packs (PMP) show value in the midst of rising costs, but Arj wasn't sure what to stock
- **Flow:** Arj stocked a wide range, but they were on different fixtures, so customers struggled to find what they were looking for.

## CHANGES TO DRIVE SALES

- **Vertical blocking:** We displayed Arj's bestselling brands vertically and blocked similar products together to make the fixture easier to navigate.
- **New formats:** We increased his PMP range to help Arj offer his customers more choice and drive value perception – PMPs are a key driver of growth.
- **Ease of shopping:** We moved nuts to the same fixture as crisps and snacks, following a flow of 'good, better, best' to improve ease of shop.

## ARJ SAYS

"We are very happy with the results of the trial, and multipacks, which now account for 4% of sales, have played a huge role in the success of our sales increase. We will continue to sell these as a permanent fixture. The merchandising changes have had a positive impact, especially placing nuts by the till. As a result, our nuts sales have increased significantly. The changes made by KP Snacks have made my fixture much more attention-grabbing."

AFTER



**THE RESULT**  
**£1,577**

Arj's predicted annual CSN sales increase, based on trial data

## KEY LESSONS FOR YOUR STORE

- 1 Display bestselling brands vertically, blocking similar products together to help drive sales.
- 2 Include multipacks and PMPs in your range, as PMPs are a key driver of growth in convenience.
- 3 Merchandise CSN together, following a flow of 'good, better and best' to improve ease of shop.



**GET INVOLVED**

If you want to grow sales in your store, call 020 7689 0500



**FOCUS ON**  
**AVTAR SIDHU**  
St John's Budgens,  
Kenilworth, Warwickshire

## CHALLENGES

- **Range:** Avtar had a strong range, but lacked choice in some areas, meaning it was difficult to drive linked purchases.
- **Impulse sales:** While Avtar had strong sales, there's more potential to boost impulse buys, especially by the till area.
- **Visibility:** Avtar will be impacted by HFSS and needed to adapt his displays to comply, but wasn't sure where to start.

## CHANGES TO DRIVE SALES

- **Offer choice:** To give shoppers more choice and drive linked purchases, we merchandised McCoy's in the meal deal offer, boosting spend.
- **Blocking brands:** To help customers find the products they wanted quickly, we grouped formats and brands together, e.g sharing and £1 PMP bags.
- **Secondary sitings:** We added KP Nuts by the till, as they're exempt from HFSS legislation, and by the BWS fixture to boost cross-category purchases.

## AVTAR SAYS

"I'm delighted to see that our CSN sales have gone up so much across the category. Having the free-standing display unit at the till has really helped these sales. By taking part in the trial, a new dimension has been added to the fixtures and each zone, and having healthier alternatives by the till has been a great hit. We've become a destination for KP Nuts and we will be keeping the changes made by KP Snacks."

## KEY LESSONS

- 1 Merchandise bestselling lines in any meal deal offers to create linked purchases and boost spend.
- 2 Group formats and brands together to help customers find products quickly to drive impulse buys.
- 3 Nuts are HFSS-compliant, so merchandise these by the till and with related categories to drive spend.



## KP SNACKS' TOP TIPS

- 1 Maximise your space by focusing on a core range of top sellers plus a touch of NPD to keep the fixture exciting.
- 2 Use secondary sitings at the till and cross-merchandise with other categories to boost impulse sales.
- 3 Maximise promotional opportunities, such as meal deals and price-marked packs, to offer choice and value to shoppers.

**THE RESULT**  
**£6,838**

Avtar's predicted annual CSN sales increase, based on trial data



BEFORE



**EXPERT ADVICE**  
**SANDRA HALL**  
Senior category manager, KP Snacks

"The results Arj and Avtar have had by following our advice to capitalise on CSN are great to see. KP leads the category as the number-one brand in nuts and is more than four times bigger than the nearest branded competitor. The impact our changes have made shows that including recognisable CSN brands in different formats, such as PMPs, can boost sales significantly."



## BOOST YOUR SNACKING SALES

Scan the QR code to the right for a downloadable PDF with more advice and tips, and to find out more about Arj and Avtar's stores.



SCAN ME