

# WHAT TO STOCK



1	Rowntree's Fruit Pastilles 50 & 52.5g	2
2	Bobby's Mega Squeeze Pop various flavors 28g	9 ▲
4	Bobby's Snake Winder Strawberry 30g	14 ▲
5	Vimto Fizzy Rippa 38g	3 ▼
6	Skittles Fruits 45g	5 ▼
7	Bobby's B-Pop Strawberry Lolly 40g	11 ▲
8	Rowntree's Fruit Pastilles 3x42.8 & 45g	-
9	Bobby's Mega Blue Raspberry Sour Pop 21g	7 ▼
10	Maynards Bassetts Wine Gums 52g	6 ▼
11	Rowntree's Jelly Tots 42g	12 ▼
12	Bobby's Twangers Blue Razz Extra Sour 30g	21 ▲
13	Starburst 45g	8 ▼
14	Fruittella Strawberry 41g	13 ▼
15	Vimto Seriously Big Candy Spray 80ml	-
16	Bobby's Snake Winder Blue Razz 30g	-
17	Starburst Candy Floss 50g	-

## What to Stock

On sale 29 June

Showcase your brands and influence the stocking decisions of 25,000 independent convenience retailers.

Used by retailers across the UK and Ireland to ensure they have the right products on their shelves over the next 12 months, What to Stock helps store owners optimise their ranges and grow sales.

Being part of What to Stock will allow **your** business to put your brands front-of-mind when retailers are making important stocking decisions.

What to Stock includes extensive sales data on more than 850 product lines across 37 core convenience categories, and highlights key opportunities for retailers, including:

- Top profit drivers they need to stock
- Up-and-coming products to watch
- The latest consumer trends

“What to Stock helps us to evaluate our range and find the lines we need to stock in our shop”

Samantha Coldbeck,  
Wharfedale Premier, Hull

Engage retailers with your brand through exclusive advertising opportunities:

- Exclusive advert positioning alongside key category pages
- Premium positions including OBC and IFC

### New categories for 2024:

- Tobacco accessories
- Frozen food
- Canned grocery
- Chilled snacks

Spaces are limited – contact Charlotte Jesson today on  
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