



# ADVERTORIAL OPTIONS 2024

**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 that 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%.

**Bespoke advertorial templates not shown in this booklet are available to be designed on request, at your standard rate plus 60%. Please note a longer lead time may be required.**



## 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.

When booking a specific advertorial template, please ensure that all requested word counts and image briefs are adhered to and sent in together by the specified deadline to avoid delays or changes to the publish date of your advertorial.

Our advertorial templates are in place to help you find a tried-and-tested layout for your advertorial content which will give your products or service the impact/prominence that you require within our titles.

The design of pre-set advertorial templates cannot be changed. Should you wish to change the visual layout, design of an existing template, or create a totally unique advertorial layout, this then becomes a bespoke template and an additional fee will be charged of 30% on top of the advertorial cost agreed. This cost applies to any design changes to an advertorial, no matter how large or small.

Design changes to existing templates or requests for bespoke templates should be made, wherever possible, at the time of booking, as we cannot guarantee that paid-for design changes can be made during the advertorial process without this impacting publishing dates.



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## 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 over 4,500 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**

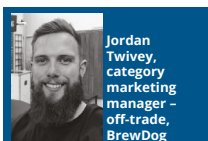
Advice Columns (third-page vertical columns) can focus on a variety of different elements within trade campaigns. You could offer wholesaler a series of Q&A-style educational columns to guide them through changes being made/new products being released, for example. Advice Columns also work well when 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 pen-

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## FAST FACT

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



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

etration. 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

In partnership with **FERRERO**

## 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

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



## WHOPPING UP A STORM

Paul Hill finds out how PepsiCo is working with United Wholesale (Scotland) to promote its new Doritos Flame-Grilled Whopper flavour

Brand partnerships have always proven to be important to the exposure of NPD in the wholesale channel. PepsiCo has taken this one step further with the launch of the all-new Flame-Grilled Whopper Doritos, in partnership with Burger King.

As part of its huge in-depot activation at United Wholesale (Scotland)'s (UWS) Glasgow depot, Doritos created an immersive sampling experience, supported by digital and physical marketing materials.

"I have to say a huge thanks to Doritos for bringing this activation to life at UWS – it's been great having this promotion here in Glasgow and we're excited to see how the Doritos partnership with Burger King performs," said Chris Hewitt, impulse trading director at UWS.

Mike Chapman, head of wholesale at PepsiCo, added: "Innovation is key in driving growth within savoury snacks. As a leader in the category, PepsiCo continues to respond to consumer trends with a robust pipeline of innovative NPD. A large part of our success can be attributed to our continued commitment to providing smarter snacking choices, which don't compromise on taste."

The new non-HFSS Flame-Grilled Whopper Doritos is PepsiCo's newest launch and adds to the overall Doritos product range, which grew by 13.7% in terms of value sales growth, while the sharing formats grew by 8.9% in terms of value sales growth<sup>1</sup>.

The product aims to tap into Gen Z demand for new and bold

flavours, and is available in a variety of formats to cater to consumer needs, including RRP price-marked packs (RRP PMPs).

"RRP PMPs offer the reassurance of value to shoppers, which in turn creates confidence in local retailers and how they price their products," Chapman explained.

PepsiCo was supporting the launch at UWS through a never-before-seen level of display and features. "PepsiCo has [previously] had a long-standing relationship with Unitas members, such as UWS, and we're delighted to have collaborated with design agency Display UK to activate one of our biggest-ever displays in the channel."

Chapman continues: "This is the first time that we have done something on this scale and activations like this will help to make our new products a success, driving strong category growth. Collaboration is key to us and this activation will ensure that retailers can take advantage from the outset and increase their sales."

Hewitt added that it was great to see the activation come to life. "We're always more than happy to work with the PepsiCo team here at UWS. It's partnerships like these that really help our retailers to stay on top of innovations and trends in the savoury snacks category," he said.

Projects such as this demonstrate how PepsiCo is continually keeping consumers' needs in mind. Not only does the new flavour tap into consumer demand for smarter snacking choices, but it also delivers on the promise of bold flavours.



In partnership with PEPSICO

### SUPPLIER VIEWPOINT

**Mike Chapman**  
Head of wholesale,  
PepsiCo

"The wholesale channel is very important to PepsiCo. We are always looking to offer advice and guidance, while working in partnership with wholesalers, so that we can best support them. Our latest in-depot activation is a good example of us working with wholesalers to drive excitement."

### WHOLESALER VIEWPOINT

**Chris Hewitt**  
Impulse trading director,  
UWS

"Doritos products already perform really well here at United Wholesale (Scotland), and the Flame-Grilled Whopper Doritos brings innovation and excitement to the category. The activation will not only help to create a big buzz in depot, but will also help to increase sales further."

### CATEGORY STATS

- The savoury snacking category is now worth **£3.8bn**<sup>1</sup>.
- Doritos is the **number-one** tortilla-chip brand in the UK<sup>2</sup>.
- The Doritos product range grew value sales by **13.7%** for the year to date<sup>1</sup>.
- The Doritos product range within the sharing format grew value sales by **8.9%** year to date<sup>1</sup>.

<sup>1</sup>NielsenIQ "Total Savoury Salty Snacks" for the 52-week ending 29.04.23 compared with the previous 52-week period ending 30.04.22. <sup>2</sup>Nielsen Scantrack Share of TC August 2022 MAT

To watch a video from PepsiCo's visit to United Wholesale (Scotland), please head to [betterwholesaling.com/working-together-project-pepsico](https://betterwholesaling.com/working-together-project-pepsico)



## WORKING TOGETHER PROJECT



## EXPLORING A GROWING CATEGORY

Paul Hill finds out how Coca-Cola Europacific Partners (CCEP) and Costa Coffee are helping wholesalers grow sales in the ready-to-drink (RTD) chilled coffee category

CCEP – together with its brand partners in Great Britain – has always been proactive in supporting the wholesale channel, and recently visited Parfett's Stockport depot and Dhamecha's Hayes site to help the businesses grow their sales of RTD chilled coffee, one of the fastest-growing segments within the soft drinks category<sup>1</sup>. Costa Coffee RTD is manufactured and distributed by CCEP in GB.

"It's great to visit our wholesale partners to highlight the RTD chilled coffee opportunity, and to offer advice on what they can do in depot and online to drive sales of the segment and of our growing Costa Coffee RTD range within it," said Matthew O'Hagan, senior portfolio execution manager at Costa Coffee FMCG.

"We're always more than happy to work with CCEP and its brands here in Stockport. Activity like this is great for us and our customers," added Jamie Ferguson, head of marketing at Parfett's.

Costa Coffee's RTD range is currently outperforming the wider segment – up 61% in value and 48% in volume<sup>2</sup> – which presents a huge opportunity to wholesalers. The range includes two core Latte variants, a Double Shot Flat White and two tasty, low-intensity 250ml Frappés for treat occasions – covering all the consumer need states identified in CCEP and Costa Coffee's RTD Coffee Vision, which is designed to identify and unlock opportunities for growth.

Dhamecha Hayes depot manager Vinod Ramgi (pictured above, left) said: "We have a close working relationship with CCEP and its brands in our Hayes depot. We're always looking for support on how to

gain the most from emerging, fast-growing segments like RTD chilled coffee and look forward to seeing what this activity delivers."

As well as supporting wholesalers in leveraging the RTD chilled coffee opportunity in depot, CCEP provides category advice and sales tools to help convenience customers maximise sales in stores, during the summer period and beyond. The ambition is that wholesalers and retailers are aligned on the opportunity.

"It's not just about selling to the end user. There's more wholesalers can do to raise awareness of this fast-growing category within soft drinks," added O'Hagan. "Bringing all RTD chilled coffee brands together in one location in depot will make it easier for retailers to locate. We also recommend increasing space to recognise the strong growth the segment is enjoying and to support availability over the key summer period. These principles carry through to convenience retailers."

"The insight we have gained from CCEP and Costa Coffee has been really valuable, and we'll look to implement this into our wider operations while also helping to educate our retailers with what we've learnt," explained Ferguson. Ramgi echoed these thoughts: "It's been great having Costa Coffee here in Hayes. We're excited to see how the Costa Coffee portfolio and the wider segment performs moving forward."

By not just offering advice on specific products and rather championing the entire category, CCEP aims to put its wholesale partners in a fantastic position to be successful in what is a hugely exciting and fast-growing segment.



Far left: Matthew O'Hagan, senior portfolio execution manager, Costa Coffee FMCG. Far right: Jamie Ferguson, head of marketing, Parfett's



In partnership with **Coca-Cola** EURO-PACIFIC PARTNERS **COSTA** COFFEE

### RANGING ADVICE

1. Bring all RTD chilled coffee brands together in one location, making the category easier for retailers to locate in depot.
2. Increase space to recognise the strong growth the segment is enjoying and to support availability over the key summer trading period.
3. 'Brand block' for maximum impact, and ensure all key brands, flavours and consumer need states are catered to.
4. Raise awareness through in-depot point of sale and signage.
5. Replicate in-depot efforts online, with prominent branded content that's easy to navigate.

### SUPPLIER VIEWPOINT

**Matthew O'Hagan**  
Senior portfolio execution manager, Costa Coffee FMCG

"RTD chilled coffee is already worth a massive £276m and up nearly 20% in value, adding £45.5m over the past year alone<sup>3</sup>. The segment is also in double-digit volume growth<sup>4</sup>, demonstrating that more shoppers are buying RTD coffee more often."

### RTD COFFEE PERFORMANCE

- RTD coffee accounts for **2%** of soft drinks value sales, but **4%** of category value growth<sup>5</sup>.
- On-the-go packs have grown over the past year – up **31% (£14.5m)**<sup>6</sup>. Value sales of RTD coffee take-home packs have also grown by **72% (£14.8m)** over the past year as people consume more in the home<sup>7</sup>.
- Costa Coffee RTD is outperforming the segment by some margin, up **60.7%** in value and up **47.8%** in volume<sup>8</sup>.
- The new, low-intensity 250ml Frappé range launched last summer has generated **£2.1m** of sales in seven months<sup>9</sup>.

<sup>1</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>2</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>3</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>4</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>5</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>6</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>7</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>8</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22, <sup>9</sup>Nielsen Total GB incl. discounters, MAT val w/e 31.12.22

To watch a video from CCEP's visits to Parfett's and Dhamecha, please head to [betterwholesaling.com/working-together-project-ccep](https://betterwholesaling.com/working-together-project-ccep)

## BRAND IN FOUR

In partnership with **PEPSICO**



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 (Botl) – 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

## ADVICE COLUMN

In partnership with

**BRITVIC**

**Ben Parker**  
Retail commercial  
director, Britvic



"Summer provides a fresh opportunity for the soft drinks category, as shoppers will be increasingly on the lookout for light, refreshing options to quench their thirst and provide flavour during the hotter weather. In fact, summer continues to be the most important season for soft drinks for value sales, worth £786m<sup>1</sup>, so now is the time to plan ahead.

"The health trend continues to accelerate, playing an important role in the success of low-calorie soft drinks, and sugar remains a key consideration for shoppers when choosing a soft drink. At Britvic, we have a long history of helping people make healthier choices, and our innovation pipeline continues to centre around low and no-sugar products that meet HFSS regulations, all while maintaining our commitment to never compromising on taste. A recent example of this is our core range of Lipton Ice Tea flavours, made up of Peach, Lemon and Green Mint & Lime, which recently underwent a sugar reduction.

"With summer around the corner, maximise the opportunity to grow soft drinks sales by ensuring that your drinks offering matches continued demand for soft drinks that are lower in sugar and therefore cater to the more health-conscious shoppers.

"We've recently launched our At Your Convenience online hub, which is packed with information on the latest trends, as well as hints and tips on merchandising, which will help wholesalers be knowledgeable leaders for retailers."



rates to retailers."

According to Insight illustrates, flavoured carbonates is the third-largest category in soft drinks, worth more than £291m and growing 8% annually.

"Rio offers huge growth opportunities for retailers. And with a range of products such as Rio Tropical and Rio Tropical Light, there's a selection of products on offer to suit varying consumer needs, including those looking to make more conscious choices about the products they consume," Hipkiss says.

### Energising the market

One area where suppliers have traditionally faced a challenge to meet the demand for healthier soft drinks is the energy market.

"The link between sugar content and stimulant drinks is a considerable barrier to entry in the category," says Ben Parker, GB retail commercial director at Britvic. "Stocking low- or no-sugar options will help retailers to maximise their sales by addressing this concern, while also enabling them to comply with HFSS legislations that have come into effect."

Britvic recently announced a reduction in the sugar content

across its Rockstar core range of energy drinks, making the six bestsellers compliant with HFSS legislation.

"Through reformulation and the introduction of compliant lines across our portfolio, retailers can trust our brands to help grow their sales, complemented by high-impact merchandising and promotions," Parker says.

For Red Bull, meanwhile, wholesale customers stocking the right formats in their stores is crucial. "Every shopper need is different, so it is crucial that their favourite soft drink is available in a range of formats to help satisfy their immediate requirement," says a spokesperson for Red Bull.

"Two in three Red Bull shoppers actually go into a store knowing which can size they want to buy, therefore Red Bull Energy Drink is available in three different can sizes – 250ml, 355ml and 473ml – with each playing a key role.

"Red Bull Energy Drink 250ml is ideal for on-the-go consumption, with 50% of 250ml shoppers drinking the can immediately after purchase. Whereas, one in three Red Bull shoppers are likely to consume the larger

## 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 40,152 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.

### **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.

### **Test the Tools**

The Retail Express 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.



30 JANUARY-12 FEBRUARY 2024  
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## Imperial unveils its new rolling papers

IMPERIAL Tobacco has announced the launch of a Classic Combi variant for its Rizla brand. The launch, featuring unbleached papers and tips, will allow retailers to capitalise on a growing consumer demand for natural rolling papers.

Available to buy now at an RRP of £1.30, the new Rizla Classic King Size Combi includes 32 unbleached king-size papers and tips.

The launch of Rizla Classic KS Combi will be supported by brand activations and events in 2024, alongside consumer-facing PoS to help drive awareness and sales of the new range.

Janie Burns-Smith, category manager at Imperial Tobacco, said: "Within the papers category, we've seen a shift in favour of combi packs."



## Famous Grouse marks RSPB milestone

THE Famous Grouse has unveiled its limited-edition bottle design in celebration of its 15-year collaboration with the Royal Society for the Protection of Birds (RSPB).

The limited-edition bottle, designed by Edinburgh-based artist Nuria Boj, incorporates The Famous Grouse logo, the landscape from Abernethy (home of the Grouse) and Gilbert the grouse, who features on every bottle.

The back label features a QR code that offers an interactive experience for drinkers to learn more about The Famous Grouse and RSPB partnership.

Isakim Lejon, global brand director for The Famous Grouse, said: "The collabora-

tion between the RSPB and The Famous Grouse is one that marks 15 years of shared dedication to wildlife conservation in Scotland. Launching this limited-edition bottle commemorates a truly momentous milestone."



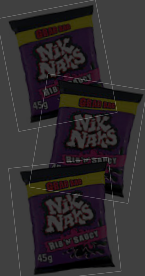
## KP Snacks expands Nik Naks range

KP SNACKS has expanded its Nik Naks range with the launch of a 45g grab bag format of its 8th 'N' Sauce variety.

The new format has an RRP of £1. It comes as Nik Naks looks to build on being KP's fastest-growing brand in 2023 and to capitalise on the growing number of consumers seeking value.

8th 'N' Sauce is Nik Naks' second most popular flavour, worth nearly £12m in retail sales value. Overall, the brand is worth £46.5m.

The supplier says the brand appeals to a growing number of shoppers who are looking for value amid the cost-of-living crisis and trusted snacking options that create a sense of nostalgia.



## Win a chunk of history with Cadbury

AS part of its year-long celebrations for its 200th anniversary, Mondelez has launched an on-pack promotion across its Cadbury Hot Chocolate range.

The promotion offers shoppers a chance to win £2,000 in cash or one of the 100 limited-edition Cadbury 'Chunk' Mugs.

To be in with a chance of winning one of the mugs, or one of five top cash prizes of £2,000, shoppers need to enter the code from participating packs on the promotional website at chunk.cadbury.co.uk, or scan the QR code on promotional communications.

Promotional packs are available until mid-April. The promotion will be supported with out-of-home advertising, influencer communications, email comms and social media activity.



Paid feature



## US confectionery a winner for retailers

CONFECTIONERY from the US is proving a winner for independent convenience retailers looking to offer customers global candy.

Here at World of Sweets, we stock an unrivalled range of US confectionery with our exclusive partners Warheads, Tootsie, Bubble, Red Vines, Sour Punch and Pez offering traditional sweets and innovative sour flavours.

We pride ourselves on bringing you the very best selection of American candy, with the reassurance that all American branded products supplied are compliant with UK food law, so you and your customers can shop with confidence.

In 2020, the Mintel Food and Drink Trends report highlighted that US flavours are highly sought after and since then we've seen massive growth with the brands we stock.

Warheads is seeing year-on-year growth of 61% and recent figures for Sour Punch showed sales are growing by 65%.

The growth of these brands highlights their popularity and why retailers should be stocking them.

Key US celebrations to pin promotions to include 4 July and Thanksgiving. There are also events like the Super Bowl in February.

This has massive global appeal with millions of fans tuning in worldwide, making it a perfect time to showcase US confectionery.

Retailers can make the most of this in-store by brand-blocking popular US candy brands on the shelf with our merchandising toolkit.

Once customers try US confectionery, there really is no going back. The exciting flavours and innovation make them a must-have in-store and a range consumers will enjoy.

To find out more, email [sales@worldofsweets.co.uk](mailto:sales@worldofsweets.co.uk), call 0330 202 0903 or visit [worldofsweets.co.uk](http://worldofsweets.co.uk)



\*World of Sweets Internal Data, Latest 52 Weeks Ending 08.12.23

3-16 OCTOBER 2023  
betterretailing.com

## Pladis expands McVitie's BN range

PLADIS is expanding its McVitie's BN range once more with the addition of BN Popping Candy Cake Bars.

The range is available in Cracking Chocolate and Sizzling Strawberry varieties. In packs of five individually wrapped bars with an RRP of £1.25.

These offer chocolate topped with chocolate cream and strawberry sponge with light cream respectively, filled with popping candy pieces.

The supplier says having the bars individually wrapped makes them ideal for family shoppers or for portion-controlled snacking.

BN's previous launch this

year, Mini Rolls, has generated £900,000 in retail sales value since launch. Meanwhile, the brand's biscuit range, which launched last year, has topped £4.3m in sales this year alone.



## Walkers adds to RRP PMP range

WALKERS is expanding its price-marked pack (PMP) range with the addition of top-selling Wotsits Giants varieties. Really Cheesy and Flamin' Hot.

The addition of the £1.25 PMPs takes the supplier's number of RRP PMP launches this year into double figures. Its RRP PMP range is growing by 21.4%, and it is hoping the Wotsits Giants range, which has delivered £9.3m in value sales in the past year, will help this growth to continue.

Mike Chapman, head of wholesale at PepsiCo, said: "Wotsits Giants have been hugely popular since launch,

with shoppers loving the fact that they are twice the size of regular Wotsits. By stocking best-selling flavours like Wotsits Giants RRP PMPs, retailers can capitalise on existing shopper demand and drive snacking sales."



## Hancocks unveils Halloween range

HANCOCKS has unveiled its 2023 Halloween range, featuring new launches and returning top sellers from Crazy Candy Factory, Candy Realms, Bonds of London and Bubs.

New among the wholesaler's pick-and-mix range are the Halloween eyeball mix and Milk Chocolate Pumpkin varieties.

Meanwhile, Crazy Candy Factory has launched a Zombie Brain impulse line, while Pez has introduced a new spooky bat dispenser character.

World of Sweets recently launched Candy Realms. The brand has also added Spooky

Tubes, Alien Balloons with Popping Candy, Skull Candy Pops and Spooky mallow to its range.



## Rubicon Raw's new on-pack promo

RUBICON Raw has launched an on-pack promotion giving shoppers the chance to win the ultimate snowsport experience, as part of its continued partnership with GB Snowsport.

Shoppers can be in with a chance of winning a snowsport lesson with a GB athlete, a week's skiing holiday in Switzerland and £1,000 cash.

They can enter by buying

cans featuring GB Snowsport athlete and reigning Team Snowboard Cross world champion Charlotte Bankes. More than two million of these cans will be available, across plain and price-marked 500ml cans and some 4x500ml multipacks until the end of November.

Retailers also have access to PoS to help drive incremental sales.



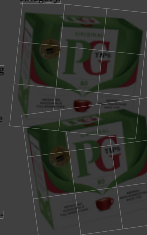
## PG Tips unveils relaunch

LIFTON Teas and Infusions has invested in a relaunch of its PG Tips tea brand, giving it a new look and blend and upgrading its Manchester factory.

The relaunch comprises a new blend across Original, Gold and Decal varieties, a square, biodegradable teabag and new packaging to better reflect the brand's premium nature. It also has no plastic outer wrap, and is 33% more compact for easier stacking at home and in-store.

Additionally, the supplier has invested £40m to upgrade PG Tips' Trafford Park factory in Manchester. It will also support the relaunch with a multimillion-pound marketing campaign.

set to go live in the first half of 2024, which it says is the largest ever spend in the tea category.



## Pladis to launch new Jacob's biscuits

PLADIS is expanding its Jacob's savoury biscuit brand with the launch of two new cracker varieties aimed at attracting more shoppers aged 35-plus.

The supplier has added a Cheese & Pickle variety to its Cheddars range, which has seen a year-to-date sales increase of 41.1%.

It has also unveiled Rosemary Mediterranean crackers, which contain five packs of four individually wrapped crackers.

Both varieties will be available to convenience and wholesale from October. Jacob's Cheddars Cheese & Pickle will carry a £1.25 RRP, while Mediterranean Rosemary will have an RRP

of £1.99. "Our experience is that Jacob's Cheddars' innovation brings new shoppers to an already growing category subsegment, so we are excited by this new addition to our range," said Ashi Akman, marketing director at Pladis UK&I.



Paid feature



## Partnering for the future

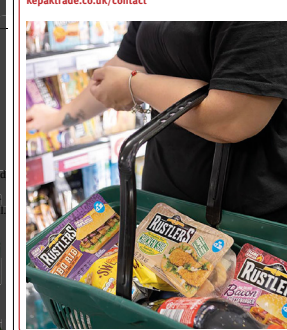
THIS summer, Rustlers partnered with independent convenience retailers across the UK to help them maximise their chilled ready meal sales across multiple occasions.

The trials took place in August and saw store owners receive merchandising advice, marketing materials and Rustlers stock. They also tested a big-night-in deal, unique to their store, to encourage Rustlers sales into the evening. Retailers cross-promoted Rustlers with pot desserts, sharing snacks and take-home soft drinks.

Insights from the Retail Data Partnership show that the average basket containing a Rustlers product is £13.26, an 8.5% increase on the convenience store average of £7.27, according to the ACS\*. If you promote Rustlers in highly visible locations, you can encourage your shoppers to pick up additional items for lunch or in the evening.

By moving the range to the centre of the chiller and brand blocking Rustlers bestselling and new products – including Quarter Pounder, Twin Cheeseburger, BBQ Rib, Chicken Sub and the new Marina Meatball Sub – retailers who took part in the trials experienced uplifts in excess of 20%. In the next issue of Retail Express, we'll explore these results in more detail.

For more information on how you can drive double-digit sales in your store, email [foodtogo@kepak.com](mailto:foodtogo@kepak.com) or visit [kepaktrade.co.uk/contact](http://kepaktrade.co.uk/contact)



\*Retail Data Partnership – Basket Analysis – 52 w/e – 21.05.23, \*ACS Local Shop Report 2022, \*Retailer EPOS data from trial period



If you're looking for a food-to-go solution that pays for itself with just one sale per day, **RUSTLERS'** new plug-and-play machines might hold the answer. Retail Express finds out more

### What's new from Rustlers?

**RUSTLERS'** new food-to-go units are designed to be a low-risk, low-commitment solution for independent convenience stores. Available now, they contain a TV screen for advertising, alongside a pre-programmed microwave, which customers can use to warm up a variety of Rustlers bestsellers. There is also a small chiller underneath, which can store eight cases of Rustlers' Cook in the Box (CIB) range, saving space. Rustlers has also launched a launch kit for those who purchase a machine between now and the end of the year\*. They will receive one fridge full of stock, one light-box shop sign and access to social media materials. Priced from just £2,500, with finance options available, the machines pay for themselves with just one sale per day\*. They are easy to set up, use and clean, and take up just a single standard plug socket.

### Three bestsellers

**Rustlers All Day Breakfast Sausage Muffin**  
(RRP £2.75, case size 4)



**Rustlers The Supreme Cheese Melt Burger**  
(RRP £2.75, case size 4)



**Peri Peri Chicken Tenders Burger**  
(RRP £2.75, case size 4)



### What to know

CREATE a destination for food to go within your store by positioning a Rustlers' machine next to any other food concessions or ranges that you offer, such as a meal deal.

IF possible, locate the machine at the front of the store to increase standout and tap into impulse sales from busy shoppers during the lunch rush.

USE branded PoS to promote a variety of bestsellers to customers on the go. Retailers can use it to promote themselves as a destination for highly lucrative food-to-go shoppers.

### Key stats

**£109.1m** Rustlers is a £109.1m chilled ready meals brand\*

**44%** The value of the burgers sub-category is up by 44% year on year\*

### RETAILER VIEW

Mike Fitton,  
head of franchise  
operations, Welcome



"We recently installed Rustlers' new food-to-go machine in our Welcome Marchwood store in the New Forest. We've created a food-to-go area near the tills, positioning the Rustlers' unit next to the Co-op-branded sandwich meal deals and slush machine. This creates an area that offers customers plenty of choice. For us, Rustlers is always the go-to for burgers. If you just want a plug-and-play option to start serving food to go, then no one else offers a service like it does."

### DO IT

Interested in Rustlers' new food-to-go unit in your store? Email [foodtogo@kepak.com](mailto:foodtogo@kepak.com)



**HELIX SWEDEN** is a wholly owned subsidiary of Altria Group, Inc. and supports its aspiration of 'Moving Beyond Smoking' and the international expansion of on! Nicotine Pouches, which are available to retailers now

### What is on!PLUS?

THE fast-growing nicotine pouch category provides another choice for adult tobacco consumers.

Introducing on!PLUS, an innovative tobacco-free nicotine pouch, offered in a variety of flavours and nicotine strengths, and containing 20 pouches per can. Each on!PLUS flavour contains a special blend of ingredients that gives a full-bodied taste.

Switching to on! Nicotine Pouches allows adult consumers to experience discreet nicotine satisfaction in any moment throughout their day, such as working, shopping, travelling and socialising, without smoke or odour.

The on!PLUS range offers a slim pouch with 'Flex Tech', an exclusive flexible pouch technology for a seamless experience, which means they fit neatly out of sight under the upper lip.

### Four bestsellers

**Mint Strong**  
on!PLUS Mint with a cooling and refreshing mint flavour.  
RRP: £6.49



**Smooth Mint Strong**  
on!PLUS Smooth Mint with a balanced mint flavour.  
RRP: £6.49



**Berry Strong**  
on!PLUS Berry with a taste of red berries combined with a subtle hint of currant and forest berries.  
RRP: £6.49



**Citrus Strong**  
on!PLUS Citrus with a refreshing taste of grapefruit, lime and citrus.  
RRP: £6.49



This product contains nicotine, which is a highly addictive substance

### What to know

For on!PLUS, your store is the most important place to connect with adult tobacco consumers. It offers breadth and flexibility in sales solutions, displays and CTUs, aimed at maximising returns.

on!PLUS nicotine pouches are a pioneer for next-generation alternatives. The brand strives to stay relevant and innovative, offering products that meet the evolving needs of consumers.

The combination of quality, wide range of flavours and functional packaging is making on!PLUS one of the quickest-growing nicotine pouch brands in terms of popularity.

### Key stat

**39%** The global nicotine pouches market is expected to grow at a compound annual growth rate (CAGR) of 39% from 2024 to 2030\*

### RETAILER VIEW

Priyesh Vekaria,  
One Stop Carlton  
Convenience,  
Manchester



"On! Nicotine Pouches, especially the latest on!PLUS range, have impressed me. Since introducing them, we have received overwhelmingly positive feedback. Consumers have appreciated the competitive pricing, delightful taste and the satisfying sensation experienced. I highly recommend on! Nicotine Pouches, particularly the on!PLUS range, to anyone looking for a top-tier product that excels in quality and innovation."

### DO IT

Vape Local Powered by Phoenix 2 Retail is the official on!PLUS Nicotine Pouches supplier. To become a stockist, please visit [vapelocal.info/on](http://vapelocal.info/on) or call 0330 124 2183





## FOCUS ON: HELL ENERGY

**HELL BEVERAGES** drinks are available in over 50 countries, and are brand leaders in 11 of these markets\*. All products are produced in a state-of-the-art, fully automated warehouse that is one of the most modern factories in the world

### What is Hell Energy?

HELL Beverages is one of the biggest energy drinks producers in the world\*, and with a new team in place, it is changing how the brand is represented in the UK.

Hell's range consists of Hell Energy and Hell Ice Coffee, and in the past few months it has appointed Barry Wilson as national sales manager, and Andy Pheasant as head of field sales. Along with this is the appointment of a UK-based marketing agency to support its global campaigns.

"We will be massively upweighting our visibility in the UK, both within the trade and with consumers," says Pheasant. "It's a really exciting time for retailers to come and work with us with a raft of NPd and new initiatives coming quickly, the first of which will be the world's first energy drink entirely created by artificial intelligence, including the design, recipe and taste."



### Three bestsellers

**1** Hell Energy Classic

RRP:  
79p PMP



**2** Hell Energy Black Cherry

RRP:  
79p PMP



**3** Hell Ice Coffee Latte

RRP:  
£1.25 PMP



### Why stock it?

HELL Energy will attract new shoppers with its strong flavour range and great shelf standout, and appeal to retailers with its high PoR. It contains the usual 32mg/100ml caffeine, plus five types of vitamin B, no preservatives and real sugar content. It is also non-HFSS, and in a 79p price-marked pack (PMP), it offers affordable premium quality.

Hell is tailoring its marketing to broaden appeal to UK consumers. This will include new social channels and digital assets for retailers.

RTD coffee is growing in convenience ahead of the total market\*, so a quality product at an affordable price is a must-stock. Hell Ice Coffee is made from Arabica and Robusta coffee, with 75% UHT Milk, and is available in a £1.25 PMP can. A new Mocha variety will launch in the UK this month, bringing in shoppers after a more chocolatey flavour profile.



### What to know



HELL Energy should be merchandised in the energy drinks section of your soft drinks chiller. A good range of flavours helps to overcome barriers to consumption while offering a broader appeal.



HELL Ice Coffee can be located with other RTD coffee and tea SKUs, but is also effective next to self-service machines for impulse purchases. Range diversification can help to sustain growth.



BRAND blocking helps shoppers to identify what they need quicker. Free-to-hire branded chiller equipment is available to keep your range together and boost soft drinks sales.

### What's new?

MODEL and film star Michele Morrone is the new face of Hell, with a raft of online adverts having hit the market this February.



### DO IT

Please contact [andrew.pheasant@hellenergy.com](mailto:andrew.pheasant@hellenergy.com) for more details and to see how the Hell team can power your sales, support you with PoS and offer ranging advice

### RETAILER VIEW


**Luke Singh Mander,**  
The Three Singhs,  
Selby, West Yorkshire

"SINCE we introduced the Hell range we have seen really strong sales across both the Energy and Ice Coffee SKUs. We have installed a Hell-branded fridge and our customers love the colours and lighting on it, and they often spend 30 seconds to one minute looking at the full range before making their choice. Hell has supported us with a branded giveaway that we put on Facebook to grow awareness of the range and drive interest in the brand. We have also dual-sited the core range in our main soft drinks fixture."



\*Global Market Insights, "The Global Market for Energy Drinks", 2023. Retrieved 29.04.24  
\*Statista, "The Global Market for Ready-to-Drink (RTD) Coffee", 2023. Retrieved 29.04.24  
\*Statista, "The Global Market for Ready-to-Drink (RTD) Tea", 2023. Retrieved 29.04.24



RETAIL  
EXPRESSPAID FEATURE  
GROW YOUR SALESIn partnership with  
 Imperial  
Tobacco16-29 MAY 2023  
betterretailing.com 17DRIVE NEXT-  
GEN SALES  
WITH BLU

**IMPERIAL TOBACCO** has recently launched a raft of new products to help retailers tap into rising vape category trends. This includes two new ranges from Blu, a brand consumers know they can trust. **RETAIL EXPRESS** finds out more

WHAT'S THE VAPE  
OPPORTUNITY?

**ALREADY** worth a sizeable £1.2bn, the vape category is forecast to grow to an impressive £3.4bn in the next three years\*. Imperial Tobacco has seen many retailers seize the opportunity to tap into this high-growth category and with the number of vapers continuing to rise and new alternative

nicotine solutions emerging, there are further sales successes to be had for the retailers who can get their range right. To effectively tap into this booming category and retain their vaping customers, retailers must keep an eye on emerging trends. From the popularity of pod-mods to the rising

demand for disposables, by ensuring the products stocked in store respond to these key trends, retailers can meet the ever-evolving needs of their shoppers. Thanks to the latest launches from Imperial's vape Blu brand, there's an exciting range of products well placed to do just that.

## WHAT'S TRENDING?

**DISPOSABLES** are taking over the vape category, with the segment seeing incredible growth in the past year. In light of recent developments, many consumers are seeking out recognisable vaping brands.

To cater to this demand, Imperial Tobacco recently entered the disposable market with its Blu Bar range, offering a quality selection of fully compliant, disposable and ready-to-use vape products.

While demand for disposables may be rising, pod-mod devices still remain a popular choice for many vapers thanks to their ease of use and simple click-and-go format. Tom Gully, head of consumer

marketing UK&I at Imperial Tobacco, says: "Through the launch of our next-generation pod-mod device, Blu 2.0, we've developed a product that looks better, tastes better and lasts longer than before."

DO  
IT

Imperial has a new dedicated trade microsite, Blu Bar Knowledge Hub, to provide retailers with everything they need to know about the new disposables range. Find out more by visiting [blubarhub.co.uk](http://blubarhub.co.uk)

\*September 2022 EC Intelligence Market Database Estimates, \*Based on ITUK RRP as of March 2023. For the avoidance of doubt, customers are free at all times to determine the selling price of their products.

TOP  
PRODUCTS

**1** BLU BAR – A quality collection of disposable vapes available to retailers in six flavours for an RRP of £5.99\* per device.

**2** BLU 2.0 – A new pod-mod device with six flavours to choose from, each available in 9mg/ml and 18mg/ml nicotine strengths. RRP £6.99 and £9.99, respectively\*.


SUPPLIER  
VIEW

Tom Gully, head of consumer marketing UK&I, Imperial Tobacco



"To tap into the growing demand for pod-mods and disposables, retailers need to ensure they are dedicating sufficient space in store for vapes. No two stores are the same, so it's important to stock the right range for their customer base, including vape products from brands consumers know and trust, such as Blu Bar and Blu 2.0."

"There is a huge variety of different vape products available on the market today, so deciding what to buy can be a daunting task for consumers. Retailers are therefore in an excellent position to provide advice to shoppers on what products are best suited to them."

RETAIL  
EXPRESSPAID FEATURE  
GROW YOUR SALESIn partnership with  
 Red Bull27 JUNE-10 JULY 2023  
betterretailing.com 27GROW SALES WITH  
FLAVOURED ENERGY

Introducing the new **RED BULL** Summer Edition. Flavours are essential in driving sports and energy drink sales, particularly over the summer, with many shoppers incremental to the category

WHAT'S THE  
OPPORTUNITY?

**CONTINUING** its mission to offer 'Flavours for your tastes', Red Bull recently launched its latest Summer Edition, with the taste of Juneberry.

The new Red Bull Summer Edition has a flavour reminiscent of dark cherries or raisins, and slightly mild blueberries, and aims to create excitement and drive trial. It performed particularly well in multiple consumer taste

tests, offering a strong flavour profile and the highest purchase intent of any previous Summer Edition at 75%. This presents a real opportunity for retailers, as research shows that 24% of people who don't currently buy energy drinks say they would try a flavour. Flavours also appeal to converted shoppers, with 41% of current energy drinkers saying they would try one\*.

SUPPLIER  
VIEW

Red Bull spokesperson

"RED Bull is the signpost to the category, therefore instrumental to the overall strong performance of flavoured sports and energy drinks, outperforming total flavoured sports and energy by four times\*."

"We also know shoppers love to explore new flavours, so we are constantly innovating to add excitement to the category, which has not only helped us to drive sales, but also encourage trial by introducing new shoppers to the sector. Red Bull Editions has quadrupled in value within the past two years\*, growing shoppers by 81% incrementally year on year\*\*."

MUST-STOCK  
PRODUCTS

- » Red Bull Energy Drink 250ml
- » Red Bull Energy Drink 355ml
- » Red Bull Energy Drink 473ml
- » Red Bull Sugarfree 250ml
- » Red Bull Sugarfree 355ml
- » Red Bull Sugarfree 473ml
- » Red Bull The Red Edition 250ml
- » Red Bull The Apricot Edition 250ml
- » Red Bull The Tropical Edition 250ml
- » Red Bull The Summer Edition 250ml
- » Red Bull The Green Edition 250ml
- » Red Bull The Coconut Edition 250ml
- » Red Bull Energy Drink 250ml four-pack

## WHAT'S TRENDING?

**IN** summer, consumers want hydration, as well as functionality, which flavoured sports and energy drinks offer.

In the past two years, flavours have been a key driver of accelerated growth of the category, and now 61% of functional energy is consumed for flavour, up from 40% in 2020\*.

Red Bull's research indicates shoppers are looking for new, exciting flavours: 31% say an exciting flavour would persuade them to buy new drinks, and 18% have bought drinks with new or different flavours\*.

As a result, flavoured sports and energy drinks are up by 24.4% year on year vs unflavoured at 12.0%\*. Having a variety of flavours on shelf is key, with 25% of flavour shoppers buying across more than one variant versus just 11% of core energy shoppers\*.

Red Bull Editions are also growing ahead of total sports and energy drinks, with the top three lines (Red Edition

250ml, Apricot Edition 250ml, and Tropical Edition 250ml) amassing £14.6m in value sales – that's 42% of all Editions sales.

Stock all three of these, plus the latest Summer Edition with the taste of Juneberry, to offer shoppers choice and maximise sales.

DO  
IT

Red Bull Summer Edition with the taste of Juneberry is available now, in 250ml, 250ml PMP, 355ml Sugarfree and 250ml Sugarfree four-pack

\*Taste Test Red Bull 2021, \*Sports & Energy Drinks UK Mini-Test, May 2019, base 2,000 Internet users aged 16+ (Energy Drinks Users 641, Non Users 1,361), \*Kantar usage panel (In home and carried out) / functional energy – needs | Savings | August 2022 52 w/e vs YA, \*NielsenQ1 Conscious Eaters Homescan Survey, November 2021, Questions 34 & 35, \*Nielsen Scantrack, Total Coverage, Value Sales Growth, MAT, w.e. 22.04.2023, \*Kantar Worldpanel, Take Home, Cross shop, 52 weeks 25.12.22, \*Y4 (+92%) Nielsen Scantrack, Total Coverage, Value Sales Growth, MAT, w.e. 31.12.22, \*\*From £7m to £28m Nielsen Scan Track [Total Editions] [Units] [MAT 16.07.22 vs YA, \*Kantar | Take Home Panel | Spend £ | 52 w/e 02.10.2022 | Red Bull Editions



## 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**

21 SEPTEMBER-4 OCTOBER 2021  
betterRetailing.com **23**

### 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  
EXPRESSPAID FEATURE  
INDUSTRY CLOSE-UP

In partnership with

Asahi

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.



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.

## GROWTH OF LOW AND NO BEER

## 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 so 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 LinkQOH shopper survey Apr 2020, total sample n=5440

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EXPRESSPAID FEATURE  
INDUSTRY CLOSE-UP

In partnership with

JTI

30 MAY-12 JUNE 2021  
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# MAXIMISE CIGARILLO SALES

The cigarillo category is going from strength-to-strength. Mark McGuinness, marketing director at **JTI UK**, discusses how retailers can boost their sales this year with new innovation and category advice



## WHY STOCK CIGARILLOS?

THE value of the cigar market in the UK is approximately £284m\* and cigarillos is the leading segment, with a current market share of 46.4%\*. JTI UK is the number-one UK cigar manufacturer, with brands including Hamlet, King Six and Condor, as well as the UK's leading cigarillo brand, Sterling Dual.

Capsule Leaf Wrapped. The cigarillo category continues to grow in the convenience channel and has had strong growth over the past 12 months\*. JTI UK is continuing to invest in new innovations, as well as offering in-store retailer support via its business advisers and online JTI Advance platform.

## LATEST NEWS

STERLING Dual Capsule Leaf Wrapped has a 92.4% share of the market\*. It is also the fastest-growing cigar and cigarillo brand in the UK\*, and is therefore a must-stock for independent convenience retailers.

This year, JTI UK has introduced a new Sterling Dual Double Capsule Leaf Wrapped variety to encourage further sales, offering double the flavour with a combination of peppermint and berry mint capsules. With this innovation, JTI UK is bringing an alternative flavour and strong value product to the category, with the aim of contributing to incremental category growth.

## FIVE TIPS TO SUCCESS

1 **Knowledge is key:** Having up-to-date information on the latest cigar and cigarillo products is key to offering a good level of customer service. Cigarillos offer a unique 'cigarette like' proposition and are displaying strong growth.

2 **Availability and range:** Stock a full range and maintain good availability of cigar and cigarillo products, such as Sterling Dual Capsule Leaf Wrapped, to ensure you don't miss out on sales and customers don't have to shop around.



3 **Stock innovation:** Tap into the latest products so you can offer your customers something different. Sterling Dual Double Capsule Leaf Wrapped provides an alternative for existing adult smokers looking for a berry menthol product.

4 **Display it right:** JTI UK's larger category selection includes backlit shelves where tobacco, cigar, vaping and next-gen products can all be stored in the same gantry, and is available in a variety of widths.



5 **Maximise seasonal sales:** Traditional cigar sales follow seasonal patterns, with spikes during December (around Christmas) and in the summer (linked to weddings), so ensure you're ready for these periods\*.

DO IT

For further information on the cigar and cigarillo category, contact your local JTI business adviser and visit [jtiadvance.co.uk](http://jtiadvance.co.uk)

## TOP PRODUCTS



1 Sterling Dual Capsule Leaf Wrapped 10s A mentholated virginia blend tobacco and capsule filter that, when crushed, releases a peppermint flavour. RRP: £5.95



2 Sterling Dual Double Capsule Leaf Wrapped 10s Offers both a berry and peppermint capsule option of the bestselling original flavour. RRP: £6



3 Hamlet Miniatures 10s The miniature version of the Hamlet brand, providing a smooth taste. It comes in a handy tin to protect the quality. RRP: £7.60

Retailers are, of course, at all times free to sell JTI UK's products at whatever price they choose

\*IRI Market Place, Value Sales, Total Cigar Category, Total UK, MAT to 08.01.23, IRI Market Place, Volume Sales, Total Cigar Category, Total UK, Dec 2022, IRI Market Place, Sales Volume, Total Cigarillo Category, Total UK, December 2022 vs December 2021, IRI Market Place, Volume Sales, Total Cigarillo Category, Total UK, Dec 2022, IRI Market Place, Volume Sales, Total Cigar Category, Total UK, Latest Quarter to Dec 2022 vs prior period, IRI Market Place, Volume Sales, Total Cigarillo Category, Total UK, Latest Quarter to Dec 2022 vs prior period, IRI Market Place, Volume Sales, Total Cigar Category, Total UK, over the past three years to December 2022



26 **RETAIL EXPRESS**  
IN ACTION

## PAID FEATURE ONE-MINUTE CATEGORY MANAGER

31 OCTOBER-13 NOVEMBER 2023  
betterretailing.com 27

**FOX'S BURTON'S COMPANIES** explains how positioning and seasonality can help retailers increase their biscuit sales



### What to stock

WITH sweet biscuits providing £2.7bn-worth of retail sales last year\*, retailers are presented with a big opportunity to capitalise on the category's success with FBC UK – Britain's second-biggest branded biscuit baker, with a range that shoppers know and love\*.

Maryland Cookies Choc Chip 200g £1.50 RRP / £1.29 PMP	Fox's Half Coated Cookies 175g £1.50 RRP / £1.29 PMP	Jammie Dodgers Raspberry 140g £8.50 RRP / £1.29 PMP	Fox's Chocolatey Rounds Milk Chocolate 130g £1.75 RRP	Fox's Viennese 120g £1.50 RRP / £1.49 PMP
Maryland Cookies Golden 200g £1.25 RRP / £1.29 PMP	Wagon Wheels Jammie 200g £1.25 RRP / £1.29 PMP	Fox's Jam 'N' Cream 150g £8.50 RRP / £1.29 PMP	Maryland Cookies Double Chocolate 200g £1.50 RRP / £1.29 PMP	Fox's Milk Chocolate Cookies 80g £1.50 RRP / £1.99 PMP



#### TOP TIPS

- Group together biscuit tin staples such as Maryland Cookies and Fox's Crunch Creams. For premium treats, group Fox's Fabulous Cookies and Fox's Chocolatey Rounds.
- Offer biscuits for all occasions: Jammie Dodgers to enjoy with the family, Wagon Wheels for a pre-portioned snack and Fox's Viennese for a premium sharing moment.
- Stock a broader range. Maryland Minis are seeing 25% growth in convenience\*, while seasonal and assortments totalled £22m of sales in convenience last year\*.



### Where to stock it

SHOPPERS expect to find the majority of your biscuit range in the main biscuit bay, but don't miss the opportunity to highlight how versatile biscuits are by using other locations.

#### TOP TIPS

- Your main biscuit bay will ideally be near complementary categories such as hot drinks and savoury snacks. This can help drive bigger basket spend through cross-purchasing.
- Event zones can help shoppers see how different products connect – try shelving Fox's Chocolatey Rounds with hot chocolate for big nights in.
- Food to go has seen substantial growth post-pandemic\* – therefore, single-serve biscuits can complement meal deals, and hot and cold drinks.



## MINUTE CATEGORY MANAGER

### FOX'S BURTON'S COMPANIES



In partnership with



### Key calendar moments



- Sweet biscuits are relevant to so many occasions and there are some great opportunities for stores to run relevant promotions in store, coinciding with social media activity around key events.
- Use events such as the big night in, Christmas, Eid and Easter to focus on sharing and gifting, driving sales with in-store activation that captures shoppers' imaginations.
- Premium products are key as shoppers look to trade up around special occasions, but offering a good range of family favourites and nostalgic assortments will also draw shoppers in.



### Now shout about it

#### TOP TIPS

- Running promotions can introduce shoppers to new biscuits and stocking price-marked packs can emphasise year-round value (for example, the new Maryland Minis PMPs).
- Link biscuits to different occasions to suit shopper missions, such as the big night in (Fox's Fabulous Cookies), birthdays (Party Rings) or seasonal gatherings (Fox's Classic 275g).
- Create experiences for the shopper and bundle complementary products together – such as tea and biscuits – to encourage basket spend.

### Supplier viewpoint

Colin Taylor  
Trade marketing director,  
FBC UK

"FBC UK makes many of the nation's favourite biscuit brands, such as Fox's Fabulous Cookies, Fox's Party Rings and Maryland Cookies, and it's the category's versatility which often brings shoppers back. For example, a Fox's Crunch Cream paired with a hot drink can provide the perfect way to enjoy a tea break at work, while Fox's Party Rings are an important part of many social gatherings. Retailers need to reflect different occasions in their range and merchandise them effectively. We're on hand to help them grow sales and foothold with our advice and innovations."



#### DO IT

For advice on sweet biscuit category development, ranging and wholesale supply, please contact craig.bicknell@fbc-uk.com, 0800 591 886 (Fox's) or 0151 676 2352 (Burton's)

\*Combined Retail NIQ Total Coverage 2020 05.08.23 + Kantar Hard Discounters & Variety Retail 2020 06.08.23, NIQ 2020 05.08.23, IGD UK food-to-go market 2022 – 2027, July 2022

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.

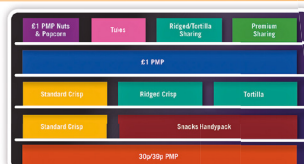
#### TOP TIPS

- 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.



### Now shout about it



### 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)



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.



### 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.

## 1 MINUTE CATEGORY MANAGER

JTI



### Now shout about it

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.

#### 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.



### Key trends retailers need to know

#### TOP TIPS

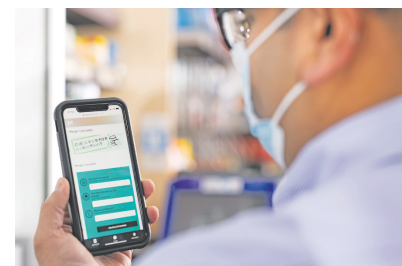
- 1 The cigarillo category has experienced strong category growth over the past year<sup>5</sup>, with a particular increase in sales as a result of the characterising flavour ban<sup>6</sup>, as customers look for alternatives. Retailers should continue to stock up to cater to this demand.
- 2 The cigar 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

## RETAIL EXPRESS PRODUCTS

### Premium spirit sales to soar

SPRITA RAHARA

THE "premium" spirit category will be an important sales driver for convenience retailers this festive season despite ongoing inflation and cost-of-living issues, according to Pernod Ricard UK.

The supplier says shoppers are expected to move away from extravagant gifts, with 80% viewing food and drink as good affordable gifting options.

At the same time, Pernod Ricard UK has grown its value sales by 7.2% and increased market share by 2.7%, which it says makes it the fastest share-gaining wine and spirits supplier in the UK.

It recommends convenience retailers start providing gifting alcohol options as early as October, as shoppers look to spread the cost of Christmas across more months.

Additionally, shoppers are expected to continue to host at-home celebrations, so the supplier is leaning into this by providing tips about easy-to-make cocktail serves.

With searches for cocktail inspiration up by 55% on social media site Pinterest, Pernod Ricard has put together a "Top 5 festive serves" list that can be recreated at home. Neck tags will be placed across its range that direct shoppers to a YouTube channel with cocktail inspira-

tion and how-to videos.

There are also 500 cocktail jiggers up for grabs across

its Absolut range as a gift for customers to win with a purchase.



### Country Choices refreshes brand

COUNTRY Choice has refreshed its Bake & Bite in-store bakery and food-to-go brand with new imagery and updated PoS.

The new imagery of pastries, savories, cakes, handheld snacks and more appears on the brand equipment, which includes free-standing hot and ambient display units, and grab-and-go fixtures.

Meanwhile, PoS featuring the new imagery includes posters, hanging signs and banners.

Phil Carratt, Country Choice head of marketing and strategy, said the refresh also factored in the various

new products on offer from Bake & Bite since its last brand refresh.

"In-store bakery and food to go allows retailers to make significant margins of around 35%-45%," he added.



### KP Nuts adds euroholes to PMPs

KP SNACKS is changing the design of its KP Nuts £1.25 price-marked pack (PMP) range by adding euroholes to each pack.

The rollout has taken place across the KP Nuts range, including the recently launched Flavour Krivers Flame Grilled Steak.

Other lines getting the new design include Original Salted Peanuts, Dry Roasted Peanuts, Salt & Vinegar Peanuts, Honey Roast Peanuts and Thai Sweet Chili Coated Peanuts.

Eurohole packs are important for giving retailers more flexibility in how they merchandise their hogged

snacks, the supplier said. With the nuts category growing by 10.4% annually, retailers have further opportunities to drive sales with the ability to hang their products on prongs or clipstrips.



### Pukka partners with Art of Football

PUKKA has partnered with fashion collective Art of Football to launch an exclusive clothing collection inspired by the pantry brand's long-running association with football.

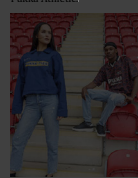
The 400-piece collection includes a 1970s-inspired football shirt and a 1990s-inspired drill top, which features the retro Pukka Pies logo on the front and the brand's famous 'Don't compromise' slogan on the back.

A collection of caps featuring the names of all the pies available at football grounds and an exclusive T-shirt will also be available.

Isaac Fisher, managing director at Pukka, said: "Pukka

and football go hand in hand, with millions of fans enjoying a Pukka halftime pie at football matches around the country."

Proceeds from sales of the collection will go towards Pukka Athletics.



### Red Bull launches Winter Edition

RED Bull has unveiled its first limited Winter Edition variety.

Red Bull Winter Edition Spiced Pear is now available to convenience retailers, having launched in Sainsbury's last month.

Retailers can choose from 250ml (RRP £1.50), 250ml £1.45 price-marked and 350ml Supatone (RRP £1.80) varieties to stock.

Innovation and new flavours are a proven opportunity to drive new shoppers into the category, the supplier said. Research shows that converting a further 24% of shoppers could deliver an additional 12 million purchases and incremental sales of £483m.

Additionally, Red Bull Editions sales have quadrupled in two years, with one in 10 Red Bull shoppers only buying editions.

The launch aims to tap into the growing trend of flavoured energy drinks and reach more consumers.



### Sponsored Sample a case of Pepsi Max

BRITVIC has partnered with Retail Express to offer 200 retailers the chance to stock Pepsi Max bottles running the supplier's new on-pack promotion in partnership with videogame EA Sports FC 24.

Each retailer will receive a case of 24 500ml bottles, worth more than £40 based on an individual RRP of £1.85. A spokesperson for the supplier said: "We're celebrating our Pepsi Max EA Games partnership with an on-pack promotion running across 500ml bottles. Shoppers simply have to enter a unique code on the microsite to unlock EA Sports FC 24 in-game re-

wards, available with every participating Pepsi product. Head to [atyourconvenience.com](http://atyourconvenience.com) to order a supporting PoS kit."



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

### Epicurium expands crisps range

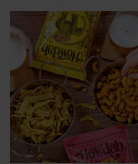
WHOLESALE Epicurium has added nine new brands to its crisps range, as a response to growing demand for on-the-go snacking options.

The nine new brands are: Sausage, Shave, Me Trotter's, Taste of Game, Fairfields Farm, Made for Drink, Howdah, Total XP and Two Farmers. Their addition takes Epicurium's crisps range to more than 35 brands, with more than 200 lines available.

The wholesaler said it had undertaken months of research which revealed consumers' growing desire for "bolder and healthier" snacks.

Epicurium's research iden-

tified four core opportunities within the crisps category: sustainable and independent brands, exotic and bolder flavours, innovative protein snacks and healthier living, which the new brands allow the wholesaler to expand further into.



### Jägermeister brings back on-pack promo

HAST-JÄGERMEISTER UK has brought back its 'Freeze to win' on-pack promotion, producing 250,000 bottles in support of the campaign.

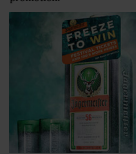
The 70cl promotional bottles have a temperature-sensitive back label which reinforces Jägermeister's perfect serve – a shot chilled to -18°C.

When kept in the freezer, the bottles reveal a secret code upon reaching the optimal temperature.

This code gives consumers the opportunity to win prizes, including tickets to 2024 festivals, mini-Jägermeister freezing cradles to keep Jägermeister chilled at home, Jägermeister e-shop vouchers, premium branded

green shot glasses and more. The bottles are available until the end of the year.

Johnny Denny, Head of Jägermeister UK, said: "After last year's success, it was a no-brainer to relaunch this interactive promotion."



## RETAIL EXPRESS PAID FEATURE TEST THE TOOLS

In partnership with



31 OCTOBER-13 NOVEMBER 2023  
betterretailing.com 11

# EVERYTHING YOU NEED TO RUN YOUR STORE

**PAYPOINT's mission is to deliver innovative technology and services that make life easier – and business more prosperous – for convenience store owners**



### RETAILER VIEW

Bay Bashir, Go Local Belle Vue Convenience, Middlesbrough



What do retailers think of PayPoint and how is that changing?

PayPoint has evolved so much in the past 10 years. There are still some negative perceptions, but the company has changed in a positive way. Retailers should definitely give them a look – if you haven't got PayPoint, speak to a rep to find out more. New services are coming on board all the time that are going to benefit your store and your income.

What should retailers do if they're still got doubts?

If people have got doubts, they can ask me, they can talk to the Fed or they can talk directly to a PayPoint rep. Be open to a conversation – there are so many positive things happening around them, including new incentives. You'll be a better store by having PayPoint and they offer much more than just bill payments now.

Members of the Fed can sign up to be a PayPoint Park Super Agent. What are the benefits of doing this?

There are loads of reasons to sign up. It helps people save for Christmas, it's a great in-store initiative. Park do all the administration – all retailers need to do is sell it to customers.

The best part is that there are three really simple ways to make money. You get £10 for every sign-up, 3% of all savings and £5 for every customer that uses the scheme again next year. I'm expecting over £1,000 in commission just from signing up 40 customers.

### DO IT

For more information, visit [retailer.paypoint.com](http://retailer.paypoint.com)



## OPPORTUNITIES TO EARN AND SAVE

### 1 Park Savings

If you're a member of the Fed, you can become a PayPoint Park Super Agent and earn over £1,000 a year in commission. You'll also receive extensive marketing support.

### 2 Digital vouchers

Bring more customers into your store through PayPoint's voucher partnerships, such as Loveship. You'll earn commission of up to 2% on every sale.

### 3 Counter Cash

Offer a community service, save on bank charges and get paid for every customer transaction, including cash withdrawals (53p) and balance enquiries (8p).

### 4 Card payments

Provide next-day settlements at no extra cost and, in most cases, PayPoint pays your exit fees when you switch to a new acquirer.

### 5 YouLend

Access fast and flexible funding through PayPoint partner YouLend. Use it to purchase stock, refurbish your premises or boost your cash flow.

Anthony Sappor, retail proposition & partnerships director, PayPoint Group







## 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 8,063 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 of a 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.

### **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 be a retailer case study, Q&A format or category advice style. The advertorial can focus on one category and educate retailers on what they 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 had on their store.

### **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.

### **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 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.

RN • 10 November 2023 // betterretailing.com



Visit the  
website  
[betterretailing.com/products](https://betterretailing.com/products)  
to find out more about product launches

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priyanka.jethwa@newtrade.co.uk

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## ADVICE COLUMN

In partnership with



Anthony Sappor  
Retail proposition &  
partnerships director,  
PayPoint



## Earn more with PayPoint

PayPoint's mission is to deliver innovative technology and services that make life easier and business more prosperous for convenience store owners.

It is committed to providing retailers with the tools and services that their communities rely on, as well as opportunities that allow them to earn more money and increase in-store footfall.

Here are some of the ways we've been helping retailers earn more:

## Access to cash services

With there still being a demand for cash, PayPoint retailers can get paid for every customer transaction, including cash withdrawals (13p) and balance enquiries (8p).

Retailers can also reduce their banking charges via PayPoint's unique Single Daily Settlement service, by recycling cash into their ATMs or PayPoint's Counter Cash service.

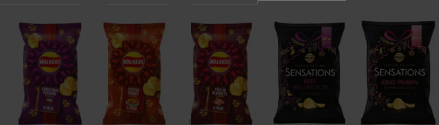
## Park Christmas Savings

Retailers who sign up to be a Park Super Agent can earn in excess of £1,000 a year by registering just 40 customers to the UK's biggest Christmas savings club. Get £10 for every sign-up, 3% of all savings and £5 for every customer that uses the scheme again next year.

## Digital vouchers

PayPoint works with a number of leading brands such as Amazon, Love2shop, Play Station and Xbox on its digital voucher range, allowing retailers to earn up to 2% on every voucher sale.

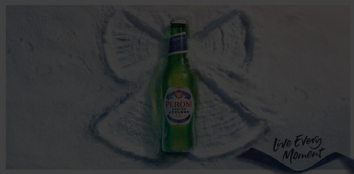
To find out more, visit [retailer.paypoint.com](https://retailer.paypoint.com)



## Festive lineup from Walkers

Walkers has launched a limited-edition range of festive-themed crisps across its core and Sensations ranges. The flavour varieties within its core range include Festive Turkey, Pigs in Blankets and Christmas Pudding, while under its Sensations brand it has launched Beef Wellington and King Prawn & Marie Rose Sauce varieties. Meat flavours account for 78% of spending in sharing potato crisps formats.

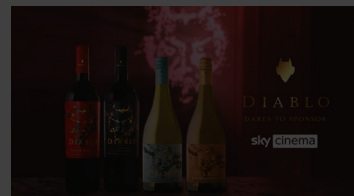
RRP £1.25-£2.50



## Peroni launches winter ad

'Live every moment, all year around' is the first global campaign from Peroni Nastro Azzurro as it aims to drive sales in the winter months. The ad is designed to encourage consumers to purchase premium beers this season, where in the lead up to Christmas 2022, premium lager grew its share by 9%. The campaign will be supported by outdoor advertising and limited-edition multipacks.

Campaign spans cinema, outdoor and on-pack



## Diablo targets younger, affluent consumers

In a bid to attract younger consumers to the brand, Concha y Toro has launched a new campaign for Diablo. This will include hosting immersive experiences inspired by the brand's campaign on Sky Cinema, where competition winners will be able to attend. The competition will be activated in store through promotions. Forty-five per cent of the brand's shoppers are under 45, versus 12% of shoppers in still wine.

Campaign spans activations and in-store promotions

RN • 22 March 2024 // betterretailing.com



Visit the  
website  
[betterretailing.com/products](https://betterretailing.com/products)  
to find out more about product launches

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priya.khaira@newtrade.co.uk

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In partnership with

SUNTORY  
BEVERAGE & FOOD GB&I

Elise Seibold  
Marketing director,  
Suntory Beverage  
& Food GB&I



## LUCOZADE'S ONCE IN A BLUE MOVE

Lucozade has truly turned the market blue with the launch of three new drinks. Lucozade Sport Blue Force, Lucozade Energy Blue Burst and Lucozade Alert Blue Rush are all available now.

The launch of Blucozade is the first time that all three Lucozade sub-brands have appeared side by side in a single launch, with new drinks across function, flavour and format. This cross-category innovation creates an exciting line-up of new drinks across the Lucozade brand, adding a splash of colour to retailers' chillers and creating real excitement for shoppers.

Blucozade is the biggest Lucozade launch ever, and the feedback we've had when bringing this to consumers and retailers alike has been overwhelmingly positive. Uniting our Sport, Energy and Alert brands together for the first time ever is a huge step change in the way we market Lucozade, with even more to come this year. With its three different flavour profiles, we know Blucozade will appeal to different shoppers and have a big contribution to the continued success of the Lucozade brand.

The introduction of Blucozade presents a key opportunity for retailers to brand block, strategically showcasing the NPD and creating an unmissable eye-catching display for shoppers. This move is expected to drive up both purchase frequency and overall consumption within the Lucozade portfolio.



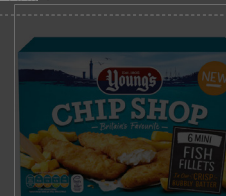
Visit [simplysoftdrinks.co.uk](https://simplysoftdrinks.co.uk) for more ranging and merchandising advice



## Tyrrells single-pack format

KP Snacks has released Tyrrells Lentil Crisps in a single-pack format. The new format comes after the healthy snack category has grown by 14% ahead of the overall crisps, snacks and nuts category. Tyrrells Lentil Crisps in Sour Cream & Onion and Sweet Chilli & Red Pepper are available now in a 34g format with an RRP of £1. The launch aims to tap into lunchtime and on-the-go snacking.

RRP £1 Available now



## Young's Mini Fish Fillets

Young's Seafood has introduced a Mini Fish Fillets variety following on from the success of its Chip Shop range. The new range comes in 300g packs of six with an RRP of £3.75. The launch aims to tap into the growing number of consumers looking to save their money and recreate takeaways at home. Its smaller portion size targets families with children that are looking for smaller-portioned meals.

RRP £3.75



## Tayto Group partners with Marmite

Tayto Group has partnered with Marmite to release a portfolio of Marmite-branded crisps and snacks. Marmite Crisps (65g) and Marmite Tortillas (70g) are available in price-marked packs, both with an RRP of £1.25. Price-marked packs are a key driver in the snack category, contributing to 77% of snack sales in the convenience channel. The supplier hopes the launch will attract new consumers.

RRP £1.25

RN • 10 December 2021 // betterRetailing.com

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

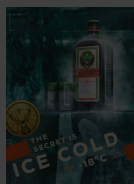
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### Dead Man's Fingers goes super spiced

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.

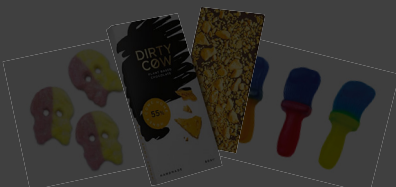
Campaign spans outdoor, social media and digital advertising



### 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 Hancocks

Hancocks has revealed its vegan sweets range ahead of Veganuary 2022. Swedish confectionery brand Bubu's 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

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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.

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# TEST THE TOOLS

In partnership with  


## 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.

## 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. ●

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



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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)



## FOCUS

## 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)

In partnership with



## 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.

## CATEGORY ADVICE

In partnership with



## 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 plans 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

## 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.



# CATEGORY ADVICE



## Capitalise on craft beer

Craft beer is a key category, with shoppers spending more on their total basket spend in store than any other beer drinks. BrewDog talks to RN about must-stocks and the latest shopper mission

As the best-performing beer category\*, craft beer shoppers spend a premium of £4.01 per litre, vs beer at £2.61 per litre, meaning sales are generally incremental to the category.

By stocking craft beer, retailers will attract a more affluent shopper, maintaining overall spend in store. Despite the current challenges on consumer finances, BrewDog knows quality (66%), taste (50%) and range (45%) are the top drivers to purchasing the BrewDog brand†, and BrewDog expects these to remain a priority as they cut back in other areas of their lives.

### MULTIPACKS DRIVE CATEGORY GROWTH

The right range is essential to driving incremental sales for your business and trading shoppers into more premium products. BrewDog is the signpost for the category and holds the top seven craft beer lines in impulse, including hero brands, such as BrewDog Punk IPA, Hazy Jane and Lost Lager.

Multipacks are a key growth

driver for the category and the four-pack remains the most important craft beer format with 47.4% share‡, so it is important to have a mix of formats to meet shopper needs.

Additionally, BrewDog's mixed packs are an essential recruitment tool for the category. Research shows that 50% of first-time purchases come from multipacks and larger mixed formats significantly over index with first time buyers\*. Working with customers, BrewDog has increased distribution and encouraged more shoppers to trade up in weight of purchase and return to the category.

The amount of craft beer lines recommended for a retailer's range is dependent on a store's space for total beer. For maximum profit opportunity, BrewDog recommends roughly one craft line for every 10 beer lines stocked, focusing on bestsellers. For example, BrewDog recommends its Punk IPA 330ml four-pack, the UK's number-one craft beer, and Hazy Jane 330ml four-pack, the UK's number-two craft beer. BrewDog also recom-



**The right range is essential to driving incremental sales for your business**

mends Lost Lager 440ml four-pack, the fastest-growing craft beer by 40.8% versus year annum\*, and BrewDog Mixed 300ml eight-pack, the growth of which is being driven by distribution.

### GETTING THE BASICS RIGHT

BrewDog says that craft beer shoppers are extremely valuable and likely to increase basket spend when in store. Promoting top-performing craft beer lines, such as BrewDog Mixed, Lost Lager and Punk IPA multipacks, as part of a barbecue display will help to up-weight purchase.

Leverage the strength of familiar and signpost brands to help shoppers easily navigate busy fixtures. BrewDog is the signpost brand for craft beer\* and therefore should be displayed at eye level and brand blocked to be the signal of where craft sits within the fixture.

Location is also key. When buying craft, 76% of men want chilled beer from the chiller in convenience stores\*. If chiller space is available, craft should be cited here as con-

In partnership with **BREWDog**

**PUNK IPA**  
The UK's best-selling Craft Beer  
TROPICAL, HOPPY, ZESTY

**HAZY JANE**  
The UK's #2 selling Craft Beer  
New England IPA  
SMOOTH, FRUITY, JUICY

**LOST**  
The UK's #1 Craft Lager  
CRISP, CLEAN, REFRESHING

Data source: Nielsen Scantrack 26 w/e 05.11.22

sumers prefer the category to be chilled.

Finally, focus on multipacks as the key format, with the four-pack can the most important format for craft beer and BrewDog shoppers\*. Create a barbecue display to maximise on summer entertaining.

Staff remain a key driver to help deliver sales, by sharing their knowledge, educating shoppers and acting as brand ambassadors. They can help to drive trial and encourage shoppers to trade up.

Retailers could introduce a regular staff tasting session. Encourage them to take notes, so they are all familiar with the beers that retailers already have on the shelf and can confidently advise customers on their purchases. ●

## TOP 10 CRAFT BEER SKUS IN IMPULSE

Source: Nielsen Scantrack w/e 05.11.22



\* Nielsen Scantrack 26 w/e 25.03.23 | Total Coverage: Dunhumby Bespoke Shopper Survey Research BrewDog Craft Beer August 2022, Nielsen Scantrack MAT w/e 05.11.2022 | Total Coverage: BrewDog Bespoke Craft Beer Segmentation & Journey 2016-2020, Nielsen scantrack off-trade MAT 28.01.22, Nielsen Shopper Tracking Shopper Journey Research September 2021, BrewDog Bespoke Shopper Research - Dunhumby Shopper Thoughts Panel - July 2022 When buying Craft Beer in Convenience stores, which of the below are important factors when making your choice? Select All That Apply - "I want a chilled product to drink straight away", Nielsen Beer Scantrack MAT TV Value Sales Total Coverage w/e 27.02.2021.

# PRODUCT NEWS



## Republic Technologies

Republic Technologies' environmentally friendly roll-your-own accessories include Virgin Slim Papers and OCB Virgin Slim & Tips that are unbleached paper made with natural acacia gum sourced from African acacia trees, and are 100% natural, vegetarian and GM-free. OCB Virgin Papers and Slim & Tips are both available in a slim vertical box, helping retailers to manage shelf space more effectively.

RRP £1.04 (Slim Papers), £1.63 (Slim & Tips) Available now from major wholesalers



## Coca-Cola aims to inspire young musicians

Coca-Cola Energy is targeting music lovers with a new campaign that aims to inspire the next generation of musicians at BBC Introducing Live 2019. The brand will host talks and masterclasses with musicians at the event. It will give almost 20,000 budding artists the opportunity to learn more about songwriting and becoming an independent artist, as well as about mental health in the music industry.

Campaign runs alongside sampling and consumer advertising



## Have a (disco) ball with Accolade Wines

Accolade Wines is investing £1m in an on-pack Christmas campaign across its Echo Falls, Hardys, Mud House, Jam Shed and Stone's Ginger brands. Echo Falls' on-pack promotion will give away free disco ball key rings with ProsEcho Falls, Summer Berries Vodka and Pink Gin. Later in the season, additional varieties and Fruit Frustrations will give customers the chance to win a full-sized disco ball.

Promotion includes Branded bags, disco ball key rings and adventure weekends



## New additions to Haribo's Christmas lineup

Designed for gifting, Haribo is adding to its Christmas lineup with Puck Penguin and Pip Polar Bear gift boxes (200g). Pip Polar Bear is packed with polar bear and paw-shaped jelly pieces in raspberry and blackcurrant flavours. Puck Penguin, a jelly and foam piece, comes in three flavours, including peach & vanilla, blackcurrant & vanilla, and strawberry & vanilla. Both varieties are available with an RRP of £2.

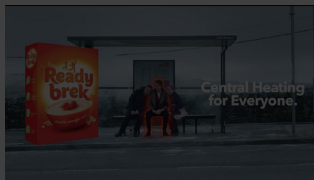
RRP £2 On sale now Available from all major wholesalers



## Alpro teams up with Usain Bolt

Alpro's new TV advert, 'Good for you', will feature famous athlete Usain Bolt. The ad centres on an 'everyday' man making an Alpro smoothie followed by a jog, where he eventually overtakes Bolt. It will span TV, YouTube, Facebook, Instagram and Twitter channels, and include a media partnership with BBC Good Food. Retail sales of plant-based food and drink are currently worth £396m.

Running across TV, YouTube, Facebook, Instagram and Twitter



## Ready Brek's 'free heating' giveaway

Ready Brek is bringing back its 'Central heating for everyone' advert. It will be supported by an on-pack promotion offering consumers the chance to win free heating for a year, worth £1,200. In-store PoS will also be supplied, which will be backed by social media support, including Facebook and Instagram. The brand is now worth £10m and growing at 18% in value year on year.

Running across TV and on-pack promotion

# INDUSTRY PROFILE

## Driving ice cream sales in winter

In partnership with General Mills

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. ●

\*Nielsen Panel Asda & 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

## What's trending in soft drinks?

RN talks to Steve Marks, associate director for wholesale at Coca-Cola Europacific Partners GB, about key soft drinks sales drivers and the supplier's RTD collaboration with Jack Daniel's



**Steve Marks**  
Associate director for  
wholesale, Coca-Cola  
Europacific Partners GB

**RN What is the soft drinks category currently worth in convenience and what are the latest trends retailers need to take note of?**

**SM** The soft drinks category remains pretty buoyant, worth nearly £1bn in convenience in volume and value growth. Immediate consumption packs of 500ml PET and 330ml cans are really driving that growth.

Retailers should focus on the core categories: colas, energy drinks, flavoured carbonates, waters and mixers. Equally, they need to keep an eye on growth sectors. For example, ready-to-drink (RTD) coffee is now worth around £260m, and growing in value by 19.5% and volume by 14% in over the past 12 months.

**How do you expect the soft drinks category to change in the next few years?**

The category is constantly evolving and innovation plays a major part. We've really seen that in areas such as energy where almost 60% of sales are delivered by innovation. Our latest innovations, such as Monster with Lewis Hamilton, Aussie Lemonade and Ultra Rosa have driven significant growth. But also within flavoured carbonates there are innovations such as #Whatthefanta.

We're also seeing a demand for zero-sugar options play out. In energy, Monster Ultra is the number-one zero-sugar brand, delivering 69% of zero-sugar energy growth. Sustainability is also starting to resonate with consumers and retailers. All our 500ml bottles in

Great Britain are made with 100% recycled plastic and attached caps will be on all our brands and pack sizes by 2024.

**CCEP recently partnered with Jack Daniel's in its latest product launch. Why should retailers stock it? How are you helping them promote the product in store?**

Great Britain is the biggest alcoholic RTD market in Europe, worth more than £493m overall, and £160m in convenience. It's expected to be one of the biggest contributors to the sector's growth across Europe between now and 2030.

The existing Jack Daniel's & cola RTD is already the number-one pre-mix line in retail sales value, but consumer testing for the new variety has been exceptional.

There's also a big opportunity with the Zero Sugar option, that's a new segment in the category. Our field sales team is one of the largest in GB, and will be on hand to talk to retailers about product details and merchandising advice. We've also



**The category is constantly evolving**

got PoS materials on My.CCEP.com and are running promotions with our wholesale partners.

There's also the 'Born ready' consumer marketing campaign across travel and retail locations, the Piccadilly sign in London, online and social media advertising.

**What other support is CCEP providing convenience retailers?**

We want to highlight that convenience is incredibly important to our business and are continuing to invest heavily in the sector to support retailers.

We're really keen to look at how we can do things better and listen to convenience retailers and we're trying lots of different things at the moment, whether it's new display solutions, different pack formats or different loyalty schemes.

We are also conducting a 'Share a Coke' retail panel, listening to retailers about how we can work with them better, what we can do differently, and how we can grow the convenience category collaboratively.

The feedback from convenience retailers is really important because there's an opportunity for us to build the category together. ●

## THREE TOP TIPS

**Don't miss out on new products.** Innovation is driving nearly 60% of energy drinks sales. Strike a balance between new releases and top sellers.

**Cross-selling is key.** The summer is a good time for building basket spend through social occasions such as parties and barbecues.

**Stock RTDs in the chiller.** Sixty per cent of RTD consumption occasions are immediately after purchasing – make sure your chiller is well stocked in warmer weather.

# INDUSTRY PROFILE

In partnership with **JTI**

## 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

**RN What does the issue of illicit tobacco look like today?**

**IH** 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 (RYO) in the country coming from illegal sources.

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. Illegal 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 0808 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](https://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.

# Vape & Next-Gen Retailer

## ADVERTORIAL TEMPLATES

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

V&NGR 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. V&NGR provides easy-to-access, uncomplicated information and advice. It is perfect for suppliers who wish to educate and inspire their audience of more than 20,000 retailers.

### Industry Profile

The Industry Profile advertorial in V&NGR is in a Q&A format with a representative from your business being interviewed by one of our editorial team. This can be to discuss a specific product, brand portfolio or any other subject matter relevant to your campaign.

### 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 maximising sales in store.

### 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 V&NGR (full-page or DPS) 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. This will ensure retailers are better equipped to advise their customers.

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

A Store Profile advertorial in V&NGR 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 V&NGR 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 Profile and content from the interview. The Store Profile offers a retailer case study and gives V&NGR readers a peer-to-peer look inside another retailer's store, showing how your business has helped them to grow their sales.

### 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.

### Product Close-Up

The half-page Product Close-Up advertorial in V&NGR focuses on one key product within your business's range. It includes a product image and 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 V&NGR. This is exclusive, with only one Product Close-Up per edition available.



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

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 pHd, ePen, eTank mini. Also devices and consumables internal sales forecast (calculated March 2021) for 12 months starting from April 2021.

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In partnership with



Interview

## Introducing Insta Fill

Vape Retailer speaks to Insta Fill to find out how retailers can grow sales in the disposables segment by stocking the right products and keeping ahead of trends

**VR What are the big trends in the category right now?**

IF One of the biggest trends in the category is the increased demand for convenience and portability. This has, in turn, facilitated the popularity of disposable vapes due to their simplicity and ease of use.

Customers are also looking for devices that allow for more "puffs" to extend their vape sessions, while cost-effectiveness and affordability are also key factors in influencing consumer choices.

**How are you catering to these demands through the launch of Insta Fill?**

Insta Fill offers a new generation of disposable vapes with a significantly larger capacity, providing longer-lasting vape sessions up to 3,500 puffs.

The product is designed to be affordable, offering a cost-effective solution for experienced vapers and beginners alike.

Insta Fill incorporates a sleek and portable design, meeting the demand for convenience and usability on the go. Enhanced flavour options and a smooth vape experience are ensured with our advanced technology.

**Who is the target audience?**

The target customer for Insta Fill is adult nicotine users – both new and experienced – who are seeking a hassle-free vape experience, and, more importantly, for those who want to quit smoking



traditional cigarettes.

It is designed for customers who are also looking for longer-lasting devices that are cost-effective, and for active, on-the-go individuals who require a convenient and portable solution.

**How can retailers effectively range and merchandise the device in store?**

We recommend that convenience retailers ensure prominent placement of Insta Fill near the point of sale to capture customer attention.

**What educational support do you provide retailers?**

We value education in the category, and provide retailers with user-friendly instructional materials, including videos and infographics, demonstrating how to use Insta Fill correctly.

We also have a dedicated website and online platform with comprehensive product information, frequently asked questions and troubleshooting guides, alongside customer support channels, such as a hotline and email, to address any queries or concerns regarding the product.

By capitalising on the latest vape trends, addressing consumer demands for a larger "puff" capacity, affordability and convenience, Insta Fill is poised to make a significant impact on the market.

Its unique features and targeted approach make it an appealing choice for a wide range of vapers.

**What steps have you taken to ensure that your products are environmentally friendly?**

Insta Fill stands out among other brands in the industry by prioritising environmental friendliness.

We have pioneered the use of a legal high-puff device that reduces waste per puff, while also introducing the first-of-its-kind removable and rechargeable battery in disposable devices.

These innovations minimise waste and promote sustainability, setting a new standard for the industry. ♻️

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In partnership with

Industry  
profile

## Changing the game on retailer support and sustainability



Adrian Del Popolo, B2B manager for BAT UK, talks through the Vype to Vuse transition, the MyBAT Rewards scheme and the supplier's strides towards improved sustainability

VR Vype recently rebranded to Vuse – what's the reason for the name change, and does it affect vape retailers?

ADP Vype's migration to Vuse is all about BAT's commitment to innovating its new category products. It allows us to take the best from both brands for a more cohesive focus on greater customer satisfaction and sustainability projects across BAT's group companies. The UK is our biggest market outside of the US, so we're refreshing the brand

and doubling down our efforts to serve nicotine consumers with even better products. At the same time, we're ensuring sustainable global growth.

**How is BAT supporting retailers through the transition?**

We want to give independent retailers every chance to increase their sales and win a bigger share of the growing vaping community. Knowledge is gold here – it's why we're helping to educate retailers on the Vuse range and the many benefits on offer, such as the 100% compatibility between Vype and Vuse products.

Grabbing the attention of nicotine consumers is essential. Our Vype/Vuse display gives retailers the control and order that makes for winning in-store displays. We know that putting our vaping products alongside our oral nicotine pouches, for example, brings powerful results. Any retailer interested in using them can let us know at [info@vapemarket.co.uk](mailto:info@vapemarket.co.uk).

Our bigger, better-equipped BAT field force sales team is already helping independent retailers with Vuse as well as our other products. Look out for them in your store.

**Could you explain what the MyBAT Rewards scheme is, and the requirements for retailers looking to get involved?**

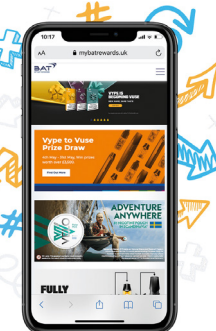
MyBAT Rewards is a new state-of-the-art business-to-business programme that gives retailers a

range of benefits. The MyBAT Rewards platform was recently upgraded with a new website and Android app to make it easier to use and more accessible for members. The programme offers retailers training, useful category information and resources as well as exciting incentives including prize draws with the chance of rewards such as premium city breaks, luxury watches and top tech – including TVs and smartwatches.

We encourage any retailer interested in signing up to MyBAT Rewards to email [supportmybatrewards@bat.com](mailto:supportmybatrewards@bat.com) or contact their local BAT representative.

**How can retailers use the reward scheme to benefit their business?**

The MyBAT Rewards platform allows members to easily track the value of their annual



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**MyBAT Rewards members get exclusive discounts and offers, as well as getting product training**

contracts and see any monthly payments earned. Members also get exclusive discounts and offers, as well as receiving product training to accelerate their knowledge of the range to expand and support their customer base.

**Sustainability is a growing concern for shoppers across the retail landscape – what is BAT doing to improve the sustainability performance of its next-gen products?**

We know consumers are increasingly passionate about the environment and want products that are more sustainable. Across our global business, BAT has made significant environmental, social governance (ESG) commitments and has achieved notable recognition for them. That includes being the only tobacco company listed in the Dow Jones Sustainability Index representing the world's top 10% ESG performers, and achieving the highest rating for the Institutional Shareholder Services (ISS) Environmental and Social Disclosures Quality Score for our sustainability disclosure practices.

Vuse is playing its part here too. Thanks to using as little single-use plastic as possible, all Vuse packs are now made from 100% recyclable cardboard and Vuse has also been independently certified as carbon neutral by Veris, an environmental commodity trading and carbon advisory firm. ©

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In partnership with

Must-stock  
brands

## Introducing water-based vape tech from Aquios Labs

**What is Aquios Bar?**

In collaboration with its partners at Innokin, known for its commitment to innovation, Aquios Labs has harnessed the power of water to create an experience that stands out with its Aquios AQ30 device. By increasing

nicotine delivery speed, Aquios Bar helps satisfy cravings, reducing the temptation to smoke cigarettes. This technology offers a significantly smoother experience, making it appealing to transitioning smokers.

**What makes it stand out?**

Aquios Bar stands out with its revolutionary water-based vape tech, offering efficient nicotine delivery, a smoother experience and less dehydration. Distilled water enhances natural flavours, while its eco-friendly, 95%

recoverable design promotes sustainability. With up to 600 puffs and a mesh coil for better flavour and battery life, Aquios Bar ensures a satisfying, sustainable vape experience. It is available in 17 flavour varieties.



**Jim Yu**

**General manager, Aquios Labs**

The UK government's plans to ban single-use vapes are reshaping the market. Our commitment is to provide the best experience for those transitioning from smoking. Teaming up with Innokin, we're at the forefront of innovation, introducing

water-based tech and recyclable materials for a smoother experience. Our products are also eco-conscious with 95% recoverability. In 2024, we're set to launch groundbreaking products, 10ml e-liquids, pod system kits and disposables.

**To find out more, call Aquios Labs on 0161 877 6561 or email [info@aquioslabs.com](mailto:info@aquioslabs.com)**

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In partnership with



## Introducing Vuse

Vype is becoming Vuse, keeping the same taste under a different name

BAT has one purpose with its Vype brand: inspiring consumers with high-quality products.

This has led to it not only gaining retailer and shopper recognition, but, most importantly, trust and loyalty.

Now, Vype is evolving into Vuse, a brand that will remain committed to catering to your customers' ever-evolving vaping needs. Vuse will be available everywhere Vype is currently sold. This will include Vapermarket.co.uk, cash and carries, dis-

tributors and BAT UK's van sales.

Vuse will bring everything together under one global brand to serve all its consumers better. Through a revamped brand look and feel, product upgrades and more choices for your customers, Vuse will continue to inspire and be at the forefront of innovation.

Looking ahead, the company is also making choices with a view to delivering more sustainable vaping products to you and your customers. Stay tuned to find out more.



Current

New

Vype and Vuse e-cigarettes contain nicotine, which is addictive. 18+ only. Read leaflet in pack.

### TOP TIPS TO BOOST SALES WITH VUSE

#### 1 Have a good range availability

Closed system vaping devices are continuing to become the vapour product of choice for adult nicotine consumers, which is why BAT has invested significantly to achieve a market-leading position with its flagship vape brand, Vype.

It is crucial for retailers to stock a full range and maintain a good availability of products so they can provide a successful offering to their customers.

The colour coordination and intuitive navigation elements will help ease the transition. Flavour names will remain the same as on Vype to limit the disruption and ensure a smooth migration.

#### 2 Take a category approach

Bring your vaping product range together in a great display solution, as offered by the BAT UK gantry. Next-generation products should be displayed prominently in store in a clear and tidy display to ensure customers are aware of the range available. If products and categories are

scattered across the shop, your display becomes disjointed and creates confusion for staff and consumers alike.

#### 3 Use Vapermarket.co.uk and contact your BAT sales representative

As part of the brand name change, BAT is also updating the design of the Vuse packaging. BAT sales representatives will be available to guide you through the transition and show you how you can help consumers to navigate.

#### 4 Education is key in such an important transition in a large and fragmented sector

BAT UK's vapermarket.co.uk portal has different learning sections for retailers and staff, to give you the tools you need to understand what's new with Vuse and help adult nicotine consumers choose the right products for them. Retailers knowledgeable about the brand and the category can better assist their consumers and build trust to help ensure repeat visits and sales. ☺

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Vuse will continue to inspire and be at the forefront of innovation

For any queries or questions regarding the Vype to Vuse brand change, contact your local BAT sales representative, who can provide up-to-date advice and information on its brands and category trends. You can also speak with the Vapermarket Customer Care team directly on 0808 169 5000 or email them at info@vapermarket.co.uk

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## Youth access prevention

Popular vape brand Elfbar explains how it is investing in more support to prevent sales to minors and help retailers sell its products responsibly

### What are the challenges around age-restricted sales?

To better protect minors, the vape industry must intensify its efforts to discourage underage consumers from vaping, and prevent their access to vape products at all stages.

The retail sector faces difficulties when balancing their interests, ethics and compliance

with government regulations, especially when it comes to restricting access to minors.

This is why Elfbar launched the Lighthouse Guardian Program earlier this year – to protect the safety of minors and prevent their usage of nicotine in any form.

### How are you addressing these challenges?

Alongside the Lighthouse Guardian Program, Elfbar will release a four-point protection plan, aiming to prevent minors from hearing about, seeing, buying or rebuying e-cigarettes.

For example, for hearing, we have social media guidelines that includes prohibiting employees from advertising activities targeting minors. It will be presented

responsibly on our website.

We already have a large nicotine warning on our package that says 'This product contains nicotine. Nicotine is an addictive chemical', and the official Elfbar website is age-gated to prevent minors from accessing it.

We are better managing our online and offline channels to safeguard minors' well-being.

### How are you working with retailers to implement it?

Elfbar urges retailers to join the Lighthouse Guardian Program. It provides store training, resources and tools to prevent underage e-cigarette sales and emphasises the protection of minors.

We will also actively collaborate with local third-party

organisations to conduct mystery shopper checks on underage purchases in stores.

Retailers who are sited in shops near to schools are encouraged to reduce the display of marketing materials to avoid attracting minors.

### What can all retailers do to ensure they sell vapes responsibly?

It's crucial that all retailers, online and offline, firmly reject sales to minors and adhere to age-verification regulations.

They must verify the age of customers who are purchasing e-cigarettes and associated accessories.

Under the Lighthouse Guardian

Program, we will provide retailers selling vape products with warning signs, posters and other materials that describe the harm of underage vaping.

These materials should be clearly displayed throughout stores. ☺



## Quick guide

# Better understanding nicotine pouches

Nicotine pouches, like Velo, are growing in popularity – so make sure your store doesn't get left behind

### What are nicotine pouches and who are they designed for?

Nicotine pouches give adult nicotine consumers a modern, convenient way to consume nicotine with no butts, tobacco<sup>1</sup>, smoke<sup>1</sup>, smell or mess. The slim pouches contain nicotine and other ingredients including flavourings, sweeteners, plant-based materials and water,

and they come in a nifty pack.

The pouches are placed under the upper lip, where the nicotine is released and absorbed. They appeal to adult nicotine consumers who increasingly want quality nicotine products that are also sustainable and convenient.

### How important are convenience stores in driving sales?

Convenience stores are key to driving nicotine pouch sales by offering alternatives to smoking and appealing to the preferences of adult nicotine consumers. By understanding the product, and how it compares to other options, retailers are well placed to recommend adult nicotine users

the products best suited to their preferences.

Velo is the ideal choice in places where smoking and vaping are restricted, like in some public spaces, so adult nicotine consumers are more likely to pop into their local convenience store to purchase a pack.



### How is BAT UK innovating in this segment?

BAT's ongoing dedication to product innovation includes a commitment to making Velo as sustainable as possible, so the materials for a majority of the Velo cans are recyclable.

Velo is the UK's number-one nicotine pouch<sup>2</sup> and the brand is proud of its continued innovation

to cater for the evolving preferences of adult nicotine consumers, including the flavours and variety of nicotine strengths they prefer.

There's a Velo for everyone – with up to 11 flavours and seven nicotine strengths, plus slim and mini formats.

### What are Velo's bestselling flavours and strengths?

The current top-selling Velo varieties are Freeze 11mg, which is the top-selling line within the nicotine pouch category, and Ice Cool 10mg and Freeze Max 17mg, which are the second and third top-selling lines within the nicotine pouch category, respectively.

Its most popular fruit variety is Ruby Berry 10mg<sup>3</sup>. Top sellers all sit within the high-nicotine strengths range, although BAT still suggests convenience retailers stock fruit and low-nicotine strength options for adult nicotine consumers that are new to the category.



In partnership with **BAT**  
UNITED KINGDOM

### What differentiates nicotine pouches from vapes?

Nicotine pouches such as Velo appeal to adult nicotine consumers who increasingly want quality nicotine products that are also sustainable and convenient.

As well as being discreet, since they are placed under the lip, there is no smoke<sup>1</sup>, vapour, tobacco<sup>1</sup> or smell, making them ideal for use in places where smoking or vaping is not allowed. In fact, Velo's convenience is a major draw for adult nicotine consumers. They can take Velo with them anytime, anywhere – and it's hands-free once the lid is off.

### Where should Velo be ranged?

It's vital to stock a broad range, with a variety of Velo products covering different nicotine strengths and flavours, such as mint and fruit.

Try merchandising from high- to low-nicotine strengths, keeping stock grouped by brand, strength and flavours.

Nicotine pouches should be displayed near other nicotine products – and clearly visible in the line of sight of adult consumers at the point of sale.

If space is limited, try to minimise the amount of stock in a display area by keeping just one facing per product.



### How can retailers improve their sales in this segment?

Keep strong availability and your promotions simple. Build an understanding of the category so you know what flavours and nicotine strengths are popular, so you can help adult consumers make informed choices. Many adult nicotine consumers may ask questions before buying –

retailers who can guide them to make the right choice will be able to grow sales.

That includes asking questions to understand customer preferences, for example, to be able to recommend high- or low-strength nicotine pouches depending on experience.

### What support does BAT UK provide retailers?

BAT offers its retailers merchandising solutions that not only support their product storage, but also help them highlight and organise products in the category to help adult nicotine consumers find their way easily around the range.

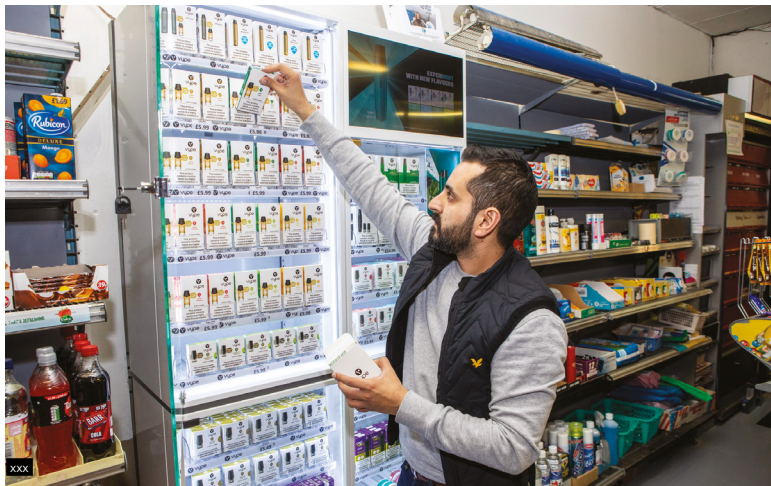
BAT also offers a range of

support and information to help retailers with nicotine pouches, from sales tools such as an online hub, point-of-sale material and gantry fixtures, to educational resources on Velo and the category, at [vapermarket.co.uk/types\\_of\\_velo](http://vapermarket.co.uk/types_of_velo) and at [velo.com/gb/en/about-velo](http://velo.com/gb/en/about-velo).

This product is not risk-free and contains nicotine, an addictive substance. Based on NielsenIQ RMS data for the Nicotine Pouches category for the 12-month period ending 04/02/2023 for the UK total retail market (Copyright © 2023, Nielsen Consumer LLC). Nielsen IQ Total Coverage data w/e 22/02/2023.



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



## 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

**JT 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





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  PHILIP MORRIS LIMITED

Intro to:

# New Iqos Iluma

Philip Morris Limited (PML) introduces Iqos Iluma, the latest iteration of the groundbreaking Iqos device by Philip Morris International to step-change the growth of heated tobacco in the UK

## WHAT IS ILUMA?

Iqos Iluma is a truly 'next level' heated tobacco product. Unlike Iqos Originals, it uses blade-less innovation to deliver an impeccable product experience, providing an enhanced draw and a real tobacco taste.

While Iqos Originals will still be available in the market for a period of time, we will be supporting convenience retailers and our vape store partners to transition both their smoking customers who are looking to switch and Iqos users to the new Iluma device, and provide them with guidance.



## THE FUTURE OF NEXT-GEN

In the next-gen category as a whole, we expect the heated tobacco segment to continue to grow, as these products provide a credible alternative to combustible cigarettes.

In fact, we're seeing increasing consumer demand for heated tobacco products, and, in turn, an increasing number of independent convenience retailers, vape specialist retailers and PML's vape partners are seeing the benefits of including these products as part of their smoke-free offering.

## WHO IS IT DESIGNED FOR?

Iqos Iluma is for adult smokers seeking alternatives and dual users – people who smoke and use other nicotine products. The Terea tobacco sticks (RRP £6) are made exclusively for Iqos Iluma, and come in nine varieties that mirror the current Heets range. Iqos Iluma One is our hero, all-in-one option (RRP £39) that comes with two packs of Terea. Iqos Iluma is an up-graded version of our Iqos device, and Iluma Prime is our most enhanced device (available to vape partners in 2024).

## STOCKISTS

Convenience retailers can stock up on all nine Terea flavour varieties, which are available from all national cash and carries, as well as through PML's Digital Trade Engagement platform, Heatwave Open – which was previously called Heatwave.

They can also apply to stock Iqos Iluma One and Iqos Iluma in all the available colours via Heatwave Open.

Terea comes in a wide range of real tobacco blends, from classic and menthol, to more aromatic tobacco varieties<sup>1</sup>.

## HOW TO SELL IT

We have invested significantly in the UK launch, providing a wide range of support through our specialist field teams through education and PoS materials, helping retailers make existing Iqos users and adult smokers looking for alternatives aware of the product. We're also ensuring every retailer is aware of the significant sales opportunity offered by stocking Iqos Iluma One and Terea, helping them to increase awareness among their smoking customers looking for alternatives.

## SUPPORT

We're dedicated to helping achieve a smoke-free future and are the only tobacco manufacturer that is serious about eliminating cigarettes for good. The growth of our smoke-free business will result in a simultaneous decline of our cigarette business, and our goal is that 50% of our revenue comes from smoke-free products by 2025.

We've created a range of smoke-free products to help convenience retailers and vape partners adopt all alternatives to cigarettes and drive their smoke-free sales.

<sup>1</sup>Some variants may not be available in Northern Ireland

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.



# INSIGHT

## NEWTRADE INSIGHT

In partnership with  
**FERRERO**

# Maximising sales with Nutella Biscuits

Newtrade Insight partnered with Ferrero on a trial in two independent retailers' stores to see how they could maximise sales of two Nutella Biscuits products



Newtrade Insight partnered with Ferrero to trial its Nutella Biscuits, which launched last year, in two independent retailers' stores.

Goran Raven, of Raven's Budgens in Abingdon, Essex, and Scott Graham, of McLeish in Inverurie, Aberdeenshire, stocked Nutella Biscuits' 166g tube (RRP £1.99) and 41.4g three-pack (RRP 75p) over a 12-week period between February and May 2023.

In both stores, the trial aimed to test the appeal of the two SKUs in smaller stores and the role they could play in retailers driving growth in their biscuit category.

Both retailers had the aid of a countertop unit and a free-standing display unit, which they said were a good fit with the respective formats and helped draw shoppers' eyes to the products in the trial's first few weeks.

Prominent positioning encouraged an impulse buy and, when linked with relevant products, proved to be an effective sales aid, according to both retailers. The

products were placed by Raven's and Graham's store entrances, till areas and coffee machines. "There's only a £1 difference on price between the 12-pack tube and the three-pack, and customers continuously tell me they love the Nutella Biscuits product," said Graham during the trial.

Raven saw a similar effect. "Sales have been doing very well on their own, and we haven't had to do much apart from put them by our coffee machine as we believe they will go well together," he said, four weeks into the trial.

The variety of positioning in the store meant the products were popular with both residential and transient shoppers, both of whom are well represented in Graham's and Raven's stores. Shoppers also said the products brought innovation to the biscuit and on-the-go offerings.

Both retailers concluded they were so happy with sales of the products that they would stock them permanently. "We would absolutely want them to be part of our permanent range," said Raven.

"Nutella is a trusted brand and

**KEY DATA**

**1st** The tube and the three-pack were respectively the **number-one** and **number-two** selling biscuit lines in Raven's store during the trial.

**38%** Nutella Biscuits products accounted for **38%** of the top 10 sellers in Raven's biscuit category throughout the trial – the next two bestsellers accounted for **10%** each.



Every **seventh** biscuit category purchase in this period was one of the two Nutella products.

Raven attributed the strength of these sales to the products' quality and positioning in vital areas, including next to the coffee machine and on the way to the till.

This feature was created by Newtrade Insight. Data is gratefully received from participating retailers. Any data from other sources is cited.

has combined two really good products – Nutella and biscuits – that customers love."

"The tube format is clearly a biscuit product, so it sits really well and has a clear purpose," added Graham. "I would keep both lines, but would go with the tube if I had to choose."

**Nutella biscuits T3 and T12 are in full distribution in Bestway, Dhamecha and Parfettes, plus all key Unitas members**

RETAIL  
EXPRESS

## NEWTRADE INSIGHT PAID FEATURE

In partnership with



17-30 OCTOBER 2023  
[betterretailing.com](https://betterretailing.com) 09

## GROW CRAFT BEER SALES WITH BREWDOG

Craft beer is growing, but sales are underrepresented in convenience. **BREWDOG** partnered with **RETAIL EXPRESS' NEWTRADE INSIGHT** service to help three retailers trial its products in their stores to boost awareness and bring new customers to the category

### GROWING BASKET SPEND

THE trial took place between April and July with three retailers from different parts of the UK. It aimed to get an insight into the growth opportunity of the craft beer sector and see how convenience shoppers perceive the category.

Each retailer stocked nine BrewDog products – five multipacks and four single formats. Three were sold at their RRP, three were on multi-buy deals and three were on promotional prices.

During the trial period, all three retailers saw increases in their overall craft beer spend, up by 55.7% across their stores compared with the same period last year.

Additionally, BrewDog's products accounted for 7.7% of the three stores' beer sales. This compares favourably with BrewDog's 1.7% value market share in the impulse channel, showing the opportunity the brand has to grow within the market.

Two of the retailers reported yearly growth in either beer or overall alcohol, with Dave Hiscutt's Londis Westham Road store in Weymouth, Dorset, the exception.

This could be attributed to his store's location in a coastal town where holiday trade, which may have declined due to the cooler summer compared to last year, has a significant impact on sales.

Meanwhile, AJ Singh, of Premier Morley in Leeds, saw a 7.2% increase in beer sales compared with the same period last year, despite his overall alcohol sales declining by 24%.

### THE FORMAT SPLIT

THE overall volume sales split between singles and multipacks was very even, with single cans accounting for 50.5% of quantity sold. This meant multipacks contributed a higher revenue, due to their higher price points.

BrewDog's merchandising tips and PoS emphasised grouping the brand together, with singles and multipacks in close proximity. This encouraged customers to trade up to multipacks if they were happy with singles, as well as try new varieties through trading up to the Mix Pack 8330ml.

### ABOUT BREWDOG

THIRTY per cent of total UK off-trade beer sales go through the impulse channel, compared to just 9.5% for craft beer, showing the segment's room for growth. In the impulse market, BrewDog has outperformed the market, up by 7.8% vs total beer at -0.7% this year. BrewDog Punk IPA is the number-one craft beer line, so stocking it can act as a signpost for the category.

Dog has outperformed the market, up by 7.8% vs total beer at -0.7% this year. BrewDog Punk IPA is the number-one craft beer line, so stocking it can act as a signpost for the category.

### BRAND VISIBILITY

PUNK IPA is BrewDog's most popular line, and this was also the case during the trial, where its 440ml can was the top seller across the three stores by volume, delivering 16.8% of sales out of all products trialled.

When it came to revenue, however, the Mix Pack 8330ml format was the most popular line, contributing 20% of total trialled product revenue. The top four sellers by revenue across all three shops were multipacks. Although, it should be noted that the Punk IPA can was on a two-for-£4.50

multibuy – multibuy accounted for just over half of all products sold. This indicates that shoppers were glad to buy more than one product at a time when there was value to be had from increasing the quantity, but were also happy to trade up to multi-

packs and try new flavours. In AJ Singh's store, the two top sellers by quantity and revenue were the Lost Lager 660ml bottle and the Black Heart Stout 4x440ml pack. This indicated the impact that differences in location have on sales of particular products.

DO  
IT

For more information about working with BrewDog or stocking its products, visit [brewdog.com/uk/enquiries/off-trade](https://brewdog.com/uk/enquiries/off-trade)

\*Nielsen Discover Impulse Channel w/e 15.07.23, \*Nielsen off-trade 12w/e 15.07.23, \*Nielsen 52w/e 15.07.23, \*Nielsen Total Coverage Latest 12 Wks 15.02.23

This feature is created by Newtrade Insight. Data is gratefully received from the three retailers who participated in a 12-week trial of BrewDog. Any data from other sources is cited.



INSIGHT  
IN ACTION

Ronak Patel,  
Budgens Arbury,  
Cambridge



"THE biggest benefit we've seen from the trial is that we've been able to stock new products, and these lines have been really good additions. We've been able to convert a few of our larger drinkers. The Mix Pack was great because it let people try different beers. We will definitely keep all of the products. By rearranging the chiller and stocking a full range, we can build brand presence which encourages customers to try new products."

Dave Hiscutt,  
Londis Westham Road,  
Weymouth, Dorset



"AGAINST the rest of our beer range, the BrewDog products have done really well. During the trial, our BrewDog sales comfortably outperformed the rest of our beer range. It isn't part of a standard grocery shop, but we get a lot of nuts and crisps bought alongside it. The customers are mainly people in their 30s, but we are getting a lot of repeat business. We will keep the products. The PoS and merchandising have brought the fixture to life."

AJ Singh,  
Premier Morley,  
Leeds



"CUSTOMERS are buying the BrewDog products as well as their usual choices. We will keep the products. Craft beer is going to become more important for us going forward. The merchandising worked really well – not a lot of shops around us stock BrewDog and we're seeing people come in who are pleasantly surprised we have it as they can't get these products anywhere nearby. It's also interesting that people who don't drink lager are trying it."



14  
RETAIL  
EXPRESS

SUPPLIER  
ADVICE

# DRIVE SNACKING SALES

**BEL UK** partnered with two retailers to demonstrate how its new Mini Babybel Original two-pack format can help to drive food-to-go sales

WITH 78% of British consumers believing snacking should be part of a healthy diet\*, the Mini Babybel Original two-pack was launched in convenience to cater to consumers looking to cheese and protein snacks for a grab-and-go fix. Being the number-one cheese snack format, Babybel has partnered with Retail Express to introduce the new format and offer category insights to improve sales. We see how they got on.



**FOCUS ON**  
**DILIP**  
**PATEL**

Krina News Ltd,  
Whitechapel, London

## MY CHALLENGE

DILIP is in a busy area in Whitechapel, London, and has a mixture of customers, from families to passing trade. As a result, he has to cater for food-to-go and snacking missions. His challenge is displaying his range and different formats effectively to capture his customers' attention.

## CHANGES TO DRIVE SALES

- **Stock bestsellers:** Mini Babybel Original two-pack was introduced as it's a beacon brand and will help attract shoppers to the category.
- **Product blocking:** To improve the shopper experience and provide snacking options, Dilip's on-the-go range was vertically blocked.
- **Brand recognition:** Point of sale was introduced to highlight the addition of the new Mini Babybel Original two-pack and maximise sales.

## DILIP SAYS

"I'm really happy with how the project went and the sales of the Mini Babybel Original two-pack over the six-week trial period. The changes made the food-to-go section stand out in a way it hasn't previously and the two-pack sold really well. I'll definitely be keeping the changes in place moving forward."

## KEY LESSONS FOR YOUR STORE

- 1 If you have limited space, streamline the chiller and prioritise your range, to make the fixture easier to shop.
- 2 Hero brands like Babybel will attract more customers to the chiller, adding interest and boosting sales opportunities.
- 3 Stocking bestselling lines, like the Mini Babybel Original two-pack, in a highly visible location will maximise sales.

**THE RESULT**  
**£553**

Predicted annual sales from Mini Babybel Original two-pack



BEFORE



AFTER

**GET INVOLVED**

If you want to know how you can grow sales in your store, call 020 7689 0500



**FOCUS ON**  
**NICK**  
**CHALKLEY**

J Roberts & Son,  
Codicote, Hertfordshire

## MY CHALLENGE

FOOD to go is evolving, with shoppers seeking out more convenient, healthier snacking options. Nick's biggest challenge is knowing what to stock to meet these trends. As cheese is an important source of protein and calcium, it meets these missions. What advice can Bel UK give?

## CHANGES TO DRIVE SALES

- **Group products together:** Lunch and snacking options were grouped, as well as similar cheese lines, to make the fixture easier to shop.
- **Maximise visibility:** PoS materials, such as shelf-edge barkers, were introduced to boost sales and improve visibility.
- **Stock the right formats:** The new Mini Babybel Original two-pack was introduced to meet snacking missions, complementing the six net.

## NICK SAYS

"GROUPING the category products together has made both fixtures much easier to shop. The sales increase on the Mini Babybel Original two-pack is great and a third of my sandwich lines have increased also. I'm delighted that the six net in the dairy fixture has increased by 192%, too. I'll be keeping the changes."

## KEY LESSONS FOR YOUR STORE

- 1 Making fixtures easy to shop is key to driving sales. Grouping snacking products, as part of a meal deal, can help.
- 2 Boost visibility with PoS when available to help top-selling lines, such as Babybel, stand out, drawing shoppers in.
- 3 Consumers are looking for cheese and savoury protein snacks for a quick fix, so stock convenient grab-and-go options.



**BEL UK'S TOP TIPS**

- 1 Ensure your food-to-go chiller is easy to locate and products are grouped to improve ease of shop.
- 2 Impulse buys are key, so should be displayed at eye-level, in a prominent position to boost visibility.
- 3 Stock on-the-go SKUs towards the front of your store, and larger packs within the category.

BEFORE



AFTER

**THE RESULT**  
**£815**

Predicted annual increase from the two Bel UK products



**EXPERT ADVICE**  
**DONOVAN**  
**JAMES-MICHEL**  
National Account  
Manager, BEL UK

"IT'S fantastic that both retailers have seen such strong sales increases, and that Nick has seen an increase across his cheese category worth over £2,150 per year. Forty-eight per cent of consumers seek brands when looking for quality, so adding the new Mini Babybel Original two-pack, which was introduced to both stores, can help retailers to meet different snacking missions, drive interest in the category and boost sales."



**BOOST YOUR SNACKING SALES**

Scan the QR code to the right to access more advice and tips from Bel UK, and to find out more about Dilip's and Nick's stores



\*YouGov, British Nutrition Foundation's Healthy Eating Week Research

In partnership with



13-26 JUNE 2023  
betterretailing.com

Promotional feature



# CATEGORY ADVICE

## Drive chilled coffee sales

RN catches up with Savita Pindolia and Ratnum Sugu to find out how Costa Coffee and Coca-Cola Europacific Partners' (CCEP) advice has improved sales in their ready-to-drink (RTD) chilled coffee ranges

**R**TD chilled coffee is worth £276m, having grown by 645.5m in the past year\*. In June, Matthew O'Hagan from Costa Coffee - whose RTD range is manufactured and distributed by CCEP - visited two retailers to help them capitalise on the category's rapid growth. We find out how it's impacted their sales.



**FOCUS ON SAVITA PINDOLIA**  
Shreeji Stores, New Moston, Manchester

### CHALLENGES

- **Customers:** Savita has regular and passing trade - two key customer groups who need to be able to find and shop her range easily.
- **Location:** Savita was unsure about where RTD coffee should belong in her store, splitting it between dairy and soft drinks.
- **Range:** The RTD chilled coffee category is getting more diverse; Savita wanted to understand shoppers' different requirements and the products that meet them.

### CHANGES TO DRIVE SALES

- **Ease of shop:** The entire RTD chilled coffee range in Savita's store is now located in the soft drinks chiller to improve stand out.
- **Cater to shopper needs:** Savita's fixture now covers all the key need states from treat, to everyday, to higher intensity.
- **Maximise space:** RTD chilled coffee is enjoying huge growth, so Savita now has an increased amount of dedicated space to maximise the opportunity.



### SAVITA SAYS

"I'm really happy with how the project went and that my RTD chilled coffee sales have almost trebled after remercchandising my fixture. Making these changes has helped the products stand out on my shelves and has shown customers how varied the range is, without being overwhelming. Shoppers are also drawn to the fixture because they can easily identify which product they want depending on their needs. I'll definitely be sticking to the changes."

### Key lessons for your store

- 1 Keep your RTD chilled coffee range in the soft drinks chiller to drive sales.
- 2 Arrange it by need state so shoppers can find what they need.
- 3 Make sure the category has as much space as possible to reflect its growth.

In partnership with



**FOCUS ON RATNUM SUGU**  
The Pied Piper, Kingsbury, London

### CHALLENGES

- **Merchandising:** Ratnum has had trouble merchandising his fixture and ensuring key categories are separated.
- **Demographics:** Ratnum serves a lot of younger customers who are key to driving RTD growth - he needs to make sure they're aware of his range.
- **Growth:** Ratnum recognises the opportunity in RTD chilled coffee and wants to get more out of the category.

### CHANGES TO DRIVE SALES

- **Product grouping:** Products are now grouped by occasion and coffee intensity to improve ease of shop. There was also space in Ratnum's store to introduce a secondary siting to interrupt the shopper.
- **Need states:** Ratnum's range now includes additional lines, such as Costa Coffee's double shot Flat White and indulgent Frappés, to cater for more shopper needs.
- **Increase the space:** There is now more space dedicated to RTD chilled coffee to recognise the segment's strong growth and improve visibility.

### RATNUM SAYS

"Organising the range to make sure the products are grouped by brand and occasion has been a great help, making the category much easier to shop. Adding extra lines such as the double shot Flat White and Frappés has also made my range stand out more, and attracts more shoppers, who now have more choice depending on how they're feeling. My RTD chilled coffee sales have more than doubled, so I will keep the range like this."



### Key lessons for your store

- 1 Organise fixtures by sub-category and, if there's space, add secondary sitings to boost sales.
- 2 Give top-selling, popular brands priority to help the category stand out and meet shoppers' varied needs.
- 3 Increase space for RTD chilled coffee and clearly signpost from other soft drinks.



### COSTA COFFEE'S TIPS FOR YOUR STORE

1. Keep RTD coffee in one chiller within soft drinks so it's easy to shop.
2. RTD coffee caters to different need states - design your range to reflect this.
3. Increase the space devoted to RTD coffee on-shelf to reflect its growth.
4. Secondary sitings help interrupt shoppers and drive incremental purchases.



**THE EXPERT MATTHEW O'HAGAN**

Senior portfolio execution manager FMCG UK&I, Costa Coffee

"It's brilliant that both retailers have seen such strong sales as a result of the changes we've made, and that they are predicted to keep growing sales. To make sure retailers are capitalising on the RTD chilled coffee segment's full potential, retailers should ensure their range is sited in the soft drinks chiller and is organised by need state to appeal to as broad a range of shoppers as possible."

### GET INVOLVED

For more advice and tips, and to see more of Savita and Ratnum's stores, go to [betterretailing.com/drive-chilled-coffee-sales](https://betterretailing.com/drive-chilled-coffee-sales)



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# TESTIMONIALS

## FROM OUR CLIENTS

“Advertorials are a very important part of our trade strategy. They offer us another way of communicating with the independent and convenience retailers we’re aiming to reach. We can tailor our messages to the audience and make sure they have all the information to make an informed choice on the new product ranges and partner brand we’re putting in front of them.”

**Chris Smith, Partner Brand Manager, World of Sweets**

“We choose to partner with Newtrade Media due to the quality of its publications, the relevance of the content and its 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 offset to keep everyone on track.

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

**Hannah Corker,  
Customer Marketing Manager, BrewDog**

“Advertorials play a key role in our clients’ trade communications plans as a way to impart targeted, concise messaging in more detail. It gives us a platform to explore a brand or company’s news, advice or key messages in more depth and include retailer testimonials or other added content –

and generally acts as an important complement to the paid and earned building blocks of our campaigns. Working with the Newtrade Media team is a breeze – they are always agile, insightful and efficient in helping us achieve our clients’ goals together.”

**Hannah Haslam, Hanover (on behalf of Lucozade)**

“I have worked with the Newtrade Media team for more than four years on behalf of one of our FMCG clients.

Jasper and Lisa in particular have been great to work with – both in terms of communication and organisation, as well as their guidance of what opportunities might be of interest or be best suited to us. We look forward to continuing our work with Newtrade Media and publishing more great content together!”

**Joanna Haeger, Another Word Communications**

“When it comes to helping brands engage with their customers in the independent convenience channel, the Newtrade Media advertorial team are one of our go-to partners. There are plenty of opportunities to amplify key business messaging, while delivering the all-important advice, education and thought leadership that retailers seek out. What sets Newtrade Media apart is the team’s willingness to work collaboratively to develop high-quality content which satisfies brands’ marketing objectives while meeting the needs of their engaged readership.”

**Sam Wells, Account Manager, Fleet Street**