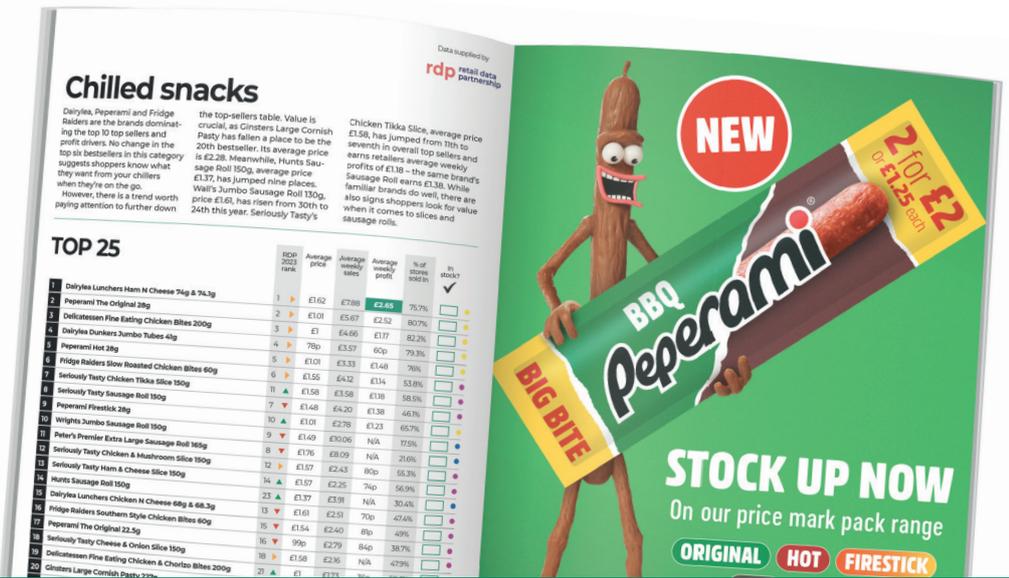


WHAT TO STOCK



The ultimate product guide for the convenience channel

Get your brands in front of **25,000 independent retailers** as they decide **What to Stock**.

Influencing the stocking decisions of independent convenience retailers for more than 10 years, **What to Stock** provides comprehensive, impartial data covering **35 core categories, including:**

- The top 25 products across each category
- Must-stock profit drivers
- Up-and-coming products to watch
- Key regional highlights

This annual, evergreen publication is the perfect platform to showcase your brands and ensure they are front of mind as retailers review their product ranges over the next 12 months.

Only **one** brand can advertise against each category data spread – **act now** to secure your exclusive, high-impact advertising space.

Distribution:
25,000 switched-on store owners

Publication date:
13 June 2025

What to Stock is perfect for:

- Showcasing new products
- Cementing your position as a leading brand
- Highlighting your latest convenience and impulse campaigns

Speak to your Newtrade Media account manager or contact **commercial@newtrade.co.uk** today, to ensure your brands are on every store owners' 'What to Stock' shopping list.