



What our retailers say

Shaun Dhadday, Costcutter Walsall

Shaun Dhadday runs the Costcutter store at Fishley Lane, Walsall, with his wife Gurpreet. He said re-merchandising his chilled convenience categories, including micro-snacks, ready meals, sandwiches and pies & pastries, has made a 'real difference'. "Retailers are creatures of habit and are often reluctant to embrace change. But my advice is listen to the experts," he said.

"By making relatively simple changes, such as merchandising chilled food-to-go products and ready meals on one bay, we've made it easier for our shoppers, reduced wastage and increased sales.

"The figures don't lie. To increase overall sales by +39%* across the categories we re-merchandised, with every category seeing growth, has exceeded all my expectations."

*Kepak Merchandising Excellence Project Q1+2 2018.



Harpreet Panjra, Kwiksave Wolverhampton

Harpreet (Harry) Panjra is in charge of the day-to-day management of the Kwiksave store, Long Knowle Lane, Wolverhampton.



"By re-merchandising the chilled ready meals and food-to-go fixtures, including merchandising Rustlers single packs on the same bay as sandwiches and pies & pastries, we've not only made life easier for our customers, it's easier for us to manage the fixture too."

By following the Rustlers merchandising guidelines, sales of re-merchandised chilled food-to-go products increased by +59%* overall whilst the chilled ready meals fixture, including Rustlers Twinpacks, increased by +50%* overall. In addition, every category on both fixtures saw growth.

*Kepak Merchandising Excellence Project Q1+2 2018.

Contact Us

Looking to find the right planogram best suited to your store, or to order POS and shelf trays? Just visit our trade website or give us a call.

www.kepaktrade.com
Tel: 01772 688300



Time for Rustlers to heat up your chilled sales

WORTH 75% OF ALL CATEGORY SALES*



Micro-Snacking category*

WORTH £117.1m



Rustlers brand*

WORTH £88.3m



1 in 5 HOUSEHOLDS

buy Micro-Snacking**



3 Packs EVERY SECOND

sold in the UK*



The Micro-Snacking shopper

SPENDS +22%

more than the average c-store shopper^



The Micro-Snacking shopper visits a c-store more often than the average c-store shopper^

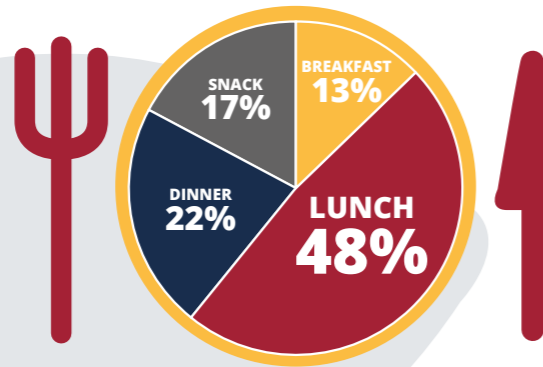
4.6 vs 3.4 VISITS

To deliver merchandising excellence on-shelf and maximise your sales of chilled convenience, follow our easy four steps guide below.

1. Consumption Occasions

Understand your shoppers better by getting to know when they are consuming Micro-Snacking.

With lunch the largest consumption occasion for Micro-Snacking accounting for 48% of all consumption, followed by Dinner (22%), Snack (17%), and Breakfast (13%)*, ensure Micro-Snacking in your store is well stocked at peak purchasing times.



2. Location In-Store

To capitalise on these four key consumption occasions, location in-store is critical. Follow the guide below to understand where in your store Micro-Snacking should be merchandised.



3. Right Range

Stock the core range of best-sellers to deliver against key shopper needs, missions and occasions.



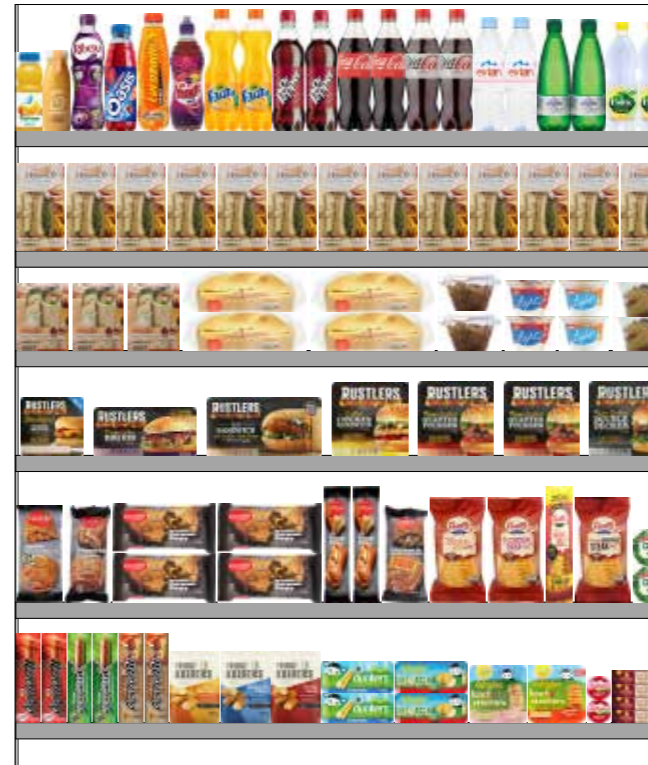
Source: *Nielsen Micro-Snacking Total Market, 52 w/e 19th May 2018 ^Kepak Shopper Research, July 2017.

4. Excellent Execution

Bringing all of this insight together, we can provide tailored Food-To-Go and Chilled Ready Meal planograms to help you deliver merchandising excellence on-shelf and drive overall chilled convenience sales.

Full bay Food-To-Go planogram

- Drive the breakfast, lunch & snack occasions with a Food-To-Go planogram



Four shelf Chilled Ready Meals planogram

- Drive the dinner and snack occasions with a Chilled Ready Meals planogram



Our recommended planograms and merchandising principles have proven to increase overall sales of the Food-To-Go fixture by almost +59% and sales of the Chilled Ready Meals fixture by almost +50%**.

For a tailored planogram suited to your store format and size, head to our trade website at www.kepaktrade.com

Signposting

With 75% of Micro-Snacking purchase decisions unplanned/semi-planned^, increase visibility and improve shopper navigation by siting POS and shelf trays at fixture to drive impulse purchase.



To order shelf trays and POS visit www.kepaktrade.com

Source: *HIM CTP 2017, **Kepak Merchandising Excellence Project Q1+2 2018, ^Kepak Shopper Research, July 2017.

Top Tips

- ✓ **Availability:** Optimise space for best-sellers and ensure products are in stock throughout the day.
- ✓ **Ranging:**
 - Stock price-mark-packs where possible. Over a third of shoppers trust PMP's over non price-marked*.
 - Ensure you have a 'good, better, best' offering to encourage trade-up.
- ✓ **Signposting:** Make it easy for shoppers to find products by siting POS and shelf trays at fixture.
- ✓ **Drive spend:** Up-weight basket spend by offering a cross-category promotion at fixture.