

WHAT IS PARTNERS FOR GROWTH?

Partners for Growth is independent and fair advice that has been compiled for Convenience Retailers by Unilever's convenience category experts. It is based on the shopper research and convenience sales data that has helped Unilever build some of Britain's best known brands.

ARE YOU LOSING OUT?

Partners for Growth aims to benefit retailers, consumers and manufacturers by addressing the estimated £1.2 billion⁴ lost by the sector each year when shoppers cannot find what they want in-store.



WHERE TO FIND OUT MORE

To see what Partners for Growth can do for your business and find further advice, planograms and best seller lists for all the core convenience categories go to our website at the address below.



Partners for Growth
Independent and fair advice for convenience retailers

on COOKING SAUCES

8 out of 10 households buy Cooking Sauces¹. It is a key meal for tonight purchase for shoppers in convenience stores. We recommend you use the following steps below as a guide to help build sales in your store.

Put the category where customers will see it

Help boost sales by placing the category in a prominent area of your store, within grocery and near other parts of the supper category, such as stocks, rice and pasta.



Suggested Planogram for 1000sq ft store



Suggested Planogram for 500sq ft store

Divide your fixture into product groups

Help shoppers by separating the shelves into two sub categories – wet and dry cooking sauces. Within wet cooking sauces, split the space by country of origin e.g. Italian, Indian, Oriental.

Stock best sellers & stick to brands

Cooking Sauces is a highly planned category 83% of shoppers know what brand, type and pack size they want to purchase before they get to the store². So we recommend you stock the top selling lines in each segment such as Dolmio Bolognese and Colman's Cheddar Cheese Sauce.

Allocate the right amount of space

It is important to allocate the right amount of space across all segments - too little space for Italian sauces is likely to result in out of stocks on big selling brands and SKUs. Equally, too little space for areas such as Indian sauces may limit trial in an area where flavour is a major shopper decision.

Keep your fixture stocked up

Our research tells us that customers shopping for this category are unlikely to replace one segment for another, for example Italian instead of Indian. So make sure you're always stocked up and that products are in the right place with the correct pricing labels clearly visible.

| Convenience Sector Best Sellers List (Value Share) ³ | |
|---|--|
| Italian Sauces (48%) | Dry Sauces (16%) |
| Dolmio Bolognese 500g (20%) | Colmans Cheddar Cheese Pour Over Sauce 40g (22%) |
| Dolmio Bolognese Extra Mushroom 500g (7%) | Colmans Parsley Pour Over Sauce 40g (15%) |
| Knorr Ragu Bolognese Traditional 500g (6%) | Colmans Sausage Casserole Sauce 50g (14%) |
| Lloyd Grossman Tom & Basil Pasta Sauce 350g (5%) | Colmans Chilli Con Carne Casserole Sauce 50g (11%) |
| Oriental Sauces (11%) | Traditional Sauces (10%) |
| Uncle Bens Sweet & Sour Sauce 500g (19%) | Homepride Cook In Sauce Curry 500g (16%) |
| Uncle Bens Sweet & Sour Extra Papple 500g (12%) | Knorr Chicken Tonight Honey & Mustard 525g (9%) |
| Blue Dragon Stir Fry Chow Mein 120g (5%) | Knorr Chicken Tonight Spanish Chicken 500g (9%) |
| Indian Sauces (12%) | Other Sauces (3%) |
| Pataks Tikka Masala Curry 540g (9%) | Uncle Bens Medium Chilli 500g (49%) |
| Pataks Korma Curry 540g (7%) | Uncle Bens Hot Chilli 500g (18%) |
| Sharwoods Tikka Masala Curry 540g (7%) | Discovery 2 Step Fajita 370g (10%) |

Sources: 1. ACNielsen Scantrack Total Coverage 52 wks MAT to 04.11.06 2. ID Magasin Positional Research 2006 3. ACNielsen Total Impulse 52 w/e 26.06.08 4. HIM 2008



Mr Kugananthajothy London

THE RETAILER'S VIEW

"Since Partners for Growth came to our store and gave our Cooking Sauces category a makeover, we have already seen around a 20% sales uplift. We're expecting this to improve even further as the winter months approach and more of our customers look for quick and easy hot meal solutions."

ACS ENDORSED

"In developing the Partners for Growth programme, Unilever has made a specific commitment to share their extensive knowledge and research of the convenience sector with convenience retailers. It is a great example of how retailers and manufacturers can work together to ensure retailers have the right range and availability to grow sales in their store."



James Lowman Chief Executive, ACS

For more information visit us at:

partnersforgrowth.unilever.com

