

WHAT IS PARTNERS FOR GROWTH?

Partners for Growth is independent and fair advice 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 billion⁵ 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.

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PARTNERS *for* GROWTH

Independent and fair advice for convenience retailers

Grow your Ice Cream sales by 20%

With impulse ice cream sales worth £145 million last year¹, ice cream is a valuable sector to convenience retailers. We recommend you use the steps below as a guide to help build sales in your store.

1

Let people know you sell ice cream

Remember it is an impulse product, so show customers and passers-by that you sell ice cream by displaying POS items such as pavement signs, flags and waste bins outside your store. This may result in further impulse buys, growing your overall business.

2

Keep your cabinet clean and full

Only 50% of intended ice cream sales result in a purchase due to unappealing cabinets². Check your stock frequently and regularly clean and defrost your cabinet to help attract more sales and keep running costs down.

3

Stock the best sellers

Stock the best selling brands in each of 4 segments - chocolate snacks, cones, refreshment and kids - to make it easier for your customers to find what they want.

4

Make your cabinet easy to find

Place your cabinet in a visible position within your store, in a high traffic flow area near to the till and ideally amongst other impulse products like crisps, confectionery and soft drinks.

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B J Patel, Stour View Stores Manningtree, Essex

THE RETAILER'S VIEW

"We've been in the convenience trade for 21 years and during that time competition has increased and our customer base has changed. So in October we tried the Partners for Growth advice for Ice Cream, de-listing slower sellers and stocking the top ten sellers. We immediately noticed a sales increase, and now our ice cream sales are 20% up."

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



Suggested planogram for 12 basket freezer

5

Draw attention to your cabinet

Use indoor POS items such as freezer display boards, basket labels and cabinet stickers to make your cabinet stand out.

6

Stock ice cream all year round

A third of all ice cream sales are made during the winter months³, so stock up now and don't miss out!

Top impulse purchases by rate of sale⁴

Adult Refresh		Children	
1	Walls Solero Exotic 90ml 1ct	1	Walls Tangle Twister Strawberry Lime Pnpl 80ml 1ct
2	Walls Solero Berry Berry	2	Walls Calippo Orange 105ml 1ct
3	Del Monte Raspberry 90ml 1ct	3	Walls Mini Milk Choc+Straw+Vanilla Mixmix case
Choc Snacks		4	Walls Calippo Shots Strawb Lemon 164ml 1ct
1	Walls Magnum Classic 110ml 1ct	5	Nestle Fab Vanilla & Strawberry 58ml 1ct
2	Walls Magnum White 120ml 1ct		
3	Walls Big Feast Chocolate 92ml 1ct	Filled Cones	
4	Walls Magnum Double Caramel 110ml 1ct	1	Walls Cornetto Strawberry 120ml 1ct
5	Mars Vanilla Caramel 79ml 1ct	2	Cadbury Flake 99 Chocolate 125ml 1ct
6	Walls Magnum Ecuador Dark 110ml 1ct	3	Walls Cornetto Love Chocolate
7	Maltesers Chocolate Vnl Hnycmb 90ml 1ct	4	Walls Cornetto Classico 125ml 1ct
8	Walls Magnum Mint 110ml 1ct		
9	Walls Magnum Almond 120ml 1ct		

Source: 1. IRI value sales data 52 w/e 29 Dec 07 2. CTP 2005 3. IRI Value Sales data Aug 06-Jul 07
4. IRI Multi Grocer 52 W/E Sept 08 5. HIM 2008

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