

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 billion⁶ in missed sales opportunities for 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.

OCTOBER | 2008



Partners for *Growth*
Independent and fair advice for convenience retailers

on POT SNACKS

58% of Pot Snacks are consumed at lunchtime¹ and are often eaten 'on the go' with a soft drink making it a valuable category to retailers where lunchtime trade is high. We recommend you use the following steps as a guide to help build sales in your store.

Maintain high visibility

Visibility is a key driver of Pot Snack sales. To maximise pick up and impulse purchases maintain presence in highly visible locations.

Place pot snacks near crisps & soft drinks

82%² of shoppers buy Pot Snacks on impulse as a snack and 70% buy them with crisps or soft drinks². By placing these 'food for now' categories together you could see sales increase by up to 36%⁵.



Suggested Planogram for 500sq ft store



Suggested Planogram for 1000sq ft store

Stock the best selling lines

The top 5 Pot Snacks account for over 70%³ of total Pot Snacks sales. If you have 3 or more shelves it can pay to stock new varieties you see advertised to add interest.

Block vertically by brand

It makes sense to put your top selling lines at eye level and, if space is tight, block horizontally rather than vertically. Avoid single facings to make the fixture less cluttered and more visible to shop.

Give the most space to top selling flavours

The top two selling Pot Snacks account for 47%³ of the market. So, avoid out of stocks by ensuring that the shelf space reflects this.

Keep your fixture full

Don't let your fixture run low and make sure all stocks have correctly placed pricing labels that are clearly visible.

✓ Convenience Sector Best Sellers List ³	(Value share)
Pot Noodle Chicken & Mushroom 94g	27%
Pot Noodle Beef & Tomato 96g	10%
Pot Noodle Original Curry 95g	10%
King Pot Noodle Chicken & Mushroom 118g	5%
Pot Noodle Bombay Bad Boy 96g	4%

Sources: 1. TNS Family Food Panel 2004
2. HIM Pot Snacks Study 2004 3. ACNielsen Total Impulse to Feb 23 2008
4. Minatec In Store Convenience Trials 2004 5. RMS In Store Convenience Trials 2004 (Units sold)
6. HIM 2008



"We increased our sales by 25%"

Nim & Ramesh Shingadia, Londis Southwater, W.Sussex

THE RETAILER'S VIEW

"Our pot snacks had always been tucked away in a corner. By using the Partners for Growth planograms and locating them next to the crisps and snacking section we were amazed to see our sales grow by around 25%. We would certainly recommend all retailers to follow the Partners for Growth advice and planograms to maximise on the opportunity in this section."

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

