

## 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 billion<sup>5</sup> 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

# Grow your Spreads sales by 40%

Butters, spreads and margarines are used by 99% of households<sup>1</sup> and so are a key distress and top-up purchase. In fact an amazing 90% of shoppers already know what brand of butter or margarine they want before they set foot inside your store. We therefore recommend you use the steps below as a guide to help build your sales.

**1**  
**Stock lines from each product group**

Help your customers to find what they want by separating your spreads into the four most popular product groups – Butter, Buttery Spreads, Health and Baking.

**2**  
**Block vertically by brand**

Place your top sellers at eye level and block vertically by brand. If space is at a premium, simply block horizontally.

**3**  
**Stock larger pack sizes**

These carry a bigger margin and are often preferred by customers. However, shoppers can be price sensitive so, for premium 500g packs, it may be better to stock 250g packs instead.

**4**  
**Stock the best selling lines**

Offer a variety of sizes and formats across the product groups to suit the needs of shoppers in your store. Higher value products can generate additional interest and increase sales.

**5**  
**More space for the best sellers**

According to research, 52%<sup>2</sup> of customers failed to make purchases because what they wanted wasn't available - so allocate the most space to the best sellers.

**6**  
**Keep chillers tidy and well stocked**

Make sure stock is kept full, in the right product group and correctly priced. A clean and tidy cabinet is more inviting to customers.



Suggested Planogram for 500sq ft store



Suggested Planogram for 1000sq ft store



"I increased my sales by 30-40%"

Mr S Patel, Sunnies Wimbledon, London

## THE RETAILER'S VIEW

"Within weeks of using the Partners for Growth advice for our margarines and spreads category we noticed a difference. By following the Partners for Growth planogram and stocking the best selling margarines and spreads we grew our sales by as much as 30-40%. Now, by optimising our range, we are able to offer our customers a better choice, and the brands they want."

## 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



James Lowman Chief Executive, ACS

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."

Convenience Best Seller List Split by Product Group <sup>3</sup>			
<b>Butter 47.6% of the total B&amp;M market</b>		<b>Buttery Spreads 19% of the total B&amp;M market</b>	
1	Lurpak Spreadable 250g	1	Utterly Butterly 500g
2	Lurpak Spreadable 500g	2	Clover 500g
3	Anchor Butter 250g	3	I Can't Believe It's Not Butter 500g
4	Country Life Salted 250g	4	Clover 250g
5	Lurpak Slightly Salted 250g	5	Other Private Label 500g
<b>Health 28.7% of the total B&amp;M market</b>		<b>Baking 3% of the total B&amp;M market</b>	
1	Flora Original 500g	1	Stork Tub 500g
2	Flora Light 500g	2	Stork Tub 250g
3	Flora Original 250g	3	Stork Tub 1000g
4	Bertolli 500g		
5	Flora Buttery 500g		

Sources: 1. ACNielsen Homescan Total GB Latest MAT 25 Mar 2006 2. Harris International Marketing CTP 2005 3. Total butter & margarine value share. IRI data to 24 Jan 09 4. HIM 2008



Voted "Best Merchandising Advice"

For planograms, best-sellers lists and the latest independent category advice

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