



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

TABLE SAUCES, DRESSINGS & CONDIMENTS

96% of all UK households buy table sauces, dressings and condiments¹, making them a key distress and top-up item for shoppers in convenience stores. We recommend you use the steps below as a guide to help to build sales in your store.

Put category where customers see it

Help boost sales by placing the category in a prominent area of your store, within grocery and near other savoury products such as stock cubes, cooking oil, cooking sauces and pickles.

Divide fixture into product groups

Help shoppers by separating the display into three sub categories: Table Sauces, Dressings and Condiments. If space allows include light variants as over 40% of consumers use these products.



Suggested Planogram for 1000sq ft store



Suggested Planogram for 500sq ft store

Don't miss out on seasonal sales!

In autumn and winter condiments are more important as people eat more hot food, focus on these at Christmas and don't forget the Cranberry Sauce! In summer make the most of the BBQ and salad season, by having a BBQ fixture including mayonnaise and dressings.

Stock best sellers & stick to brands

63% of customers who don't make a purchase say it's because what they wanted wasn't available² so we recommend you offer the top selling brands such as Hellmann's Mayonnaise and Heinz Tomato Ketchup.

Keep up to date with new formats

Be aware of new product formats becoming available because it is worth stocking squeeze packs as these new formats are popular with shoppers².

Keep your fixture stocked up

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

Convenience Sector Best Sellers List (Value Share³)

Mayonnaise (24%) 1. Hellmanns Mayo Std 400g (31%) 2. Hellmanns Mayo Light 400g (16%) 3. Hellmanns Mayo Squeezy 350ml (12%)	Salad Dressings (9%) 1. Kraft French Low Cal 250g (9%) 2. Kraft Thousand Island Std 250g (4%) 3. Kraft Thousand Island Lo-Cal 250g (3%)
Mustard (6%) 1. Colman's English Mustard 100g (35%) 2. Colman's Eng Mustard 150g Squeezy (8%) 3. Colman's Wholegrain Mustard 155g (3%)	Tomato Ketchup (26%) 1. Heinz Tom Ketchup Squeezy 460g (38%) 2. Heinz Tom Ketchup Squeezy 570g (18%) 3. Heinz Tom Ketchup 342g (12%)
Salad Cream (11%) 1. Heinz Salad Crm Std 285g (17%) 2. Heinz Salad Crm Std Squeezy 425g (16%) 3. Heinz Salad Crm Std Squeezy 260g (2%)	Condiments (15%) 1. Colman's Classic Mint Sauce 250ml (16%) 2. Colman's Bramley Apple 250ml (16%) 3. Colman's Horseradish 250ml (9%)
Brown Sauce (9%) 1. HP Brown Sauce Squeezy 425g (45%) 2. HP Brown Sauce 255g (23%) 3. HP Fruity Sauce 255g (3%)	Other Thick Sauces (7%) 1. HP Classic BBQ Squeezy 430g (33%) 2. Tabasco Std Sauce 57g (16%) 3. Lea & Perrins Worcester Sauce 325g (6%)

Sources: 1. ACNielsen Panel MAT Aug 2006 2. HIM's Convenience Tracking Programme (CTP) 2005 3. IRN/TNS Total Convenience 52 w/e 01/11/08 4. HIM 2008



"I increased my sales by 25%"

Mrs Jyoti Patel, Heathfield General Stores Crawley, West Sussex

THE RETAILER'S VIEW

"We recently implemented the new Partners for Growth planogram for table sauces, dressings and condiments and it has definitely worked. We're going to keep the fixture that way as we achieved a 25% increase in sales and we're really happy with the results. I would recommend Partners for Growth to other retailers and say give it a go!"

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