

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 billion² 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 Tea sales by 35%

Tea is a key distress purchase and top up item in convenience stores. We recommend you use the steps below as a guide to help build sales in your store.

1

Put tea where your customers can see it

This might seem obvious, but as it is a distress purchase, if they don't see it they won't buy any. Key adjacencies are Sugar and Biscuits.

2

Divide your fixture into product groups

There are four main areas in tea; Normal, Fruit & Herbal, Green and Speciality; clarity at the fixture is key to helping shoppers make their purchase decision

3

Clearly segment the fixture by brand

Ensure your top sellers are close to eye level. If there is not space to block vertically, simply block horizontally, but ensure the display is simple and clear to shoppers.

4

Give most space to top selling brands

When it comes to tea, shoppers are very brand loyal. Avoid out of stocks by allocating enough space to the best selling products, especially at key trading times. Ensure the best selling products have at least fair share of the fixture.

5

Stock the best sellers

Normal tea accounts for 90% of the total market value, and 96% of the volume, so we recommend that you focus on this area and stock the best sellers. If you have space, then stock the best selling lines in the other three subcategories.

6

Keep your fixture full

Make sure you're always stocked with your top selling brands and with the correct price tickets clearly visible.

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

Click here!



Suggested Planogram for 500sq ft store



Suggested Planogram for 1000sq ft store



"I increased my sales by 35%"

Angela Bartholomew, Bartholomews Bedmond, H. Hempstead

THE RETAILER'S VIEW

"When we used the Partners for Growth advice, we moved our teas to a more prominent position, but also placed them next to the coffee machine and biscuits. We then used the planogram to stock the well known brands and introduce speciality teas. This resulted in greater demand and a sales increase of 35%."

✓ Convenience Sector Best Sellers List (Value Share) ¹	
Normal Bags 81% of total tea market	Speciality 9.3% of total tea market
1 Tetley Round 80's	1 Twinings Earl Grey 50's
2 PG Tips 80's	2 Twinings English Breakfast 50's
3 PG Tips 40's	3 Twinings Assam 50's
4 Tetley Round 40's	4 Twinings Earl Grey Decaf 50's
Fruit & Herbal 3.7% of total tea market	Green 1% of total tea market
1 Twinings Peppermint 20's	1 Twinings Green Tea 20's
2 Twinings Lemon & Ginger 20's	2 Clipper Fairtrade Green/Lemon Tea 25's
3 Twinings Cran/Rasp/Elder 20's	3 Twinings Green Tea Jasmine 20's
4 Twinings Camomile 20's	
Normal Decaf 2.7% of total tea market	Normal Loose Tea 1.8% of total tea
1 Tetley Decaf 80's	1 PG Tips Loose 250 GM

Source: 1. IRI Grocery Impulse excl WW incl SD 52 w/e 27 Dec 2008 2. HIM 2008



Voted "Best Merchandising Advice"

partnersforgrowth.unilever.com

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

