



Put category where customers will see it

Help boost sales by placing the category in a prominent area of your store, within grocery and near other parts of the supper category, such as stocks, rice and pasta.



Divide your fixture into product groups

Help shoppers by separating the shelves into two sub categories – wet and dry cooking sauces. Within wet cooking sauces, split the space by country of origin e.g. Italian, Indian, Oriental.



Allocate right amount of space

It is important to allocate the right amount of space across all segments - too little space for Italian sauces is likely to result in out of stocks on big selling brands and SKUs. Equally, too little space for areas such as Indian sauces may limit trial in an area where flavour is a major shopper decision.



Stock best sellers & stick to brands

Cooking sauces is a highly planned category, 83% of shoppers know what brand, type and pack size they want to purchase before they get to the store². So we recommend you stock the top selling lines in each segment such as Dolmio Bolognese and Colmans Cheddar Cheese Sauce.



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 segment for another, for example Italian instead of Indian.