



### 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%<sup>2</sup> of shoppers buy pot snacks on impulse as a snack and 70% buy them with crisps or soft drinks<sup>2</sup>. By placing these 'food for now' categories together you could see sales increase by up to 36%<sup>5</sup>.



### Stock the best selling lines

The top 5 pot snacks account for over 70%<sup>3</sup> 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.



### Give the most space to top selling flavours

The top two selling pot snacks account for 47%<sup>3</sup> of the market. So, avoid out of stocks by ensuring that the shelf space reflects this.



### 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.



### 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.