



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.



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.



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.



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.



More space for the best sellers

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



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.