



### **Put tea where your customers see it**

It may seem obvious but if your customers can't find the tea they won't buy any, so make sure your fixture is in a prominent position next to associated products like sugar and biscuits.



### **Divide your fixture into product groups**

Keep your fixture neat, tidy and separated into four product groups – Normal, Fruit and Herbal, Green and Speciality. This will help your customers find their choice.



### **Block vertically by brand**

Ensure your top sellers are always at eye level and, if you haven't got space to block vertically, simply block horizontally.



### **Give most space to top selling brands**

When it comes to tea, shoppers are very brand loyal. To avoid out of stocks allocate the most space to your top selling lines plus one other popular brand in your area and make sure they are available in 40's and 80's.



### **Stock the bestsellers**

Normal tea accounts for 90% of the total market tea sales so we recommend that you stock the best sellers in this and, if you have the space, try other product groups.



### **Keep your fixture full**

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