



Table Sauces Top Tips

1

Put the category where customers see it

Help boost sales by placing the category in a prominent area of your store, within grocery and near other savoury products such as stock cubes, cooking oil, cooking sauces and pickles.

2

Divide fixture into product groups

Help shoppers by separating the display into three sub categories: Table Sauces, dressings and condiments. If space allows, include lighter variants, as these have become increasingly popular as people have become more health conscious.

3

Don't miss out on seasonal sales!

In the summer, retailers can capitalise on the BBQ season by having a BBQ fixture including mayonnaise, salad cream and dressings. In autumn and winter, eating enhancers are important as people eat more hot food. And, at Christmas, don't forget the cranberry sauce!

4

Stock best sellers & stick to brands

63% of customers who don't make a purchase say it's because what they wanted wasn't available so we recommend you offer the top selling brands such as Hellmann's Mayonnaise and Heinz Tomato Ketchup.

5

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 format with another, for example mayonnaise instead of salad cream.

