



Stocks, Gravy & Dry Sauces Top Tips

1

Clearly display products by type and format

Keep all stocks together, all gravy together and then by brand so that shoppers can find alternatives easily if their preferred brand isn't available.

2

Dual Site

Where possible dual site with fresh products to help shoppers with meal solutions ideas, i.e. place stock with fresh meats, gravy with roast joints or other roast meal elements. This is especially important at seasonal peaks like Back to School, Christmas and Easter.

3

Place near relevant sections

Make it easier for shoppers to find what they are looking for by placing the category near other meal elements – rice, pasta, fresh etc – or use clear signage to help locate the different elements.

4

Inspire Shoppers

Help shoppers with meal ideas in store, use recipe cards and POS to inspire meal solutions. Where possible create meal solution bundles or promotions.

5

Drive Repertoire

Encourage shoppers to buy a range of products by reminding them of additional meal elements - i.e don't forget the bread sauce with your roast dinner. And don't forget to highlight new products and innovations in the category to remind shoppers how convenient Stocks, Gravy & Dry Sauces are..

See our website for planograms and more information.

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

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