



Pot Snacks Top Tips

1

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.

2

Place Pot Snacks near crisps & soft drinks

Impulse sales are high because Pot Snacks are a quick and convenient hot snack option. Half of Pot Snacks are consumed at lunchtime, and are often eaten on the go with crisps or a soft drink. Increase your sales by placing these 'food to go' categories together.

3

Stock the best selling lines

With the top ten Pot Snacks accounting for more than 50% of total pot snacks sales in convenience, it is essential that retailers stock the bestselling lines. However, if you have three or more shelves, it can pay to stock new varieties for added interest as these can, at times, outsell the nation's favourite.

4

Give the most space to top selling flavours

Avoid out of stocks by ensuring that the top selling flavours have the most space. Chicken & Mushroom, Curry, Beef & Tomato flavours are the most popular.

5

Block 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.

6

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.

7

Maximise the Health Trend

Ensure you capitalise on the growing trend for healthier 'Food to Go' options including different card types (Quinoa, Rice), Free from and vegan offerings by keeping on top of NPD in the category.

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.

partnersforgrowth.unilever.com

