

Tea Top Tips

1 Put Tea where your customers see it

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

2 Divide your fixture into product groups

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

3 Block by brand

Ensure your top sellers are always at eye level and each brand is blocked together within the same type of product e.g. Fruit & Herbal.

4 Give more 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.

5 Stock the best sellers

Normal Tea represents 79% of convenience tea sales, so we recommend that you stock the best sellers in this and, if you have the space, try other product groups.

6 Keep your fixture full

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

7 Give Decaf a little love

With the growing health trend in Decaf, investing in core Decaf SKUs such as PG Tips Tasty Decaf and Tetley Decaf is essential to keep shoppers happy when they're in a hurry.

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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