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†Source: Nielsen data wk ending 16.01.10.

the bagged snacks market is growing ahead of the total snacks market at 7% so if you stock sharing bags, whether in primary or secondary sites. At UBUK the company can boast a number of brands that fit well with a number of differing nights in. more people are choosing to host special occasions offering drinks and nibbles in the comfort of their own home. "If it's for watching a big football match, men might want some McCoy's Tortillas. The new Phileas Fogg range offers consumers with authentic flavours that make the perfect, premium snacks for a dinner party, such as Indian Red Chilli Popaddoms. Nuts have long been a staple of the Big Night In. KP Nuts offers traditional favourites and best sellers KP Salted Nuts and KP Dry Roasted Nuts, as well as premium offerings, such as its Baked & Seasoned range," says Nick Stuart, commercial manager, UBUK.

"The sharing and Premium formats that we have developed for some of our most popular ranges such as Phileas Fogg, McCoy's, Mini Cheddars and Twiglets are relevant for this occasion. Retailers should view crisps, nuts and other bagged snacks as must-stocks items to capitalise on the Big Night In opportunity," he adds.

Stuart adds that it is the premium end where UBUK are seeing the strongest growth, with sales figures showing an increase of over 7%, bringing the total market value to £517m. "Snacks are seen as a relatively inexpensive treat, so consumers are more likely to trade up if they are not going to spend the money on going out," says Stuart.

The Bagged Snacks market is currently worth £2.2bn and is also growing by 7%. "To ensure retailers reach their full profit potential with the Big Night In opportunity, it is critical that they have a well-stocked display of the top-selling crisp and snack variants, as well as a range of new products that have good on-shelf stand out to attract interest from their customers. We've developed certain products that tap into this market, particularly the sharing formats of some of our most popular ranges, such as Phileas Fogg and McCoy's Tortillas," he adds.

In terms of its brands' exposure, UBUK is currently spending on Hula

Hoops, while a new Bacon Sizzler flavour of McCoy's was released earlier this year.

The company has also introducing two new sharing lines on Phileas Fogg in the shape of Salt & Mexican Lime Tortillas and Mediterranean Sea Salt Crisps, available at an rrp of £1.65.

It's not just snacks made with root vegetables that appeal, and for a meat snack option retailers should also consider Jack Link's, which provides a range of substantial jerky products that appeal to a wide ranging market, including those looking for a tasty, but better for you snack during a night in.

Michael Ollerup, European managing director of Jack Link's, says

"Snacking is an integral part of the big night in, whether it's at home watching a movie, or just relaxing with family and friends.

Ollerup admits that beef jerky is still a fairly new concept to the UK but he maintains that over recent years the major jerky brands have done a lot of work educating retailers and

consumers about the products and its benefits.

"We're now experiencing the benefits



Popping out for some snacks

Nothing says staying in to watch a movie like a big bucket of popcorn, and as the leading popcorn brand in the country, Butterkist, is currently in the midst of a TV campaign – and the weather is hardly offering much encouragement to go out for the night, retailers could be set for a big bump in sales.

With over 50% of the UK popcorn market and a household name for over 20 years, Butterkist is the only popcorn brand to ever run a significant national advertising campaign. Although the new advertising focuses on the best-selling Toffee variant, Butterkist is the only 'one-stop-shop' popcorn brand that offers an entire range from Sweet and Salted cinema-style, Toffee and Toffee Light to Organic and microwave flavours, available in single, sharing and multipack bags and tubs.

Maria Townsend, Butterkist senior brand manager at Tangerine Confectionery, said: "Butterkist's return to national TV is hugely exciting for the brand. On the back of 27% growth last year, the campaign will further strengthen Butterkist's position as the number one popcorn brand in the minds of consumers. It will help to remind current and lapsed consumers how great Butterkist is, whilst appealing to younger consumers and encouraging them to try it."



of this education programme, as more retailers are stocking Jack Link's because our products offer high unit sales value and high cash margins," he says. "Consumers are now also beginning to understand the product a little more. Most consumers didn't realise that the best quality meat snacking products, such as Jack Link's, are made from tender, premium cuts of beef which are seasoned and dried."

He says that by stocking Jack Link's, retailers have a great profit opportunity that allows them to benefit from fast-growing consumer demand for: "new, healthier snacking options that enable people to enjoy their favourite foods in convenient formats."

Extensive point of sale and in-store merchandising is available, including stand alone display cases, clip strips and counter-top dispensers means Jack Link's products are ideal for multi-siting in store, for example alongside the crisps and chocolates, on the counter or on the alcohol aisle.

The availability of clip strips means that retailers do not even have to de-list another product in order to enjoy the high cash sales and high cash profit that Jack Link's can deliver. Stock next to crisps/confectionery and drinks to maximise the sales potential for consumers looking for a 'tasty – yet healthier' alternative.