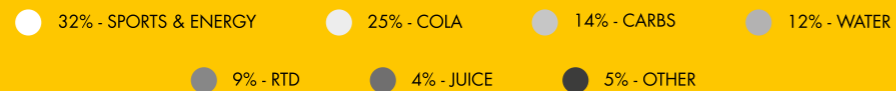
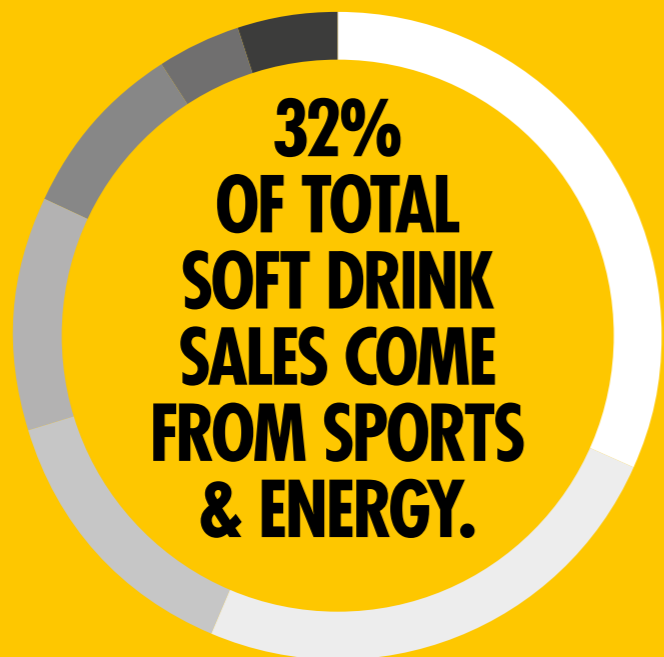
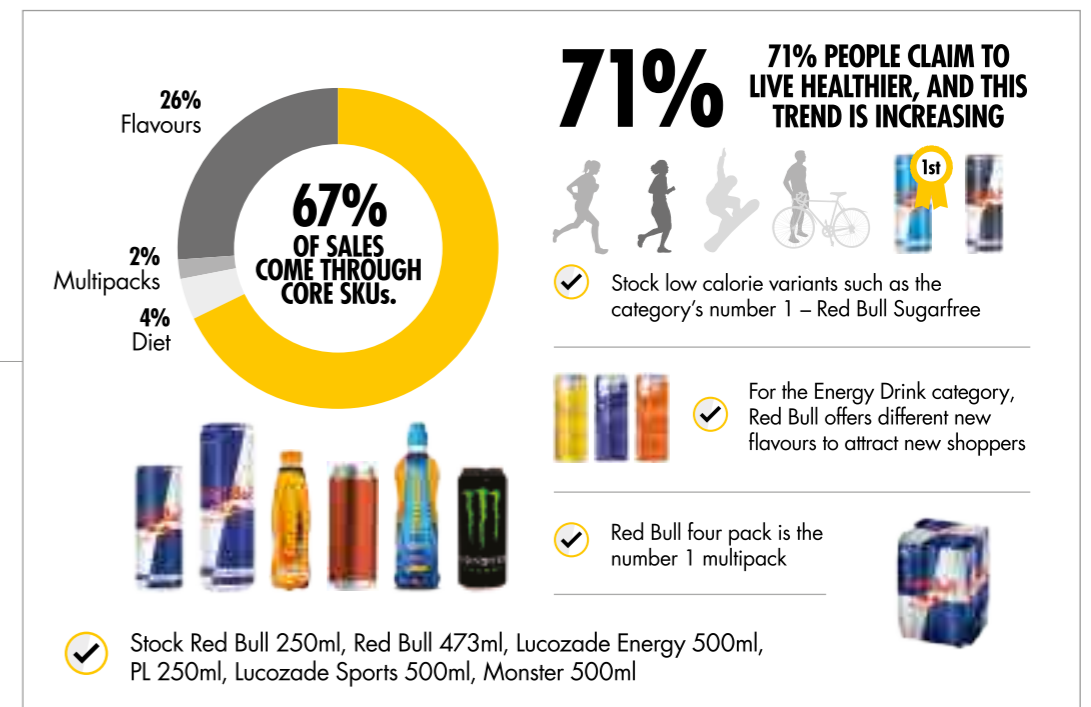
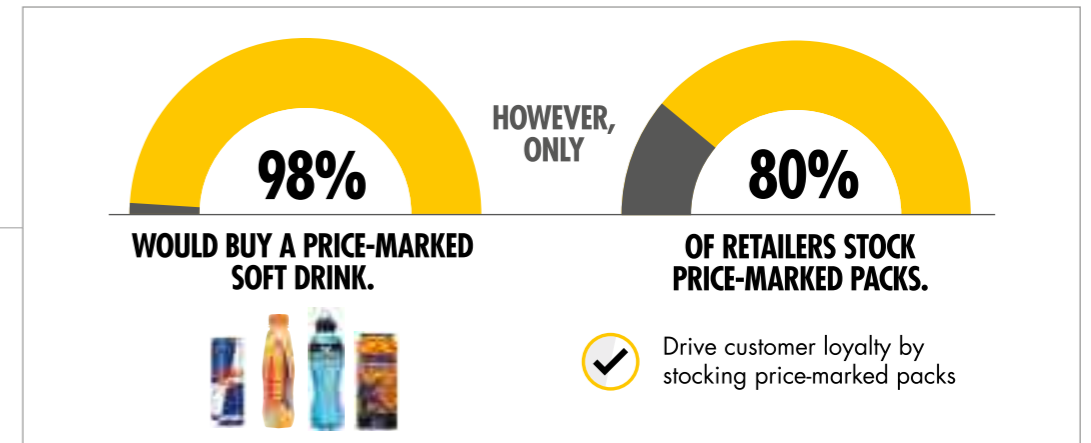


SPORTS & ENERGY: THE LARGEST SOFT DRINK CATEGORY IN CONVENIENCE.



SOURCE: IITMIUS VALUE SALES, SYMBOLS & INDEPENDENTS | 52 WEEKS, W/E 27/12/2015.

DRIVE ADDITIONAL SALES THROUGH THREE KEY OPPORTUNITIES.





Take a bigger bite of the biscuit opportunity!

Stocking the best sellers can grow your biscuit sales by as much as **13%!***



“Following the Better Biscuits Best Sellers relay, my biscuit sales have grown by **13%***”

Just shows what you can achieve by focusing on the top sellers!”

Sandeep Bains, Simply Fresh, Faversham

Go to www.betterbiscuits.com to book a relay for your store!†

Visit our one-stop shop for total biscuit category advice



- ✓ Advice covering all manufacturers and brands
- ✓ Specific ranges for Symbols & Independents and Forecourt stores
- ✓ Ranges and layouts for different fixture sizes

Planograms

For full range lists, visit www.betterbiscuits.com



2m Symbols & Independents fixture



1m Symbols & Independents fixture

Top 20 Best Sellers

Symbols & Independents

- | | | | | | |
|----|-------------------------------------|--|----|--|--|
| 1 | McVitie's Milk Choc Digestives 300g | | 11 | Tunnocks Teacakes 6x24g | |
| 2 | McVitie's Dark Choc Digestives 300g | | 12 | Fox's Milk Choc Chunkie Cookies 180g | |
| 3 | McVitie's Digestives 300g | | 13 | Tunnocks Wafer Caramel / Milk Choc 4x26g | |
| 4 | McVitie's Jaffa Cakes 150g | | 14 | McVitie's All Butter Shortbread 200g | |
| 5 | Cadbury Milk Chocolate Fingers 114g | | 15 | Jacob's Cream Crackers 200g | |
| 6 | McVitie's Milk Choc Hobnobs 300g | | 16 | McVitie's Ginger Nuts 250g | |
| 7 | Oreo Cookies Original 154g | | 17 | Bahlsen Choco Leibniz Milk Choc 125g | |
| 8 | Nestle Kit Kat 2 Finger 7x20.8g | | 18 | Jacob's Tuc Sandwich 150g | |
| 9 | Maryland Cookies Choc Chip 145g | | 19 | Crawford's Bourbon Creams 150g | |
| 10 | McVitie's Rich Tea 250g | | 20 | McVitie's Fruit Shortcake 200g | |

Go to www.betterbiscuits.com to:

Find the perfect ranges and layout for your store

Enter our competitions

Book a biscuits relay†



part of the pladis group

ON A MISSION:

Consumer shopping habits are changing and retailers need to think about making stores easier to navigate based on key shopper missions at different times of the day. Understanding these individual shopper missions will enable retailers to merchandise effectively, and in turn boost sales.

Retailers need to think about making stores simple to navigate through cross merchandising and cross category promotions. Wrigley has identified its top two missions to ensure efficient mission management in store.



77%
of consumers find it useful to have commonly purchased products merchandised together¹

Food to go represents **15% of all shopper missions²** in the convenience channel, as shoppers look for simple solutions and value for money via meal deals and promotions, such as sandwiches, soft drinks, confectionery and gum merchandised together so they are easy to find.

Hot Beverages on the Go provides retailers with a shopper mission which enhances the possibility for dual siting's. With **29% of chewing occasions taking place directly after consuming hot drinks³**, retailers can place small gum displays beside coffee machines to encourage additional impulse purchases and boost product visibility.

EFFECTIVE MISSION MANAGEMENT FOR RETAILERS:

USE ADDITIONAL MERCHANDISING UNITS to locate impulse lines such as gum and confectionery beside food to go to drive additional sales

CONSIDER CROSS MERCHANDISING confectionery, snacks and soft drinks to create a **'Food to go'** fixture

UP-WEIGHT BASKET SPEND by offering a cross-category promotion with **coffee and gum**

DUAL SITING'S boost product visibility and an association with the product and the mealtime occasion

USE GONDOLA END DISPLAYS to engage shoppers with a specific mission area

TOP 10 SELLING GUM⁴

1. Extra Peppermint Pellets 10's Single
2. Extra Spearmint Pellets 10's Single
3. Extra White Bubblemint Pellets 10's Single
4. Extra Cool Breeze Pellets 10's Single
5. Extra Peppermint Bottle Pellets 60's Single
6. Extra Ice Peppermint Microrgranules Pellets 10's Single
7. Extra White Bubblemint Bottle Pellets 46's Single
8. Airwaves Menthol & Eucalyptus Pellets 10's Single
9. Extra White Bottle Pellets 46's Single
10. Extra Spearmint Bottle Pellets 60's Single

RECOMMENDED GUM RANGE:



INTRODUCING DOUBLEMINT:

Ideal for impulse occasions, the new Doublemint sugarfree mints portfolio has something for every mint usage occasion with a variety of formats.

The range includes a single roll pack of pressed mints (28g), smaller dual-coloured pressed mints within a bottle (70pc) and sharing bags of hardboiled mints (115g, 36pc). Doublemint gum is also now sugarfree.



NEW
REMEMBER TO CHAMPION NEW PRODUCTS SUCH AS WRIGLEY'S DOUBLEMINT TO CASH IN ON EARLY DEMAND!

Work with your Wrigley representative to help maximise your gum sales, or visit www.wrigley.com/uk

Ref 1: HIMI
Ref 2: HIMI 2016 CTP - Available at: <http://www.hscic.gov.uk/catalogue/PUB17137/CDHS2013-Executive-Summary.pdf>. Last accessed October 2015
Ref 3: Ipsos Reasons to Chew 2014
Ref 4: Nielsen Scantrack Independents and Symbols VROS L12W to 18.06.16 (excluding bubblegum and skus in < 10% distribution)

WRIGLEY
A Subsidiary of Mars, Incorporated

Increase your Cider and Beer sales by 12%

Visit www.starretailer.co.uk and follow us on [@StarRetailer](https://twitter.com/StarRetailer) for more advice



¹ ACS Local Shop Report 2015 ² Nielsen Total Impulse Value Sales – Top 10 Classic & Premium Brands B&C to 21st MAY (MAT) ³ him! 2015

Shopper Dynamics

Over **95%** plan to buy Cider and Beer¹

55% consume products **within 2 hours** of purchase¹

9/10 rate **quality** as the main reason to choose a brand¹

Make sure you stock the leading Cider and Beer brands, ensuring they are always chilled and available!

¹ him! CTP 2016

Make it easier for your shoppers

Follow these 3 simple steps to maximise your Cider and Beer offering

1 Range

Stock a range of mainstream brands, such as Foster's and Strongbow, premium packaged cider and beer, such as Heineken and Old Mout, and a selection of new products, such as Strongbow Cloudy Apple.

2 Category

Group similar products together and create a layout by category and sub category in order to make it easier for consumers to quickly find what they are looking for.

3 Space

Make the most of your available space, ensuring that each of the fastest-selling brands have enough space to maintain availability.



Take it from someone who knows...



"I am very happy with the continued support, guidance and category advice I am receiving from HEINEKEN and my TM. The Star Retailer layout, category and range advice has proved to be successful and grown sales."

Siva Kumar
Budgens Virginia Quay, London

- Core range must stocks**
- Strongbow 4pk
 - Foster's 4pk
 - Kronenbourg 1664 4pk
 - Stella Artois 4pk
 - Carling 4pk
 - Strongbow Dark Fruit 4pk
 - Carlsberg 4pk
 - Budweiser 4pk
 - Carlsberg Export 4pk
 - Holsten Pils 4pk



www.starretailer.co.uk

HEINEKEN UK Limited is a member of The Portman Group – promoting responsible drinking

Become an e-cig expert

Need to know facts from JTI

To enable retailers to maximise sales from the e-cigarette category, JTI has created an informative guide which is available now to download at jtiadvance.co.uk

Here, JTI provides a snapshot of the information contained in the category guide.

The e-cigarette category explained

In order to maximise sales, retailers must be knowledgeable about the various devices available, their USPs and how they work.

Training staff to have these informed conversations is crucial to maximising e-cigarette sales.

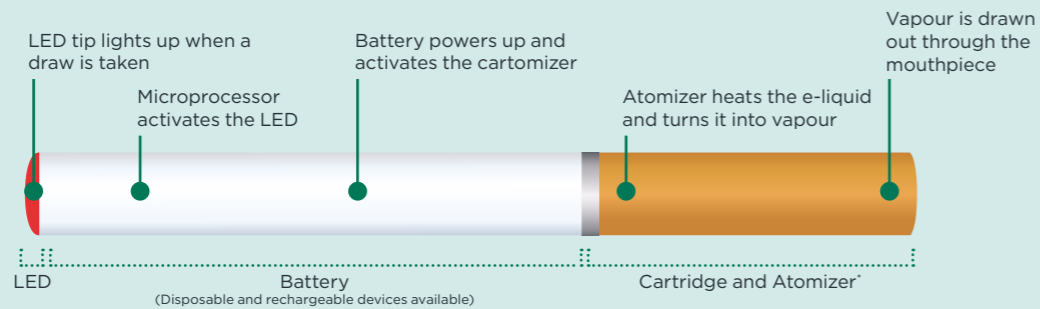
Market overview

£158m¹
- the retail sales value of e-cigarettes in the UK last year.

Nearly 2 million²
- the number of adult vapers that currently exist in the UK.

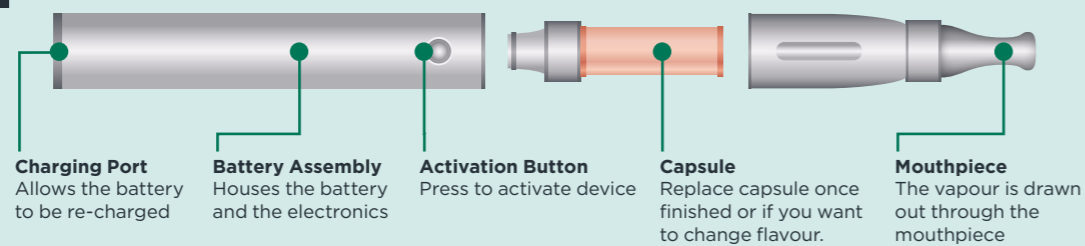
Cigalikes

Rechargeables hold **40.9%** value share of the e-cigarette market³



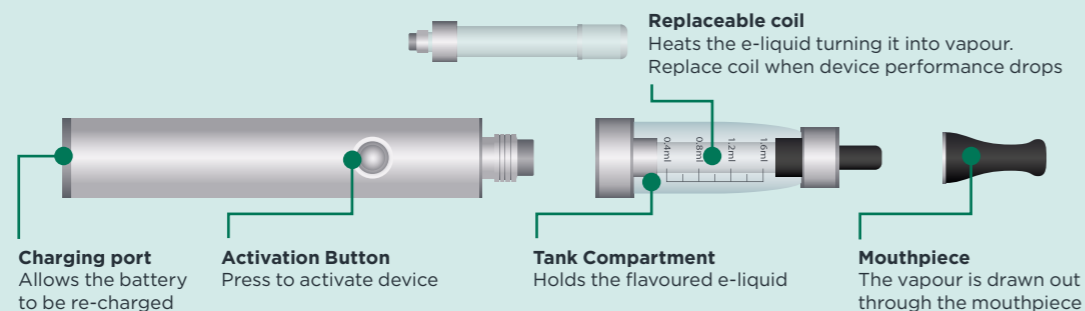
Closed tanks

STOCK UP NOW ON LOGIC PRO



Open tanks

Tanks are the fastest growing devices in the category⁴ and are used by **87%** of vapers⁵



Managing the category

Retailers can maximise their profit opportunities within the e-cigarette category by following the below steps.

Stay stocked up

- It's vital that the e-cigarette merchandising unit maintains 100% availability 24/7 to help guarantee repeat visits from local customers and maximise the profit potential of the category
- Use a good EPoS System to monitor sales, identify trends and inform purchasing decisions

Think about your customers

- Offering an e-cigarette range alongside traditional tobacco will ensure the store is a one-stop destination for existing adult smokers and vapers

Educate your staff

- Ensure staff are well trained on how to educate vapers about the e-cigarette category and range stocked in store

Merchandise correctly

- Visibility is key – ensure e-cigarettes are located prominently in store, preferably on the counter top in a clear and tidy bespoke countertop unit

Where can I find more support?

Retailers can download the category guide and complete the e-cigarette training module at www.JTIAdvance.co.uk

JTI Advance
Leading Tobacco Together

www.jtiadvance.co.uk



Continue to make the most of your JTI sales visit to ask any questions you have on the category or contact **JTI's Customer Care Line on 0800 163 503.**

JTI's UK trading company is Gallaher Limited. 1. Nielsen Scan Track FY 2015 retail sales value of e-cigarettes - Conventional retail only. 2. TNS Omnibus MAT Q1 2016. 3. Nielsen Scan Track YTD w/e 25/06/2016. 4. Nielsen Scan Track YTD w/e 25/06/2016 vs YTD 2015. 5. TNS Omnibus MAT Q1 2016.

TPD2 – how will it affect e-cigarettes?

For now no action is required from retailers, but from May 2017, e-cigarette products will have to adhere to the following regulations:

- Health warnings must cover 30% of the e-cigarette pack
- 10ml max volume for e-liquid bottles
- 20mg/ml max concentration of nicotine in e-liquids
- 2ml max volume for e-liquids in cartridges and single-use devices

In the meantime, retailers should concentrate on training staff and ensuring they have the right range and availability.



JTI Advance App

JTI has also launched the new JTI Advance app – available to download now from Google Play and the App Store. Designed with retailer needs at the forefront, the app features an innovative barcode scanner and fingerprint sign-in, a shopping list, a margin calculator and training modules.

PARTNERING FOR SUCCESS...



WHAT IS HAPPENING?

The **EUTPD II** is a series of new rules regarding the way tobacco products are manufactured, packaged and sold within the EU. The UK Government has chosen to add extra legislation in the form of **standardised** – or **'plain'** – packaging.

This new legislation will affect everybody involved in the tobacco category, including **you**.

WHEN IS IT HAPPENING?



WHAT WILL GANTRIES LOOK LIKE?

Over the coming months towards **20 May, 2017** tobacco gantries will begin to comprise of a mixture of current branded packs and standardised packs.

We look forward to working with the trade to help deliver a smooth transition to **May 20, 2017** when only standardised packs can be sold.



PRICING YOUR TOBACCO COMPETITIVELY

The recent **EUTPD II** and standardised packaging manufacturing deadline on **20 MAY 2016** means the manufacturing of **Price Marked Packs (PMPs)** is no longer permitted.

Previously, **PMPs** provided a clear way for retailers to communicate their tobacco product pricing, reassuring tobacco shoppers they were getting **good value** while helping to **drive in-store footfall** and protect retailers' turnovers.

Recent retailer feedback suggests there are major concerns around the potential loss of tobacco shoppers once **PMPs** disappear from the market. Ensure that you retain shopper **trust** by adopting a **transparent pricing strategy**.



INSTILLING SHOPPER CONFIDENCE STEPS TO SUCCESS

- ✓ Reassure shoppers that despite the loss of **PMPs** your **clear pricing policy** continues to offer **good value** on tobacco
- ✓ Make your customers **aware** that you sell tobacco products at the recommended retail price or below*
- ✓ Display a **current price list** in your store
- ✓ Don't forget you can create and download your free fully compliant price list from MyTobaccoPriceList.co.uk

Experience in **Australia** suggests retailers who adopted clear and sensible pricing strategies prior to and post the introduction of standardised packaging have only seen a **minimal impact** on their tobacco sales.



For more information on the legislation visit www.imperial-trade.co.uk or www.imperial-ignite.co.uk

...THROUGH EUTPD II AND STANDARDISED PACKAGING

Sources: *Please note that retailers are free to determine the price of their products at all times. The content of this document is without prejudice to Imperial Tobacco's position that the Standardised Packaging Regulations are unlawful and subject to the outcome of Imperial Tobacco's ongoing legal challenge.

MY PERFECT SHOP

News UK

Buy The Sun & save money on your shopping here!



NEWS

The Sun

Your News

MY PERFECT SHOP

My Perfect Shop has been designed by News UK to support the news category, which is worth £3bn a year. Our aim is to grow sustainable sales for retailers. We do this by challenging, educating, informing & motivating retail across all touch-points. We focus on the very latest shopper trends to help us understand what is needed to grow your sales. This enables us to invest in & create tailored in-store solutions. News is a main footfall driver as well as a profit driver to your store, providing profit of 12% per square metre.



News customers visit stores on average 4.5 times per week



44% of news is sold by 11am



31% of customers buy a paper on impulse based on the headline



Embracing new technology will help attract customers



BRAND NEW WEBSITE

The News Retail Plus website is more than just a website. It's a retailer's hub where any retailer can explore the many features created to help increase their newspaper & total shop sales. The News Retail Plus will work for any retailer in The UK with a personalized approach by challenging, educating, informing & motivating retail across all touch points. Using exclusive content, in-depth knowledge, detailed solutions and effective brand power.

RETAIL SYNDICATION

Working together News UK have effective solutions that support retailers with cross-category sales. Our purpose built solutions have seen retailers grow sales. One particular retailer has increased his sales on The Sun newspaper by a massive 9 units per day. Amazing case studies and beneficial learning are part of our offering on our new website for retailers.

RETAIL INNOVATION

Along side our active presence on Twitter communication with over 3,000 engaged retailers we are also creating powerful partnerships to offer retailers a better service than they already received. News UK has embarked on a journey with Big D.U. to offer a promotional app across 2000+ stores which focuses on location based deals. The aim is to reward retailers and consumers whilst driving footfall and retention.

HOME NEWS DELIVERY

News UK reps are working closely with retailers to generate more business and connect with consumers. Retailers can get themselves mapped on www.delivermysun.co.uk and www.delivermytimes.co.uk to promote their service for home news delivery. Retailers we have worked with have reported and increase in annual profit and rapid increase of HNB customers with over 400 customer in the space of 12 months. Retailers can utilize News UK HNB calculator once register to our new retailer hub and contact local reps for more information.