

ARE YOU READY FOR HFSS GOVERNMENT LEGISLATION?

The introduction of the new HFSS (High in Fat, Salt or Sugar) legislation is due to come into effect from October for stores in England, it will effect promotional mechanics and store layouts across 15 valuable impulse categories and is one of the most significant changes to impact Convenience impulse shopping of recent years.

WHAT IS A HFSS PRODUCT?

- ▶ The regulations apply to **15 valuable impulse categories**, including crisps, snacks, confectionery, biscuits and soft drinks.
- ▶ Products must be assessed on an individual basis to determine their **'nutritional profiling score' (NPS)**.
- ▶ It's worth noting that not every product within these categories will be impacted, so you need to be clear which ones are exempt, **for example Nuts**.
- ▶ Here at KP Snacks we will be clearly communicating what products are NON-HFSS with a clear **NON-HFSS stamp** on each of our cases!

CHECK TO SEE IF YOUR STORE IS AFFECTED?



For more information on what this legislation will mean to independent stores, we would recommend viewing the NEW assured advice guide launched by The Association of Convenience Stores (ACS).

The new comprehensive HFSS guide is available to download and is designed to help navigate retailers through the upcoming regulations.



Scan to view guide

SEE HOW KP SNACKS IS APPROACHING THIS CHANGE



Tyrrell's
hand-cooked English crisps

HFSS PREPARATIONS

KP SNACKS APPROACH TO THE NEW LEGISLATION

REFORMULATE

Innovate and reformulate well known snack brands to be NON-HFSS

A quarter of the KP Snacks range will be **NON-HFSS** by October, making it one of the most comprehensive NON-HFSS ranges available within the CSN category.

- ▶ This will include the full KP Nuts, popchips and Hula Hoops Puft ranges and a number of Tyrrell's and Penn State SKUs
- ▶ Our NON-HFSS products will be available across all formats and up and down the value scale
- ▶ **No compromise to taste** for all our reformulated products!

All Non-HFSS products will have a **NON-HFSS stamp** on the case to clearly sign post the product status.



✓ **OVER 100 NON-HFSS SKUS!**

✓ **GREAT TASTING PRODUCTS WITH BOLD FLAVOURS!**

✓ **SOMETHING FOR EVERYONE & ALL OCCASIONS**

24 £1 PMPs

ACCELERATE

Maximise Nuts, existing BFY brands and value perception, growing penetration and frequency

- ▶ We will continue to invest and expand on our **Best selling £1 PMP range**, which now has an impressive **24 skus**. PMPs offer great value perception and have been a **key driver of growth** for the convenience market
- ▶ Nuts are **exempt from the legislation** and represent a huge opportunity for growth! KP are the **No.1 branded nut** so perfectly placed to drive sales
- ▶ Off shelf and till point **display solution** available
- ▶ **NPD launches** in both tasty and natural nuts are giving consumers more of what they want, whilst driving retail sales and category growth.



NEW

MITIGATE

Optimise CSN fixture and feature space to defend OSF lost sales risk

We remain committed to driving our taste brands which our consumers know and love

We will continue to offer comprehensive category advice on how to grow your Crisps, Snacks and Nuts sales via our Perfect Store guides

Order your copy today, email snackpartners@kpsnacks.com



SEE THE 3 SIMPLE STEPS YOU CAN MAKE TODAY

THE 3 SIMPLE STEPS TO MAXIMISE YOUR BAGGED SNACK SALES



CRISPS & SNACKS ARE THE NO.1 CHOICE CONSUMERS WANT AS PART OF THEIR MEAL DEAL!

1

Maximise location and space to drive footfall and enhance visibility

Take full advantage of **supplier partnerships** and cross category collaborations of NON-HFSS products to drive bigger basket spend



Use off-shelf feature space for **NON-HFSS** products

Move exempt product to **aisle end** and high footfall zones

Increase **macro space** for CSN to mitigate volume loss from OSF

Adapt for your channel - e.g. where possible create **promo zones** in aisle and seasonal incentives.

2

Review and rationalise range to drive sales

Increase space on fixture for **best sellers** to ensure availability

Take the opportunity to remove the tail where needed! 80% of your range will be driving a majority of your sales** - **stop and review** what's no longer paying its rent on shelf

Remove **duplication** to improve availability and create space

Use **NPD** to excite shoppers and expand **BFY ranges** to reflect consumer motivation towards health

Amplify **NUTS** NON-HFSS category to drive **incremental value** into shopper baskets.



3

Maximise promotional opportunities

Maximise the **'Meal Deal'** opportunity and broaden your range...

Lack of product choice is the No.1 barrier to **Meal Deal** purchases** - focus on broadening range and choice for the shopper

Meal Deals attract a wide variety of shoppers on a food-to-go mission, offering ease of shop and value for money to the shopper

Make use of **PMPs** - to drive excellent value for money perception



Stock up on **NUTS** which are exempt from both location and promotion restrictions and are a **HUGE** growth opportunity!

Nuts are highly versatile and perfect for **snacking occasions throughout the day**, perfect for till point, OSF and cross category merchandising

Being a higher value purchase item compared to other CSN products, they help to drive consumers basket spend and offset any potential volume loss.



Sid Sidhu, St. John's Budgens in Kenilworth

FROM THE NO.1 DRIVER OF CATEGORY GROWTH FOR THE LAST 7 YEARS*



*AC Nielsen, Value Sales, Total Coverage, MAT, w/e 29.01.22, *AC??