

Don't Miss Out!

Bag your share of growth with our
category wide range recommendation



Why **Bagged Snacks** matter and how
to stock the optimum range

Worth over
£4
billion
RSV**

Bagged Snacks
are the
No.1
Fastest Growing
Impulse Category*

TOP 50 sku's
(out of 500)
represent
60%
of sales†

25 to Thrive is an **optimised, relevant & easy to action**
core range recommendation for today's shopper needs.

snac**K**P Partners

How to win in Bagged Snacks

Now is the time for Independent retailers to re-think their Bagged Snacks range in order to...

Revive

Your sales, now that the on-the-go shopper is back

Convenience food-to-go shopping missions are now 17% (up from 12% Vs 2021),
Treat shopping missions are 12% (up from 8%)

Drive

Impulse shopping with an optimised range of best-selling SKUs

Look to deliver value with PMP versions of iconic brands at various price points

Thrive

In today's world with your best ever snacking offer

Stock all of the 25 to Thrive range. Add the SKUs that you know also sell well in your store

5 key principles of the 25 to Thrive range

1

Stock the Best Sellers that shoppers want

2

Focus on PMP to simplify retail execution and show value to the shopper

3

Stock the Brands that shoppers know, love and trust
Remember that 10% of SKUs represent 60% of sales!

4

Make sure you stock a Range of Price Points to suit every pocket

5

Make sure you provide a Wide Range to meet all of your shoppers' needs

The 25 to Thrive range

- ✓ Category Wide
- ✓ For All Occasions & Price Points
- ✓ Top Sellers
- ✓ Insight Led
- ✓ Simple & Easy to Follow

Single bay **Core Range** recommendation, add your own favourites to create the perfect range!



Available + Visible = Sales & Profit

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Tips for growth

Focus on the leading brands

Merchandising principles

- 1. Block similar products** together e.g. Flat, Ridged
- 2. 41% of sales** go through the top 5 brands.* Give the most prominent space and more facings to the best sellers.
- 3. Signpost brands.** Stimulate purchase and make shopping easier by clearly positioning well known brands such as Butterkist and KP Nuts and other sectors in strong growth.
- 4. Merchandise value snacks** together on the bottom shelf then £1.25 on shelves above.
- 5. Manager Specials.** Don't overlook offering your customers their local favourites that sell well in your store or area.

Look out for the best of NPD



Always be on the look-out for new opportunities and exciting NPD!

Win with Impulse purchases

Excite and engage

70% of Bagged Snacks shoppers buy on Impulse*. Utilise displays and secondary sitings to drive sales and merchandise across the store e.g. next to Soft Drinks or Sandwiches.

Use clipstrips to pair with complementary categories



Create occasion based features like Big Night In



Interrupt the shopper to drive impulse




Your 25 to Thrive Shopping List

Stock every SKU for the best sales!




Big Hoops BBQ Beef
70g £1.25 PMP



Walkers Cheese & Onion 70g £1.25 PMP



Doritos Chili Heatwave
70g £1.25 PMP



Quavers Cheese
54g £1.25 PMP



Doritos Tangy Cheese
70g £1.25 PMP



McCoy's Flame Grilled Steak 65g £1.25 PMP



Nik Naks Nice n Spicy
75g £1.25 PMP



Walkers Ready Salted
70g £1.25 PMP



Big Hoops Salted
70g £1.25 PMP



Sensations Thai Chilli
65g £1.25 PMP



Wotsits Cheese
60g £1.25 PMP



Monster Munch Flamin Hot 72g £1.25 PMP



Nik Naks Rib n Saucy
75g £1.25 PMP



McCoy's Salt & Vinegar
65g £1.25 PMP



Walkers Salt & Vinegar
70g £1.25 PMP



McCoy's Thai Chicken
65g £1.25 PMP




Skips Prawn Cocktail
45g £1.25 PMP



Space Raiders Beef
25g 40p PMP



Pringles Sour Cream /
BBQ 155g



Cheetos Flamin Hot
30g 49p PMP



Space Raiders Pickled Onion 25g 40p PMP



Cheetos Cheese
30g 49p PMP



KP Orig Salted P'nuts
65g £1.25 PMP



Butterkist Toffee
78g £1.25 PMP

The next 20 skus to fill your 2 bay fixture

Stock every
SKU for the
best sales!



Cheetos Flamin Hot
65g £1.25 PMP



Monster Munch Onion
72g £1.25 PMP



Monster Munch Beef
72g £1.25 PMP



Doritos Cool Original
70g £1.25 PMP



Squares Salt & Vinegar
72g £1.25 PMP



Smiths Scampi Fries
27g handy Pack



Crinklys Cheese &
Onion 90g £1.25 PMP



Roysters T-Bone Steak
60g £1.25 PMP



McCoy's Cheese &
Onion 65g £1.25 PMP



Space Raiders Beef
70g £1.25 PMP



Mini Cheddars
90g £1.25 PMP



Discos Salt & Vinegar
70g £1.25 PMP



Walkers Max Paprika
70g £1.25 PMP



Discos Cheese & Onion
70g £1.25 PMP



Nik Naks Scampi n
Lemon 75g £1.25 PMP



Pringles Salt & Vinegar
155g



Transforma Beef
27g 50p PMP



French Fries Cheese &
Onion 70g £1.25 PMP



KP Dry Roasted P'nuts
65g £1.25 PMP



Butterkist Sweet &
Salty 70g £1.25 PMP