

How to **WIN** with Nuts in *Impulse*



Stock and Display the right KP Nuts Range to Maximise Your Sales Growth!

Total Nuts Market Value
£383m
KP Nuts are the **No.1 Brand**
NielsenIQ 52 w/e 23.09.23 vs. last year

38%
of all Nut Sales in Indies & Symbols are KP Nuts
NielsenIQ 52 w/e 23.09.23

KP Nuts are the Key Driver of Growth in Impulse
+25.4%
Category +8.4%
NielsenIQ 52 w/e 23.09.23 vs. last year

How to *grow* with KP Nuts

Launched 70 years ago this year, KP Nuts is the **UK's leading nuts brand***. It is worth **£98m RSV*** and has grown in value in the last year by **+18.4%***.

KP Nuts have been at the heart of the UK's appetite for snacking for generations. Nuts are an essential part of the UK snacks market and as brand leader, KP Nuts has been at the forefront of keeping up with market expectations, meeting consumer demands for **great flavour, healthy options** and for **innovative** packaging formats that meet the needs of multiple snacking occasions across the day.

Whether you are an independent retailer or work in the pubs or food service sector **KP nuts have a range than can help you make the most of your snacking offer.**



3 Steps to Growth



1 Understand your shoppers and when they are eating nuts

Make the most of different snacking occasions

Convenience stores should **focus on two occasions** where consumers are eating nuts.

The first is a **daytime snacking occasion** where **health is a key driver**. Consumers want a healthy, filling and quality snack as a guilt-free side or substitute for a meal and also a natural snack that's good to control cravings between meals.

The second is a more **evening occasion** where shoppers are more concerned with **treating themselves**. They want a delicious, quality snack that feels like a reward to wind down with at the end of the day or a tasty crowd pleaser for shared moments with family and friends.



Unleash daytime snacking : **Feel Good Cravings**

A snack between meals to control cravings or to feel full.

- 54%**** Nuts are great source of protein
- 44%**** Nuts are a great source of fibre
- 43%**** Nuts are a healthy snack me relax
- 23%**** Snack on Nuts of fill-up between meals



Grow evening treats : **Delight and unwind**

Reward self with treat to relax at the end of the day, enjoyed alone or with others.

- 51%**** Consume Nuts as a treat
- 32%**** Nuts occasions are an evening snack
- 24%**** Snacking on Nuts helps me relax
- 22%**** Eat Nuts with an Alcoholic drink

*Nielsen IQ 52 w/e 09.09.23 vs. last year **Mintel Snacking Feb 2021, Nuts U&A 2021 and Kantar Usage 52 w/e 9.09.23

2

Stock the right range to meet their needs

The perfect range for Symbols and Independents

✓ Unleash daytime snacking potential



✓ Great evening treat occasions



Focus on £1/£1.25 PMP Nuts to drive growth

Over half (52%) of Nuts sales* in Symbols and Independents come from PMP and it is **KP, as brand leader***, that dominates these numbers with 4 PMP SKUs in the Top 10 in Symbols and Independents.

As in other CSN segments in Symbols and Independents, it is vital that you make the most of the opportunities that PMP represents.



In Symbols & Indies: KP Nuts has 8 of the top 10 selling skus*

1		1 KP Original Salted Peanuts	£1.25
2		2 KP Dry Roasted Peanuts	£1.25
3		3 KP Original Salted Peanuts	250g
4		4 Jacks Cashews Roasted & Salted	45g
5		5 KP Original Salted	65g
6		6 KP Dry Roasted Peanuts	65g
7		7 KP Coated Aromatic Thai Chilli Peanuts	£1.25
8		8 KP Dry Roasted Peanuts	250g
9		9 Jack's Peanuts Roasted & Salted	75g
10		10 KP Honey Roast Peanuts	£1.25

Don't forget NPD



New handy size options are perfect for impulse purchases at the till.

*Nielsen IQ 52 w/e 09.09.23 vs. last year, *Lumina CTP July 2023

3

Execute brilliantly in-store! Interrupt and provide inspiration

Delight & Unwind : Big Night In Merchandising principles



Good visibility

Merchandise on Top Shelf of CSN Fixture. Ensure good visibility to ease shopper navigation.



Secondary space

Create secondary space for skus with Euroholes. Place in other impulse categories to recruit shoppers to Nuts.



Cross Sell

Locate beside Categories with high cross over. Place in BWS as 22%* of nuts consumption are with alcohol.



Offers

Highlight when on Special Offers on Secondary Bays, FSDUs to highlight to shoppers.

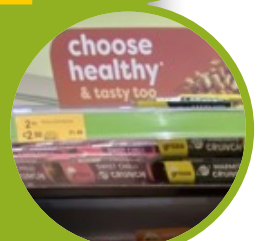
*Mintel Snacking Feb 2021, Nuts U&A 2021

Feel Good Cravings : Better for You Merchandising principles



Good visibility

In queue / at till point. Display singles by the till to drive food to go missions.



Easy to find

Clearly Signpost Missions in Store. Help shoppers navigate the store by missions.



Drive Impulse

Counter top Units. Display singles by the till to drive food to go missions.



New Euroholes

KP's £1.25 PMP packs now have Eurohole's so you can merchandise KP Nuts in many more locations around the store!

Tasty Nuts are becoming increasingly relevant...



Consumer trends
are evolving with more home occasions



Highest ARP
of all CSN categories, driving value



High £ return
per sq ft in stores



Meeting health needs
exempt from HFSS regulations

Growth engine
for total snacking, driving CNS penetration growth



Source: Nielsen IQ 52 w/e 09.09.23 vs. last year