

Crisps are the UK's most popular snack!



Healthcare outlets significantly overtrade in healthier snacking options, driven by government regulation (CQUIN) which applies to all food & drink outlets on NHS sites. It aims to promote the health & well-being of NHS staff, visitors & patients.

Grow your sales with crisps & snacks...

- Crisps & Snacks are a large & growing category, with sales of £158M growing at +6%***
- 63% of out of home customers buy crisps*
- Snacks are highly impulsive & are add on's to core meals



1 in 4 sandwich purchases also include crisps*

CQUIN

What is CQUIN compliance?

- Incentivises the sale of healthier food & drink with hospitals receiving financial rewards for compliance
- It restricts sales of sugary drinks and foods high in fat, sugar or salt (HFSS)
- Non-CQUIN compliant products can still be stocked, but not promoted, advertised or merchandised near the till point

What snacks should I stock to maximise my sales?

- Stock a minimum of one line in each of the 5 segments to meet all customer needs
- Stock in order of ranking to maximise sales, increasing space on healthier segment

CRISPS



CODE	21420	21421	21422
CASE SIZE	48x32.5g	48x32.5g	48x32.5g

SNACKS



CODE	114760	117944	100135
CASE SIZE	32x20g	32x34g	32x40g

CQUIN Compliant SKUs



CODE	89586	89584	89585
CASE SIZE	32x37.5g	32x37.5g	32x37.5g

RIDGED



CODE	28987
CASE SIZE	36x47.5g

PREMIUM

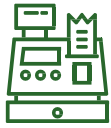


CODE	118848
CASE SIZE	24x40g

SNACKING IN THE HEALTHCARE SECTOR

How should I merchandise snacks?

Place snacks
before the till



Place snacks
next to
sandwiches



Showcase
during the
queue



Walkers Oven Baked has the best rate of sale across CQUIN compliant savoury snacking



Sales rate	8.4	6.3	6.5	3.1	1.3	1.6	0.3	0.2	2.2	2.3
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Source: Published nutritional as of January 18, AC Nielsen Total Coverage UROS 12 w/e 05.01.18

Recommended planogram for crisps and snacks

How to organise to drive sales

- Group similar products together
- Crisps & Snacks segments in middle with growth segments (Healthier & Premium) at eye level
- Increased space to Healthier snacks Vs other channels
- CQUIN compliant ranges only at Impulse locations such as tills



← For wire stand unit on left - placed away from tillpoint

Merchandising Solutions



- Stands are perfect to drive visibility of crisps and interrupt the purchase journey
- Chiller baskets placed below the sandwich fridge encourage add on sales
- Baskets & counter top units work well for smaller spaces & by tills for CQUIN products

How do I order Walkers merchandising solutions?

Get in touch with the Walkers team on

AFHkitrequests@pepsico.com

to find out more about the kit available for your outlet.