

# MAXIMISE YOUR SALES IN FAMILY PUBS

## DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year<sup>1</sup>, and customers visit pubs 1-2 times per month<sup>5</sup>, with evening being the biggest occasion followed by lunch<sup>5</sup>. **Are you getting your fair share of savoury snacks customer spend?**

The average person spends

**£1,096**

on out of home food & drink every year<sup>3</sup>

**63%**

of people purchase snacks on impulse<sup>4</sup>

**86%**

of the population purchased and consumed snacks on the go in the last year<sup>2</sup>

## WHY ARE SNACKS IMPORTANT?

**Pubs are synonymous with socialising with friends & family<sup>10</sup>.** The top reason for buying crisps, snacks & nuts is as a treat while 35% of people purchase for social occasions<sup>9</sup>, meaning they are the perfect offering in a pub.

Savoury snacks & drinks complement each other<sup>11</sup> and drive incremental sales, with people buying one almost twice as likely to purchase the other<sup>13</sup>.

Crisps have the highest affinity with beers, wines & spirits as well as carbonated soft drinks<sup>12</sup>. Crisps are a must stock!

Savoury snacks are also the perfect partner to the important lunchtime sandwich offering and beyond meals, offering an easy food solution when the pub kitchen is closed.

### 3 STEPS TO DRIVE INCREMENTAL SALES WITH SAVOURY SNACKS

1. VARIETY

OFFER THE RIGHT VARIETY OF PRODUCTS TO MEET YOUR CUSTOMERS' NEEDS.

2. VISIBILITY

MAKE PRODUCTS VISIBLE SO THAT YOUR CUSTOMERS ARE PROMPTED TO PURCHASE.

3. VALUE

PROVIDE YOUR CUSTOMERS WITH A VALUED EXPERIENCE TO BUILD TRUST AND LOYALTY.

# 1. VARIETY

By offering a mix of best sellers and a variety of products, each outlet can increase customer appeal, drive greater sales volumes, minimise wastage and make more profit.

## DID YOU KNOW?

The Top 10 savoury snacks in Pubs deliver **55%** of category sales<sup>7</sup>.

## WHY BESTSELLERS ARE IMPORTANT

Great taste  
**#1 reason**  
for choosing  
a product<sup>4</sup>

+ **Established**  
brand trust

+ **Increased**  
consumer  
appeal

## HERE'S WHAT WE RECOMMEND \*Number denotes priority

### CRISPS

Most popular savoury snack.  
Great accompaniment to a drink.



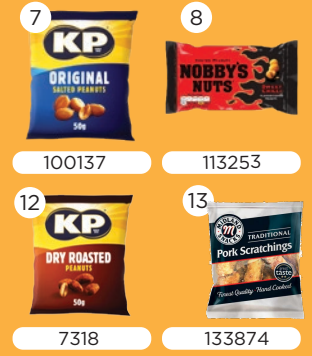
### SNACKS

Broaden customer/  
family appeal



### NUTS & MEAT SNACKS

Different textures to  
compliment a drink

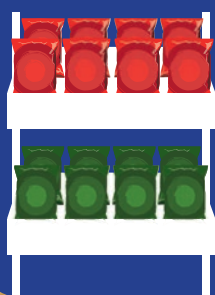


Walkers Crisps are available in 45g Grab Bags and 32.5g Standards.

# 2. VISIBILITY

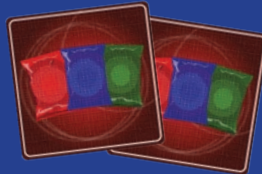
If they're out of sight, they're out of mind, so make sure your snacks are visible to your customers with these easy to execute display options.

## TRY SOME OF THESE TO DRIVE MORE SALES



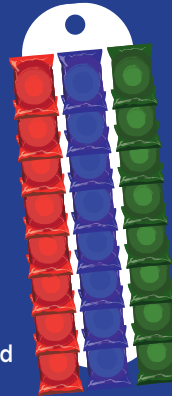
### BAR DISPLAY UNITS

Make a focal point of your offering visible to the customer on the bar.



### TABLE POINT OF SALE

Utilise beer mats & table cards to remind customers of your offering.



### HANGING / CARDED DISPLAYS

Provide a prompt when customers are looking at drinks behind the bar.



### MENUS

Use as an additional reminder of your snacks offering.

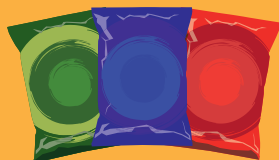
# 3. VALUE

Incentivise your customers to spend more, while providing an enhanced experience catering to their needs.

## CONSIDER HOW YOU CAN OFFER MORE VALUE



+



**Snack bundle deals can drive value & experience for the customers especially when socialising.**

1. Kantar WPO, OOH panel, 52WE 16 April 2023 2. Kantar WPO, OOH panel, 52WE 27 November 2022 3. Kantar WPO, OOH panel, 52WE 19 March 2023 4. Mintel Consumer Snacking 2022 5. Kantar WPO, OOH panel, 52WE 19 February 2023 6. Kantar WPO, In Home & Carry Out Panel 52WE 12 June 2022 7. Salesout, Foodservice sales, CSN, Singles, 52WE 1 January 2023 (grouped by Brand/Flavour) 8. Mintel Eating Out Review UK 2023 9. Mintel Crisps Snacks & Nuts 2023 10. Mintel Pub Visiting 2022 11. Crisps Snacks & Nuts 2021 12. PepsiCo Snacking Research (partnership with Kantar) 2020-2021 13. Kantar WPO, IH & CO panel, 52WE 16 April 2023, presence of CSN with BWS index >181 & presence of BWS with CSN index >179