

MAXIMISE YOUR SALES IN THEATRES

DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year¹, with people visiting leisure venues 1-2 times per month⁵ and 55% of people choosing theatres and cinemas as their leisure activity⁸. Theatres significantly over-trade in the evening occasion¹. **Are you getting your fair share of savoury snacks customer spend?**

The average person spends

£1,096

on out of home food & drink every year³

86%

of the population purchased and consumed snacks on the go in the last year²

63%

of people purchase snacks on impulse⁴

WHY ARE SNACKS IMPORTANT?

The main reason people visit leisure venues is to spend time with family & friends⁹.

Savoury snacks are highly relevant, fulfilling an uplifting social consumption need between meals. The top reason for buying crisps, snacks & nuts is as a treat, while 35% purchase for social occasions¹⁰.

Leisure venues attract wide age ranges, and 9 in 10 families visit attractions⁹. Younger people snack more frequently⁴ so it's important to cater to their needs.

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 singles products in Cinemas and Theatres deliver **67%** of category sales⁷

WHY BESTSELLERS ARE IMPORTANT

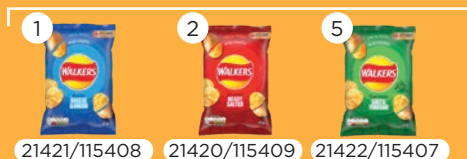
Great taste
#1 reason for choosing a product⁴ + **Established brand trust** + **Increased consumer appeal**

HERE'S WHAT WE RECOMMEND

*Number denotes priority

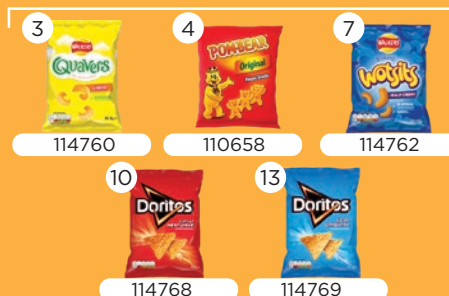
CRISPS

Most popular savoury snack.
Great with a sandwich or on their own



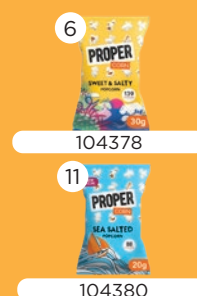
SNACKS

Broaden customer/
family appeal



BETTER FOR YOU

Healthier alternative for
customers wanting balance



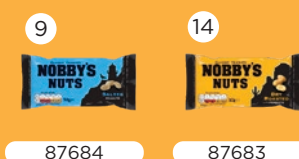
PREMIUM

Something a bit special,
potentially for the afternoon



NUTS

Source of protein to
fuel the day



2. VISIBILITY

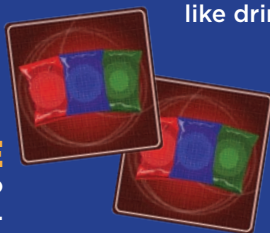
If they're out of sight, they're out of mind, so make sure your snacks are visible to your customers with these easy to execute display options.

TRY SOME OF THESE TO DRIVE MORE SALES



**TICKET PURCHASE/
COLLECTION POINT**
initiate the snacking need.

TABLE POINT OF SALE
Utilise beer mats & table cards to remind customers of your offering.

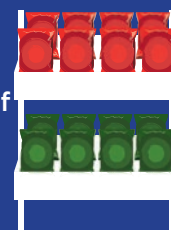


FOOD & DRINK SERVICE COUNTERS

Display with complimentary product offerings like drinks.

BAR DISPLAY UNIT

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



3. VALUE

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

CONSIDER HOW YOU CAN OFFER MORE VALUE

Drive value by offering drink and snack deals to your customers before the show and during the interval.



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 Cinemas UK 2022 (year to October 2022) 9. Mintel Leisure Outlook Winter 2023 10. Mintel Crisps Snacks & Nuts 2023