

MAXIMISE YOUR SALES IN VISITOR ATTRACTIONS

DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year¹, and people visit leisure venues 1-2 times per month⁵. While the biggest overall food occasion in leisure is lunch⁵, the afternoon and evening occasions drive 74% of snacks revenue. **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?

Savoury snacks are highly relevant. **The top reason for buying crisps, snacks & nuts is as a treat**, while 35% purchase for social occasions¹⁰.

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

Leisure venues attract wide age ranges and 91% of parents of under-18s say they are likely to visit them¹¹. **Younger people are snacking more frequently⁴ so it's important to cater to their needs.**

Savoury snacks are the perfect partner to the sandwich offering; of all lunches including a snack, 68% of these also contain a sandwich⁶, while also offering convenience to satisfy a hunger need between meals.

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 15 savoury snacks in Visitor Attractions deliver **63%** 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



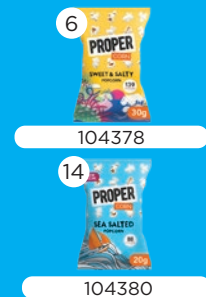
SNACKS

Broaden customer/
family appeal



BETTER FOR YOU

Healthier alternative for
customers wanting balance



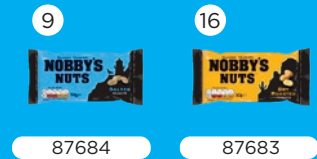
PREMIUM

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

FOOD & DRINK CHILLER

Display with complementary product offerings like sandwiches.

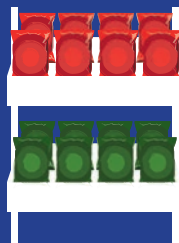


SHOPS

Merchandise a range of products in prominent positions.

DISPLAY UNIT

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



VENDING MACHINE

Make it convenient to purchase.



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.



Soft drink & snack deals to appeal to younger consumers between meals.

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 Leisure Outlook Winter 2023 10. Mintel Crisps Snacks & Nuts 2023 11. Mintel Visitor Attractions UK 2022