# Crisps are the UK's most popular

#### snack!

Pubs and bars play a key role in social calendars, with food and events driving significant footfall. With 50% of pub visitors saying selling snacks was a characteristic of their ideal pub<sup>\*</sup> it's important to stock the right range. In addition the crisps, snacks and nuts category is growing with snacking occasions up +2.1ppt in pubs<sup>\*\*</sup>.

#### Grow your sales with crisps & snacks...

- Crisps & Snacks are a large & growing category, with sales of £158M growing at +6%<sup>\*</sup>
- 63% of out of home customers buy crisps\*
- Snacks are highly impulsive & purchased as add on items to core meals increasing sales



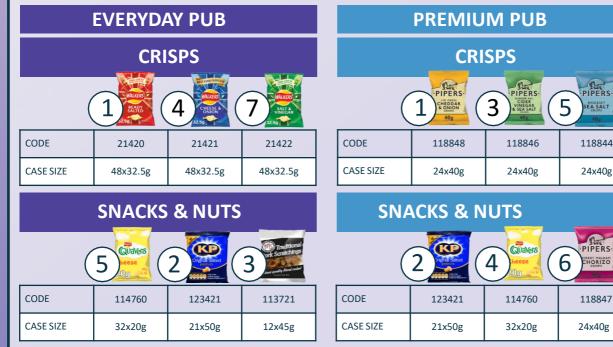
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# Driving outlet sales:

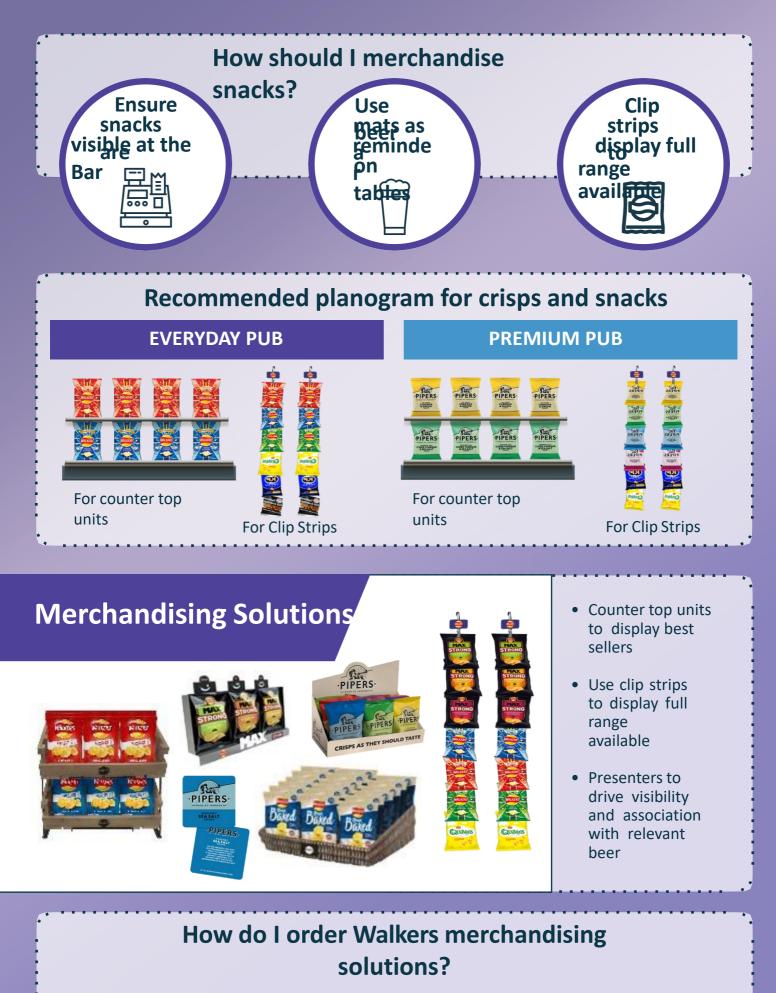
 Crisp, snacks and nuts consumers spend +£2.35 more per visit vs main
meal. consumers\*\*\*\*

### What snacks should I stock to maximise my sales?

- Ensure the offering reflects the relevant customer profile in the Pub or Bar
- Stock in order of ranking to maximise sales







Get in touch with the Walkers team on

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to find out more about the kit available for your outlet. Sources: \*Kantar OOH Panel 52 w/e July 2018. \*\*Mintel Consumer Snacking UK May 2018. \*\*\*Sources: AC Nielsen MAT to 16.02.19.