

# 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\* 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\*\*.

## 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 & purchased as add on items to core meals increasing sales



**40%** of crisps & snacks customers drink 3 or more drinks vs. 28% of main meal eaters\*\*\*



## 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

### EVERYDAY PUB

#### CRISPS



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

#### SNACKS & NUTS



CODE	114760	123421	113721
CASE SIZE	32x20g	21x50g	12x45g

### PREMIUM PUB

#### CRISPS



CODE	118848	118846	118844
CASE SIZE	24x40g	24x40g	24x40g

#### SNACKS & NUTS



CODE	123421	114760	118847
CASE SIZE	21x50g	32x20g	24x40g

## How should I merchandise snacks?

Ensure snacks  
visible at the  
Bar



Use mats as  
reminders on  
tables



Clip  
strips  
display full  
range  
available



## Recommended planogram for crisps and snacks

### EVERYDAY PUB



For counter top  
units

For Clip Strips

### PREMIUM PUB



For counter top  
units

For Clip Strips

## Merchandising Solutions



- Counter top units to display best sellers
- Use clip strips to display full range available
- Presenters to drive visibility and association with relevant beer

## How do I order Walkers merchandising solutions?

Get in touch with the Walkers team on

[AFHkitrequests@pepsico.com](mailto:AFHkitrequests@pepsico.com)

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.