

Ways to Increase Sales

#1 SELECT THE RIGHT RANGE

Limit your range to best sellers. Use snacking moments to help decide optimum range

NEXT TO THE TILL

CHOCO POD

Dimensions: Height 46cm, Width 17cm, Depth 22cm

Where To Site: At the till point – ideal for sites with limited space at till.

Benefits: Sales uplift 11.6% (RMS Instore 2007)

Key Features:

- Modular unit that comes as a standard 3 tier unit but additional pods available to create bespoke displays
- Can be permanently fixed to counter with sticky fixers
- Each shelf holds approximately 24 standard bars but does not take DUO® range



#2 SITE IN HIGH TRAFFIC FLOW

Best sites are: next to the till, in the chillers and next to the hot drinks machine

BAMBINO

Dimensions: Height 67cm, Width 60cm, Depth 23cm

Where To Site: At the till point – limited space sites

Benefits: Sales uplift 15% (Site trials 2010)

Key Features:

- Stylish 5 shelf unit
- Tilted shelves for easy access
- Expandable shelves that can take our standard plus DUO® range



MPU

Dimensions: Height 56cm max, Width 17-20cm, Depth 23cm

Where To Site: At the till point – for sites with more space

Benefits: Sales uplift 17% (FCRS 2006)

Key Features:

- Modern design
- Tray and bag configuration can be adapted as required
- Unit comes with side header graphics to create greater impact



IN CHILLERS

DAIRY DECK

Dimensions: Height 11cm, Width 35cm, Depth 31cm

Where To Site: Designed to sit in an open chiller

Benefits: Sales uplift 10% (Site trials 2010)

Key Features:

- Great solution for partnering drinks and sandwiches
- Easy to install



CHILLED PUSH FEED

Dimensions: Height 6cm, Width 14cm, Depth 36cm (for each product unit)

Where To Site: The unit is designed to sit in open chillers next to chilled drinks and sandwiches to drive impulse purchases.

Benefits: Sales uplift 25.5% (J Sainsbury's – 7 facings 2010)

Key Features:

- Does not 'steal' space as other products e.g. drinks can be placed on top
- Easy to merchandise from the front with magnetic base to prevent slipping
- Each product unit holds approximately 15 bars

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AND ADVICE
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