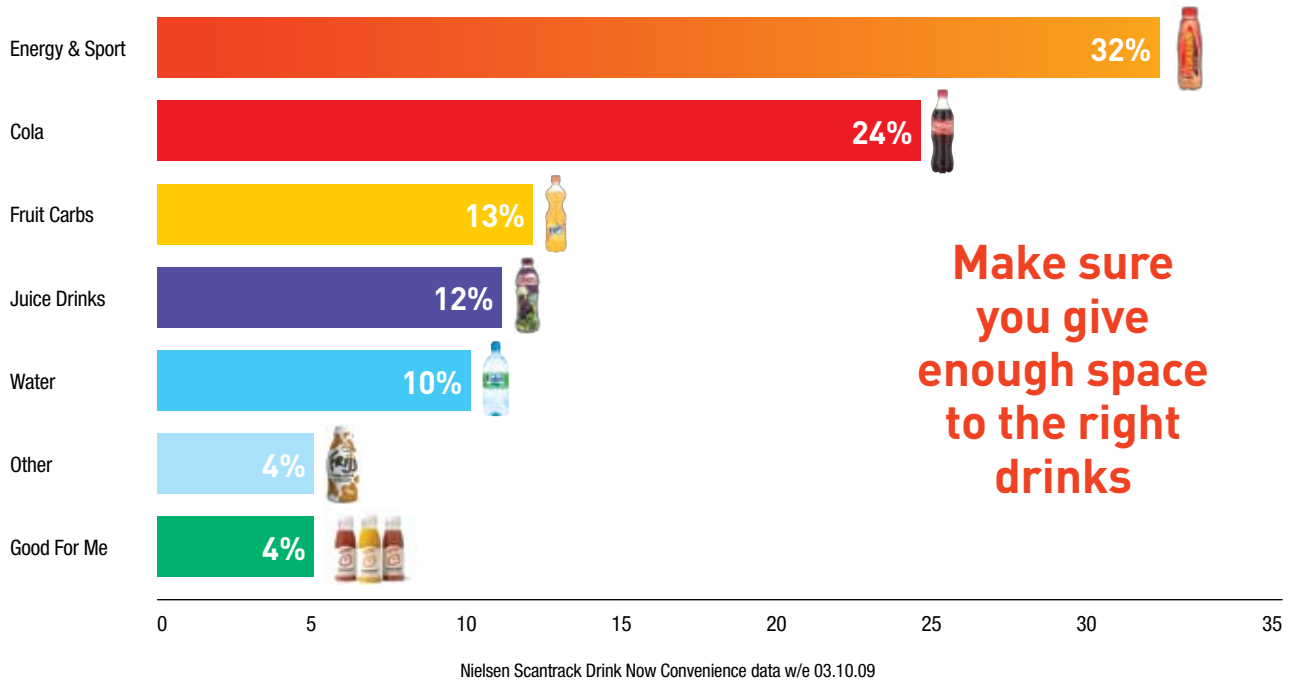


Sell More Soft Drinks!

Expert advice to help you maximise your sales
in the biggest impulse category

Soft Drinks sell 4 times more than Crisps & Snacks





Ensure constant availability of all core products*

Sports & Energy

						
Red Bull 250ml	Lucozade Energy Orange 500ml	Lucozade Sport Orange 500ml	Lucozade Energy Original 500ml	Relentless 500ml	Lucozade Sport Raspberry 500ml	Red Bull 355ml

Cola

				
Coca Cola 500ml	Diet Coke 500ml	Coca Cola 330ml	Diet Coke 330ml	Cherry Coke 500ml

Flav Carbs

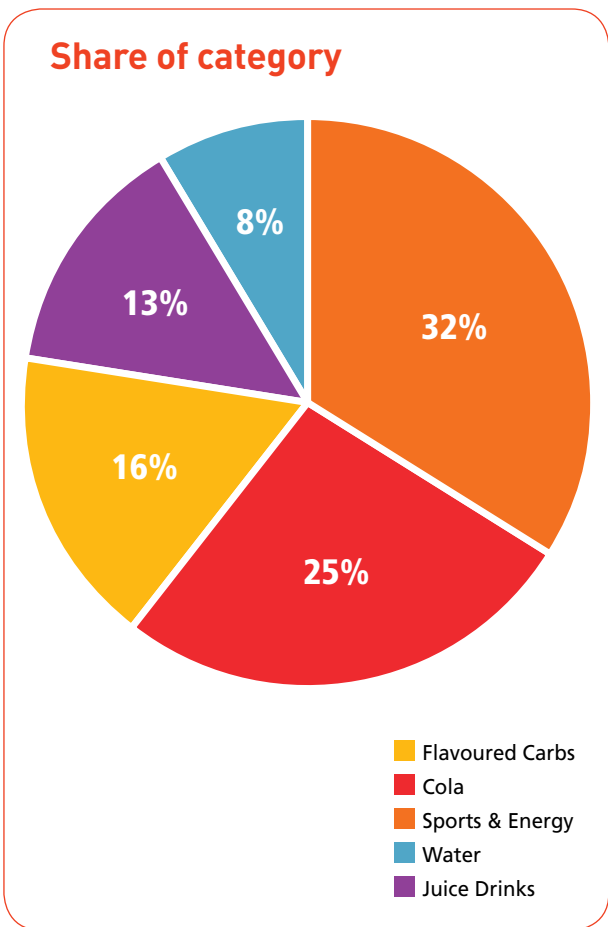
		
Dr Pepper 500ml	Fanta Orange 500ml	Fanta Fruit Twist 500ml

Juice Drinks

		
Ribena Blackcurrant 500ml	Oasis Summerfruits 500ml	Ribena Blackcurrant 288ml

Water

	
Volvic 500ml	Volvic 1l



*Nielsen Scantrack to w/e 26.12.09



**The Top 10 SKUs make up 60%
of the total category sales...
so make sure they are always available.**

**Poor availability is responsible for 30% of lost sales...
so make sure you give the best sellers enough space
so they don't run out-of-stock.**



DON'T

Give one facing to
each drink
Mix up different
segments

DO

Give a minimum of 2
facings per drink
Allocate more space
to faster sellers



**Make sure the core SKUs have more facings
than slower sellers**

Nielsen Impulse data to 05.09.09



Case Study

Focusing on the key brands, giving them the most space and best visibility can increase your sales by +25%

BEFORE



- ✗ Limited space on key sellers
- ✗ Similar products in different locations
- ✗ Difficult for shoppers to find what they want
- ✗ Some top sellers have less than 1 case on fixture

AFTER



- ✓ Range focuses on the top sellers
- ✓ More space allocated to top SKUs
- ✓ Similar products located next to each other
- ✓ At least 1 case of each top SKU on shelf to aid filling shelves

“The new layout made it much easier to fill the shelves as there was more stock of the fastest sellers and it was easier for my shoppers to find their drinks as it is clearly laid out”

+25%

SOURCE: Selling on Impulse : Retail Newsagent, 2009