



TRICK OR TREAT



Halloween is a huge seasonal opportunity for retailers so take a good look at your range and make some spectacular sales

It doesn't matter whether your customers choose to trick or treat, throw a party to celebrate with family and friends or spend the evening at home, Halloween offers a significant sales opportunity and retailers who inspire their customers in the lead up to the event will reap the rewards.

So why not go all out and make the most of the spooky season and take your Halloween plans up a level? Follow our guide to creating Halloween excitement and bag a whole load of seasonal sales.


Good

Stock up on Halloween essentials such as variety packs and multipacks of individually-wrapped sweets, all perfect for those expecting trick or treaters or hosting a party.



Self-eat treats are key for Halloween success as these will drive incremental sales. Stock themed products such as Cadbury Goo Heads to encourage impulse and repeat sales.

Use themed POS to capture customer attention or you can even create your own.

[Click here to create your own themed POS](#) 



TOP TIP Create engaging social media content to let customers know what you have in store to make their Halloween special



Better

Think about Halloween as a party occasion and stock up on essentials such as confectionery, soft drinks, party food, cakes and biscuits, crisps, snacks and licensed products.

Make the most of all seasonal promotions in depot and advertise your Halloween deals on social media and using signage in store.

Don't forget to include low-sugar, sugar-free or higher fruit content treats to cater for all customer needs.



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Best

Become a destination store for Halloween by dressing your windows and entrance with eye-catching decorations such as cobwebs and spooky lighting. Could you tempt customers in with a display of pumpkins outside?

Get into the spirit with in-store decorations and encourage staff to dress up and play Halloween music to create excitement. Could you offer themed games and quizzes for children, with confectionery prizes up for grabs? Just make sure you use social media to spread the word so customers know that your store is the best for Halloween fun.

Devote a section of your store to fancy dress including masks, witch hats, fangs, devil horns, cat ears and decorations such as lights, cobwebs and a range of trick or treat bags.



De-risk Halloween

🎃 Only stock Halloween themed packs well in advance, then switch to non-themed packs in the lead up to 31 October.

🎃 Give prominence to branded themed packs to create excitement and drive repeat sales.

🎃 Include any remaining branded multipacks in your Bonfire Night or Christmas in-store displays.

[Click here for more than 30% POR on Halloween-themed toys](#)



Stock up on the style

We're giving our fashion loving consumers a chance to win 1,000s of prizes selected by Kate Moss via a collection of limited edition packs!

Available in plain and PMP

Scan to order your free POS



Diet Coke is worth £840m

31%

of Diet Coke consumers only drink Diet Coke

Coke ^{Diet} x *Kate* ♥

40 years of refreshing breaks