

Celebrate Diwali in style

Does your store have everything your customers need to celebrate Diwali?

Diwali is celebrated by millions of people in the UK, providing retailers with a fantastic opportunity to grow incremental sales and profit.

Diwali – also known as the Festival of Lights – sees families celebrate together with traditional food, gifts and fireworks. Your customers will be preparing well in advance of the celebrations so ensure you stock up and let your customers know that you have all they need.

How to celebrate in store

- Sharing sweets is a traditional element of Diwali, so offering a wide range of premium boxed chocolates, traditional confectionery and large sharing packs of sweets is key to creating incremental sales around the celebration. Use your social media channels to let your customers know about the range you have in store and signpost products clearly in store.
- Soft drinks and fruit juices will be in high demand, especially those with exotic flavours such as mango. Larger formats such as multipacks and 1ltr and 2ltr bottles will be in demand for social gatherings.
- Fireworks play a key role in the celebration of Diwali as families look to celebrate in style.
- Where space permits, create a dedicated display for the products most likely to be in demand. Highlight the display using clear, engaging point of sale to help customers locate products, making sure any promotional offers are well highlighted.

Diwali Monday
24 October



[Click here for guidance on selling fireworks in store](#)



TOP TIP Don't forget grocery essentials such as chickpeas, semolina, rice flour, beans, lentils and grains, condensed milk and yogurt as these are key ingredients used in recipes to celebrate the festival

LOOK OUT

FOR SPECIAL DEALS IN DEPOT



MARS WRIGLEY PMP SINGLES SKU'S ARE +22.8% MAT THIS YEAR VS MAT LAST YEAR

STOCK UP NOW!