

# WIN TVs & MORE



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# up your sales

National Curry Week provides an unmissable opportunity to boost profits and inspire customers with your Indian range

It's often said that curry is our new national dish, and with millions of curries consumed every week in the UK, it's easy to see why. As customers continue to keep a tight rein on their spending, more and more are choosing to create their favourite dishes at home. This is where the opportunity lies for retailers, and those who offer an inspiring range of easy, great-value meal-for-tonight options will benefit from increased sales, footfall and loyalty.

Explore our good, better, best approach to make sure you have everything customers need.



**National Curry Week**  
2-8 October

**11%** of people eat curry between 3 and 7 times a week

(Source: Foodhub data)



## Good

Curry sauces, from the leading brands, are an easy way to create quick, delicious meals. Merchandise them with packets and pouches of rice. For an even easier option, highlight your Indian-themed range of fresh and frozen ready meals.



## 94% of shoppers have bought from the cooking sauces and accompaniments category in the past year

(Nielsen RMS Scantrack total impulse value sales 52 wks vs 2019 to 22.05.21)

## Better

See sales increase by providing fresh chicken, meat and vegetables, and frozen alternatives. Also provide accompaniments, such as naan bread and poppadoms, as well as condiments, such as jars of mango chutney, to boost sales. Merchandise poppadoms and naan bread near sauces, rice and meats for easy pick up for shoppers on a meal-for-tonight mission.



Click for core range advice from Plan for Profit



### Focus On World Foods



**Total World Foods value sales grow +17% over 52wks vs 2019 as the nation falls back in love with home-cooking.**  
Data Source: Nielsen RMS Scantrack. Total category value sales 52wks vs 2019 to 22.05.21

**Oriental cuisine is driving the growth vs pre-Covid period outperforming the category growing +19%**  
Data Source: Nielsen RMS Scantrack. Total category value sales 52wks vs 2019 to 22.05.21

**Balancing the in-store offer on World Food is critical. Rice and Italian remain the heartland of World Foods with 55% total market combined category value sales (over 52wks)**  
Data Source: Nielsen RMS Scantrack. Total category value sales 52wks vs 2019 to 22.05.21

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## Pilau rice and naan bread are the nation's favourite accompaniments (Foodhub data)



## Best

Elevate your offer with ingredients such as curry pastes, tins of coconut milk, dried herbs and spices for customers to make dishes from scratch. Pair with themed drinks to complement Indian-style dishes, such as beers and soft drinks.

Grab customers' attention with bold and bright in-store theatre (click for our feature on [page 25](#) for inspiration). Make meal-for-tonight too good to miss with a multibuy deal, including sauce, sides and a drink.



Click to read the Plan for Profit Focus On World Foods guide

