

MONSTER ENERGY

CALL OF DUTY MODERN WARFARE

BUY A MONSTER ENERGY GET IN-GAME REWARDS

STOCK UP TODAY

ACTIVISION

18 www.pegi.info

BUY PROMOTIONAL MONSTER CAN | **ENTER CODE UNDER RING PULL** | **GET IN-GAME REWARDS**

COD.MONSTERENERGY.COM

© 2023 Monster Energy Company. GET IN-GAME REWARDS. FULL DETAILS AT MONSTERENERGY.COM. Open to residents of UK, IOM &/or ROI aged 18+ only. Promotional ring pulls available 01.09.2023 to 31.12.2023, or whilst stocks last. Promotional ring pulls are available by purchasing 500ml Monster Energy™, Monster Energy Ultra™ and Monster Mango Loco™ products featuring the promotional Call of Duty™ artwork and on participating cans of 500ml Monster Energy Zero Sugar™, Monster Energy Absolutely Zero™, Monster Energy Ultra Fiestas™, Monster Energy Ultra Rasa™ and Monster Pipeline Punch™ with a black ring pull. Redeem by 31.03.2024. To register and for full terms and conditions (T&Cs) go to cod.monsterenergy.com. Every code provides 1 token awarding 15 minutes of 2XP in select current Call of Duty™ titles (PEGI 18). Limit 1HR per day, 40 HRS total, 1HR cap per limited to this promotion. In addition, the first 3 codes redeemed will provide a piece of in-game content. Game and internet connection required. For all compatible platforms and select titles, see full T&Cs. Applicable platform account and subscription may be required (sold separately). Promotion is managed and administered by Monster Energy Europe Limited. © 2023 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY, MODERN WARFARE and WARZONE are trademarks of Activision Publishing, Inc.

Drink it in

Here's an in-depth look at what will be in demand for Christmas across soft drinks and licensed so you can be fully prepared with the right range



Drinks are an integral part of any Christmas celebration and an unmissable opportunity for retailers to make easy sales. Here's how to perfect your ranges and your customers won't be the only ones celebrating!

On everyone's list

Merchandising the bestsellers from the leading brands is vital to unlock sales across soft drinks, beers, ciders, wines and spirits. At a time when customers are cautious with their spend, showing you have the brands they know and trust will pay dividends. Check out the bestsellers feature on [pages 20-21](#) for the must-stock products.

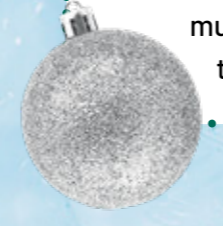
Create a dedicated Christmas drinks bestsellers display in a high-traffic position in store and signpost to your full range for additional sales. Keep products chilled for impulse purchases and provide a range of formats and pack sizes, including PMPs to show value.

Core range

The Plan for Profit [website](#) and app are your go-to for knowing what to stock. You'll find core range guidance for soft drinks and licensed to make sure you have the most in-demand products on your shelves, including the bestsellers. With the core range in place, you can add products that you know your customers want and any NPD to further boost your sales.

As well as the [Focus On guides](#), Plan for Profit provides category guides including the new Licensed, Tobacco & Vaping 2023 [Category Guide](#), which give you valuable insight into the licensed category, planograms and much more to help you maximise the category's potential.

TOP TIP Offer a range of alcohol that caters to every price point



On the go

RTD formats are booming across the category, particularly RTD cocktails. Have a selection of canned alcoholic, non-alcoholic and soft drinks available ready chilled for impulse and on-the-go purchases. Canned formats provide convenience for customers on impulse shopper missions. Small multipacks of soft drinks offer better value, so have them available across colas, lemonades and fruit-flavoured carbonates.

No 'wineing'

Insight from Concha y Toro UK shows Malbec was the largest-selling red wine last Christmas in convenience as shoppers looked to the slightly more premium lines during the 12 weeks of Christmas. With an almost £1 higher ASP for Malbec than the next two largest red grape varieties, Merlot and Shiraz, it is crucial to have a good selection of Malbec including Argentinian premium Malbecs. Sauvignon Blanc has a similar place among white wine, where its share increases during the Christmas period. Stock the top SKUs and include a few from New Zealand as these are popular.



TOP TIP Link categories to boost sales by positioning mixers in the spirits aisle, for example



Premium beer value sales contribution **+2.2%** Christmas 2022 (4 w/e 31.12.22) vs full year 2022

(Source: Nielsen IQ total Impulse)

Cheers to beers

Christmas is the largest event for beer and cider. According to Heineken, perceived value will be important this year, which is great news for the category as beer and cider is seen as 'an affordable treat' versus some other alcohol categories. That said, premium brands continue to grow value sales, as shoppers trade up to 'treat' themselves.

Over the last few years shoppers have started shopping early to plan their spend and ensure they have the brands they want. Based on the larger group occasions and shoppers 'treating' themselves at Christmas but also being mindful that for some budgets are tight, feature a mix of products, pack sizes and formats for all shopper missions.

[Click for the Focus On Christmas Beers, Wines & Spirits guide](#)

Star quality

Christmas is the perfect time to showcase your premium offering. It's the one time of year when customers readily trade up and you need to make the most of this. Display your premium beers, sparkling and still wines, and spirits for customers looking for gifts and for something special to enjoy at home.

Take a leaf out of Nicky Kaur's book, from Lifestyle Express, Aldridge, who supplies gift bags and even gift wraps premium drinks as a ready-made gift solution.

"My store's known for its spirits, but in the lead-up to Christmas I expand my premium range. I also offer a wider range of champagne as this will be in demand as gifts and for New Year's Eve. I always have plenty of bottle bags and bows, but I pre-wrap some with cellophane; perfect for impulse purchases"



Nicky Kaur, Lifestyle Express, Aldridge

TOP TIP

Offer small bottles of brandy for pouring over Christmas pudding!



Watching the pennies

Own-brand products are essential to your Christmas drinks range. Not only do they offer a quality alternative to branded products but they provide great value too.

Alternatives

We can't stress enough how important it is to have a strong low- and no-alcohol range. New research from KAM Media revealed that 44% of Brits are intending to drink less alcohol during Christmas 2023 compared to 2022. Kantar data shows sales in the low- and no-alcohol category were up +18.2% last Christmas.

Customers will be more inclined than usual to buy the brands they know and trust in this category, so brands including Gordon's, Heineken and Guinness need to be on shelf.

