

Spring into action

The first quarter of the year is full of events that offer many chances to build sales and profits

There's no time to rest after the Christmas and New Year rush! The first three months of 2024 are packed with occasions to get behind to encourage bumper sales and increase customer loyalty once they see just how much you have to offer. Let's look at what's coming up and how you can make the most of each opportunity.



Burn's Night

 25 January

Celebrations for the world-famous Scottish poet typically revolve around a meal of haggis, neeps and tatties, and, of course, whisky. Consider stocking a line of haggis and draw attention to it with **bespoke POS**. With the sales potential whisky offers, create a whisky display under a Burn's Night banner. You could even run a whisky month, highlighting any special offers or deals that give you a good margin to encourage purchase.



Chinese New Year

 10 February

This event provides many avenues of profit for retailers. It's the Year of the Dragon in 2024 and food lies at the heart



of many new year traditions. Be prepared with rice, noodles, fresh and frozen meat, stir-fry cooking sauces, fresh and frozen vegetables, spring rolls, and bags of prawn crackers.

Drive incremental sales by suggesting food and drink pairings, and signposting to your beer section. Offer cross-category deals to inspire



impulse purchases.

Dress your store with red decorations, such as lanterns, as red symbolises luck in Chinese culture. Merchandise any leftover red decorations from Christmas and new year.

Click through to page 21 for Valentine's Day inspiration



Pancake Day

 13 February

Advertise your Shrove Tuesday offering alongside Chinese New Year. Focus on the basics to begin with and expand your range as the day gets closer. Look out for the category advice feature in the February issue of InStore for ideas and inspiration.



Mother's Day

 10 March

Of all the spring retail events to get behind this is one of the biggest opportunities of the year for gifting. Start thinking about merchandising and be prepared for your first wave to launch in February – the feature in the next issue takes the good, better, best approach to help you maximise sales.



St Patrick's Day

 17 March

Alcohol is the key category for St Patrick's Day, particularly Guinness – it's the number-one-selling stout in convenience¹ – including Guinness 0.0%. Create a dedicated display including Irish whisky, cider, ales and stout. Multipacks are the order of the day, and ensure you have a selection of sizes and formats too. It falls on a Sunday this year, so be ready for sales across the weekend. Customers will need reminding, so advertise the date in advance.

(Source: ¹Nielsen Scantrack latest 52 & 26 weeks ending 04.12.21)



Easter

 31 March

It's the big one and it's never too early to start merchandising for the most significant spring retail event. Self-eat treats are the starting point for your range and should be on shelves and at till points from January. More invaluable advice to follow in next month's issue of InStore.

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