

# Stock up now on Family Favourites for Pancake Day!



The Nation's Fastest Growing Jam Brand

The No.1 UK Brand in Confectionery

The Nation's Best Tasting Peanut Butter

The Biggest Maple Brand with over 1 Million Shoppers



## The one stop shop for Pancake Day!



# Love your sales

Roses are red, violets are blue, follow our guidance for sales too good to be true!

Valentine's Day is the perfect time for customers to show their loved one how much they care and they'll be relying on their local convenience store to find the perfect gift. Here's our good, better, best guide to maximise your sales and make sure every customer can treat that someone special.



## Better

Step things up with flowers. Single red roses are essential, then expand your selection and encourage higher basket spend with red, pink and white bouquets, if you have space. Site flowers at the front of your store and adjacent to themed displays to encourage impulse sales.

Create your gifting display in an area with high visitation frequency. Feature confectionery and chocolates at a variety of different price points, including any themed products such as heart-shaped chocolate lollipops, cupcakes and small cakes, such as red velvet, and wine and prosecco.

Create a classic menu suggestion of steak and chips with a chocolate dessert and bottle of wine to inspire customers and increase basket spend.

## Good

Get the word out with attention-grabbing in-store theatre – think heart-shaped bunting, balloons and signage, and **themed POS**.

A simple range of bagged and small boxed chocolates, and miniature bottles of wine is a perfect solution.

## Best

Encourage customers to trade up with premium wines, prosecco and spirits, such as pink and flavoured gins, and luxury chocolates. Pair with mixers for the perfect gift.

Drive incremental sales with greeting cards from **Card Connection** and **Riverside Greetings**. And consider offering a selection of helium-filled foil balloons as something a little different.