



DISCOVER NEW Lucozade



3
EXCITING
FLAVOURS

STOCK THE FULL RANGE

VITAMIN B3 HELPS REDUCE TIREDNESS
LUCOZADE, LUCOZADE ENERGY, LUCOZADE SPORT, LUCOZADE ALERT and the Arc Device are registered trademarks of Lucozade Ribena Suntory Ltd.
© Lucozade Ribena Suntory Ltd. All rights reserved. *Suggested Retail Price. †Recommended Retail Price.



Sporting events create a buzz and excitement, offering retailers significant opportunities to drive spend: here's how



Calendar of key events

<p>Women's Champions League Final ● 25 May</p> <p>Men's Champions League Final ● 1 June</p> <p>Euro 2024 ● 14 June-14 July</p> <p>Royal Ascot ● 18-22 June</p> <p>Tour de France ● 29 June-21 July</p>	<p>Tour de France Femmes ● 12-18 August</p> <p>Wimbledon ● 1-14 July</p> <p>The Open ● 18-21 July</p> <p>Olympics ● 26 July-11 August</p> <p>Paralympics ● 28 August-8 September</p>
---	---

It's a hat-trick of huge sporting events this summer, which means retailers should be on their marks to get set and go to score winning sales!

The sporting spectacle kicks off with Euro 2024 in June and England are among the favourites to lift the trophy. Football events always equate to high footfall and the key to attracting custom and increasing margins is always to be prepared – [click to read the Euro 2024 feature](#) for more advice. The Olympics and Paralympics follow soon after from July.

Goal!

The one drink football fans want is beer. Multipacks are crucial to an uptick in revenue, plus stocking the bestselling brands, including Fosters and Heineken. [The Plan for Profit Licensed Category Guide](#) is an invaluable resource to help you with ranging advice and how to display products to maximise margins.



NEXT PAGE →

During the 2022 FIFA World Cup **21.5% of consumers** bought a soft drink within the convenience channel

(Source: Lumina Intelligence Convenience Tracking Programme, data collected 4 w/e 18.12.22)



Soft drinks featured in **2.2% more baskets** during the 4 weeks of the 2022 FIFA World Cup versus the same period in the prior year

(Source: Lumina Intelligence Convenience Tracking Programme, data collected 4 w/e 18.12.22 and 4 w/e 19.12.22)



Wines and spirits will also be in demand. As it's the start of summer, white wines and rosé are must-stocks, and remember to keep a selection chilled for impulse purchases. Merchandise mixers alongside bestselling spirits to boost sales. Pimm's takes centre stage at this time of year (think Wimbledon in July) – display with lemonade, oranges, strawberries and cucumber for a classic Pimm's to enjoy all summer long.

Highlight your range of low- and no-alcohol beers, wines and spirits to net sales.



Drink up

The Paris Olympics opens in July and soft drinks play a key role in refreshing the nation as they watch the world's best athletes compete – soft drinks featured in 4.2%

TOP TIP Keep impulse formats of beers, ciders and soft drinks, and wine in chillers for those all-important on-the-go shopper missions

more baskets in the three weeks of the Olympics in 2021 versus the three weeks prior.*

Cola should be the focus of your range as it featured in 4.08% more baskets in the three weeks of the Olympics in 2021 versus the three weeks prior as people sought take-home occasions to watch the Olympics on TV,* so focus on multipacks and large single formats here.

Flavoured carbonates, such as Pepsi Max, water, cordials, and fresh and ambient juices will be popular too.

Click to visit Plan for Profit for valuable insights into beer and lager brands and products



(Source: *Lumina Intelligence Convenience Tracking Programme, data collected 3 w/e 08.08.21 and 3 w/e 18.07.21)



Score with snacks

Watching sport makes you hungry! The **Plan for Profit Focus On Crisps, Snacks and Nuts guide**

is your best friend, packed with advice to give your store the best chance for snacks sales success.

Sharing bags of crisps and nuts will be incredibly

popular – team with dips for extra sales. Pringles are a must-stock – the brand sees its second-biggest spike in sales share during major football events, driven by Large Sharing Pringles.**

With 54% of the UK interested in the UEFA Champions League, PepsiCo's aim is to provide the best experience for fans and inspire viewers to 'grab a taste of the action' with Walkers Max and Doritos – available in PMP packs for great value.

Food is fuel

Keep it quick and easy for customers with meals straight from the freezer. Classic bites to enjoy alongside watching sport are pizza, chips, potato wedges, curries, sausages and burgers.

Sporting events are a great chance to promote your food-to-go offering, from pasties and Rollover hot dogs to hot drinks and slushies – which are hugely popular over the summer months.

Offer value

Look out in your local member wholesale depot for offers and promotions, and highlight in store. Create your own offers and multibuy deals to increase spend, for example snacks and soft drinks bundles, and run flash promotions following a home win to encourage engagement and loyalty with your store.

Personalised POS and special in-store displays dedicated to different sporting events as they happen are a reminder to customers to stock up and visit your store for all they need.



TOP TIP Create themed offers to incentivise shoppers to spend, such as frozen meal and beer bundles

(Source: **Circana | Value Sales | Date to 24 Feb 24)