



What dad really wants

Father's Day
Sunday
16 June

Have everything your customers need as they look to treat their dads this Father's Day

Father's Day is a lucrative opportunity for convenience store retailers, so ensure your range is well signposted in store and you have a dedicated display of gifting lines to attract attention. Merchandise bestselling products at eye level to maximise sales. [Click here](#) to see gifting bestsellers.

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Start dad's day right

Research by money.co.uk has shown that people plan to cook at home or on the barbecue for Father's Day. With that in mind, stock up for meal occasions across the day with pastries, bacon, sausages, eggs and fruit juice for a tasty breakfast. Follow up with cold meats, cheese and savoury snacks for a classic lunch. You should also highlight your range of barbecue foods, such as fresh and frozen burgers, sausages, burger buns and hot dog rolls ready for the expected hot weather.

"We have seasonal stands that we update throughout the year to reflect each of the annual events, such as Father's Day, to promote impulse purchases" Sanjay Pilani, Empire Stores, Skegness

Treat time

Stock up on savoury snacks and nuts, and gifting confectionery. Chocolate is the number-one gift given on Father's Day,* so have a wide range available, from gifting boxes to pouches and blocks.

Create gift hampers including alcohol, confectionery, snacks and soft drinks with options for shoppers to customise them, for example, with favourite drinks, chocolate or a magazine.

Research shows shoppers are willing to splash out on Father's Day treats and gifts, so you can go all out with your offering. And remember products for the occasion are low risk. That said, promotions demonstrating great value, avoiding PMP for gifting, will always be welcome, such as a beer and snack deal, or wine and chocolate – alcohol and chocolate is the most popular gift combination.*

(Source: *Snack Convenience Tracking Programme w/e 13.06.21)

Raise a glass

What dad wouldn't like to spend the afternoon with a beer in one hand and snacks in the other? Alcohol is a big seller for Father's Day. Have a range of ready-chilled impulse beer and cider lines in place. Create a dedicated promotional display of craft ales, which are incredibly popular for gifting. HIM research revealed spirits are the top food and drink gift for Father's Day – merchandise with mixers for incremental sales or create a ready-made gift of a spirit and mixer in a box. Include wine and ARTD canned options too. Hang bottle bags on the display for a complete gifting solution.

Don't be afraid to add premium products across beers, wines and spirits as customers will pay more for something special as a gift.



Click for the Focus On Gifting Confectionery Guide from Plan for Profit



Extra sales

Boost incremental sales with a selection of bottle and gift bags, gift wrap and greetings cards – receive excellent rates from Central Services providers [Card Connection](#) and [Riverside Greetings](#).

