



**TOP TIP** Sales of soft drinks, ice cream, barbecue foods and alcohol, in particular, spike over the summer months, so stock up and maintain a steady supply

# Scorching sales

Come rain or shine, your store could be a saviour for customers this summer

The sun is shining and everyone wants to be outside enjoying it while it lasts! There are calls for barbecues, impromptu get-togethers, days out, picnics, trips to the seaside... The big questions are, do you have what customers are looking for and do they know your store is the go-to, whatever their plans?

## Attention, attention

Summer and barbecues go hand in hand. Burgers are essential, but people love a hot dog too, so stock fresh and frozen burgers and sausages and meat-free

alternatives, plus buns and accompaniments. Be ready with chilled on-the-go formats of beers, ciders and wines, spirits and mixers, and sharing packs of bestselling soft drinks.

If you have space, merchandise disposable barbecues and stack bags of charcoal outside the front of your store to capture passing trade.

## On the move

A dedicated grab-and-go section for picnic foods will make shopping super-quick and easy for customers. Think sandwich fillers, bread rolls, pork pies and sausage rolls, as well as sweet options like biscuit bars, cakes and fruit. The **Plan for Profit Impulse Category Guide 2024** is an essential guide for range advice.

Research shows ranging food and drink together can double shopper engagement and increase sales by up



to 32%\* and almost one-third of soft drink shoppers in convenience are on a food-to-go mission,\*\* so drive incremental sales by stocking single cans and bottles next to sandwiches and snack foods in chillers.

Hanging bags of confectionery, and single and duo chocolate bars are guaranteed to boost sales. Merchandise in as many areas of the store as possible, including at or near till points, to bump up impulse purchases.

For days out, provide a complete solution with

deals, such as a ready-made sandwich, snack and soft drink for a set price showing you offer value too. And remember to signpost customers to your hot food and drinks-to-go offering – click for excellent rates from our Support Services providers.

## Ready and waiting

Spontaneous summer gatherings are big business. Keep an eye on the weather forecast as weekends approach and up your marketing

[Click for the Plan for Profit Grocery, Non Food, Chilled & Frozen Category Guide](#)



(Sources: \*Connecta; \*\*Lumina)


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The soft drinks category is worth **£3.3bn** annually to convenience store retailers\*



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(Source: \*Nielsen)

in store and on your socials when the sun is set to shine. Fill your shelves with snacks, frozen foods, ready-chilled alcoholic – particularly impulse formats of beers – and non-alcoholic drinks, soft drinks and barbecue essentials. That way you'll be prepared when last-minute customers flock in looking for supplies.

**Be cool**

Keep up your stock levels of handheld ice creams and lollies, and take-home tubs – look at **Eden Farm Hulleys** for exclusive pricing. Siting your freezer at the store entrance will see your impulse sales soar with the temperature.

Pre-chilled ready-to-drink cans and bottles are essential, including water. Soft drinks are a bestseller all year round, but summer is when retailers see a

spike in sales. Chilled coffees are also big sellers and you'll see a serious difference to your bottom line by stocking a wide selection.

Have you invested in a slush machine yet? If not, why not? Time and time again retailers have told us how beneficial one has been to their sales. General Manager Tom Higgins, Today's Silver Beach, Skegness, got one last summer and said: "We installed a Slush machine and it flies out when the weather is warm." It's a real draw for children – who will then use pester power to spend more on confectionery and snacks – and provides a serious wow factor, as well as driving footfall and offering great margins – find out more with **Snowshock**.

If there's one thing you do this summer, install a slush machine – you can thank us later!

**TOP TIP** Think about ranging napkins and disposable tableware and barbecues for impromptu days out and get-togethers

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## stock up now!

\*Source: Flavour TURF test, September 2022, combined market data: UK, FR, n=622 (UK n=312/FR n=310) \*\*Source: NielsenIQ Retail Measurement | GB - MARS CONFECTIONERY - TOTAL CONFECTIONERY | Entire database = Jan 13, 2024