



With **76% growth in vodka variants,**⁹ Smirnoff ARTDs are key to stock

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Licensed to succeed

When it comes to summer sales success across the BWS category, remember 'cold is sold'!

Now is the time to refresh and fine-tune your beers, wines and spirits range as summer approaches its peak. If you get your ranges right, you can be sure of sales to say cheers to.

Beer alert

The beer category is driven by brands. Stella Artois is the bestseller and Cruzcampo and Guinness are the brands to get on shelf as sales are in fastest growth.

Get the basics right

Set yourself up for sizzling sales by getting your **core range** right with the help of Plan for Profit. Then build on that by adding products according to your customer base and time of year

Premium beer is seeing the largest share growth in impulse (Heineken data).

Craft beer shoppers have the potential to deliver an 11% increase in total beer sales.¹ Craft beer is worth more than £32m and growing, according to Circana. Nielsen reports that 38% of craft beer spend comes from 4–6-packs.

Cider

Cider is in growth – sales are typically higher over the warmer months. NPD is where the sales potential is. Merchandise new flavours from the major players such as Heineken and signpost well.

Single and small packs are the largest contributor to impulse cider value sales and mid-size packs are increasing.² Strongbow Original is the bestseller with Kopparberg the bestseller in flavoured cider, and Inch's is in growth.

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Spirits are high

When it comes to big-spend items, customers will turn to what they know. Smirnoff is the largest vodka brand in convenience,³ worth £276m⁴ in this channel. But gin is the most popular spirit in the UK with 30.6% consumer penetration⁵ and Gordon's is the brand to have on shelf as the number-one gin.⁶

Rum is becoming more popular – it's a great base for cocktails – and Captain Morgan is the number-one brand⁷ to range.

Consider double facings of the bestselling brands and grouping variants from the same brand together to help customers navigate the category. Cross-merchandise with mixers to inspire extra sales.

Grape success

Still wine is in growth with Australian varieties being the most popular with a 21.6% value share.⁸ Rosé is the fastest-growing at +4.6%, white at 2.6% and red at 0.7%. Zinfandel (rosé), Sauvignon Blanc (white) and Malbec (red) are the varieties to focus on.

With the cost of living still biting, clearly price your range in tiers on shelf.

In the can

If there's one area to focus on it's ARTDs. Stock a range that spans spirits bases and is aligned with

Success is...

Across all categories, siting bestsellers at eye level, brand-blocking, having a selection of different formats and pack sizes, signposting, having drinks ready chilled and offering PMPs to show value are key to sales

current trends. Coca-Cola recently launched Absolut Vodka and Sprite, joining bestselling Jack Daniel's and Coca-Cola and Jack Daniel's and Coca Cola Zero Sugar.

While single cans are important, so too are multipacks to encourage customers to spend more per visit. To make the most of the opportunity ARTDs present, keep a selection chilled and maximise visibility: group products by brand and type, and clearly signpost.

Go low

No- and low-alcohol drinks are growing sales across all alcohol types. According to Mintel, a whopping **six in ten adults in the UK avoid or limit their alcohol consumption.**