

STOCK UP AND CELEBRATE THE FESTIVE PERIOD WITH TOBLERONE

TRUFFLES
TOP 10
PREMIUM
GIFTING
RANGE*

360G NO.3
IN PREMIUM
GIFT 1&S*

*Source Nielsen 52w we 27th June 2024

Seasonal advice

How can retailers win at Christmas?

A bite-sized guide to sales success over the most important trading period of the year

Essentials

The first rule of Christmas trading is stock the everyday essentials, such as milk and alternative milks, eggs, bread, coffee, teabags, pantry staples including cereal, tinned goods and baking ingredients, plus pet food, and kitchen and toilet roll.



TOP
TIP

Ask staff to offer a cheery hello, thank you and goodbye to every shopper, and when December arrives, consider adding a festive greeting to spread cheer and keep the atmosphere welcoming for all, while boosting both spirits and sales



Festive must-stocks

Mince pies, Christmas cake, gift wrap, bottle bags, gift tags, greetings cards, sticky tape, stocking fillers – merchandise these items and your customers will thank you.

See the opportunities feature on [page 21](#) to find out how you can bump up sales with a range of cards and gift wrap.

Emergency items for the big day

- gravy granules
- stuffing
- fresh or frozen vegetables
- condiments
- alcoholic beverages: wine, prosecco, champagne, brandy, liqueurs
- soft drinks and tonic water
- Christmas pudding
- boxes of chocolate
- custard
- cream
- foil
- matches
- batteries

These are the main items customers are most likely to need from their local convenience store, so be prepared. Stock up and maintain availability so you're ready for those last-minute distress purchases.



Something special

Customers are prepared to spend more on something special at Christmas time. Retailers can win by merchandising premium products with a higher price tag. Think chocolate gifting, wine, champagne and spirits. Highly visible placement of your premium lines will boost those incremental sales, and cross-merchandise with bottle bags and gift wrap to boost them further.



22% of spirit sales are premium in convenience stores, while **33%** are across total market

(Source: Nielsen, Total Impulse, MAT and L12W to w/e 09.09.23)

The big freeze

Frozen food has become a key category, opening up seasonal sales opportunities for retailers. It offers convenience and great value, plus a longer shelf life, ideal for those shoppers planning ahead and budgeting in the lead-up to Christmas. Promote your frozen range of vegetables, roast potatoes and Yorkshire puddings through in-store signage. And, of course, these products are in demand all year round – it's a win-win situation for sales.



Put a price on it

Price-marked packs (PMPs) are vital at this time of year, showing customers they're paying a fair price and reassuring them of the value you offer in your store. Crisps and snacks, biscuits, confectionery, soft drinks and alcohol spike in demand over the festive period, so spotlight any products carrying a PMP to help your customers to budget.

Merchandising

Eye-catching displays around the store are more important than ever. Within categories such as confectionery and chocolate, keeping subcategories, such as impulse, boxed, tins and advent calendars, clear is crucial for success. Put Christmas SKUs just below eye level at 'buy level' to take advantage of incremental sales.



[Click for the Focus On Autumn & Winter Seasonal Confectionery](#)



The store to be

Winning at Christmas is about more than the products on your shelves, it's the many other things you can do that make your store a destination – which soon adds up to increased sales. Draw customers in with in-store theatre. Put a tree up if you have space and it's safe to do so, hang decorations throughout the store, create your own **Christmas POS** and encourage staff to dress up in festive-themed jumpers. Provide colouring sheets for children, offer mince pies to shoppers, send

Christmas cards to your regulars or create a Santa mailbox where children can post their letters to the North Pole. It all adds to the magic of the season and will leave a lasting positive impression on everyone that comes into your store – and that's a big win.

You may not always be able to compete with the multiples on price, however the advantage you have is the ability to respond quickly to changing customer needs and offer a memorable shopping experience.

Come in, we're **OPEN**

Open nearly all hours

Highlight your Christmas opening hours with in-store posters and social media posts, letting customers know you're open for last-minute essentials and emergency top-ups!

TOP TIP

Make sure staff know all the promotions running in store so they can tell customers about them