

Stock up. on magic



DIABLO
+30.2% VOLUME L52W¹
ATTRACTING
YOUNGER & MORE
AFFLUENT SHOPPERS²

TRIVENTO
ARGENTINA
**THE NATION'S
NO.1 MALBEC
BRAND¹**

**Casillero
del
Diablo**
**THE NATION'S
NO.1 CHILEAN
WINE BRAND¹**



Cheers to great sales

Bestsellers lead to the best sales – here's how to achieve them across alcohol and soft drinks

Christmas is the biggest opportunity of the year for alcohol: fact. But it's not just the biggest moment of the year

for sales, it's also the time when customers are most likely to trade up – and that's where retailers can truly benefit.



Beer

Mainstream brands are bestsellers within lager. Focus on premium and world beer, as they represent the majority of total value sales – read the **Plan for Profit Licensed & Tobacco Guide 2024** for merchandising advice. Small multipacks are the largest contributor to sales and cans are the bestselling format.



Cider

Thatcher's Gold, Kopparberg, Henry Westons and Strongbow Original are the brands to stock for maximum sales in the cider category. Standard apple and pear variants make up 50% of sales. Small packs are the primary driver of growth.

Wine

The bestselling varieties across the wine category are sauvignon blanc in white and Merlot in red. Rosé blends perform best at Christmas, with pinot grigio and Provence.

Australian wines are the most popular, and Hardys, Yellow Tail, Oyster Bay and Casillero Del Diablo are among the leading brands.

It's the £6-£8 bracket that holds the biggest volume and the £6-£10 showing the biggest improvement in performance (Accolade).



Click to read the Focus On Christmas Drinks guide



Cocktails

For cocktails, it's vodka-based ones that are a customer favourite. Smirnoff is a bestseller – team with tonic water, soda, syrups and ice for winning sales. ARTDs are must-stocks as their popularity continues to rise.



Soft drinks

Take-home formats are the winners at Christmas as people prepare for parties and family gatherings. Coca-Cola Classic PMP 1.75l is essential to stock, along with Coca-Cola Diet, J20 Orange & Passion Fruit, Schweppes Lemonade and Shloer Red/White Grape.



Spirits

Vodka, including flavoured variants, is number one by value share. When it comes to premium options, tequila is the must-stock. Smirnoff, Gordon's, Jack Daniel's, The Famous Grouse, Bell's, Jameson and Captain Morgan are bestsellers.



Low and no

This is the segment that's outperforming the rest in alcohol as consumers continue to moderate their intake. The bestsellers in beer are Heineken 0.0% and Guinness, in cider it's Kopparberg Strawberry & Lime Alcohol Free¹, and McGuigan in wine – keep the bestsellers visible on fixtures. The **Focus On Low and No Alcohol guide** is packed with advice and insight on this key category. Be confident in keeping stock levels high as Dry January gets more popular every year – 18.7% of drinkers participated in Dry January this year, an increase of 3.2 million compared to 2023².

Click for STATISTICS



Click to read the Focus On Low and No Alcohol guide



(Sources: ¹SmartView Convenience 52 MAT 14.07.24; ²Kantar Alcovision | Drinkers % | 1 m/e 31.01.24)

NAUGHTY OR NICE, JAM'S ON THE LIST



JAM SHED

JAM GOOD WINE