

Are you making the most of your spirits category?

- ➔ Spirit sales continue to grow in the off-trade as people drink at home more often rather than in pubs and bars
- ➔ Sales of spirits account for an average 3.3% of total store turnover¹ in a typical UK convenience store - that's £22,412 a year
- ➔ Spirits shoppers are really valuable to convenience stores
 - + visit 20% more often than non-spirits shoppers
 - + spend more than twice as much in a year than those who don't²

Get your range right to meet your customer needs

Rationalizing range and focusing on best sellers, can increase spirit sales by 9%³

- ➔ Stock the right products for your customers – two out of three customers will not buy an alternative if they cannot find the brand they are looking for⁴
- ➔ Big name brands attract customers and reflect well on the quality of your store
- ➔ Focus on the key categories – Vodka and Scotch
- ➔ Ensure you offer core lines within other categories (Brandy, Gin, Rum, Specialties etc)
- ➔ Look to offer a range of sizes on key lines only (8 out of 10 of the top selling lines in convenience are 700ml – see table)
- ➔ Stock a value offering on biggest categories as well as a standard brand. You may also want to consider a premium offering

Top 10 SKU'S

- 1 SMIRNOFF® RED LABEL VODKA 700ML
- 2 BELLS 8 YR OLD BLENDED WHISKY 700ML
- 3 THE FAMOUS GROUSE BLENDED WHISKY 700ML
- 4 GORDON'S® GIN 700ML
- 5 GLEN'S VODKA 700ML
- 6 SMIRNOFF® RED LABEL VODKA TL
- 7 SMIRNOFF® RED LABEL VODKA 350ML
- 8 TEACHERS BLENDED SCOTCH 700ML
- 9 JACK DANIELS TENNESSEE WHISKEY 700ML
- 10 BACARDI 700ML

Source: Top 10 SKUs in Value £ Millions Total Impulse (Non Groc Mults) Latest MAT

Note: Excludes Own Label

Make it easier for your customer to shop

- ➔ Laying out spirits in a logical way makes it easier for shoppers to find what they're looking for and can increase sales by 5% .
- ➔ See merchandising section for principles on laying out fixtures.
- ➔ Here is a plan which incorporates these principles



Top tips:

- ➔ One-in-three spirits purchases is made with a mixer, why not position your mixers next to spirits?
- ➔ Why not put everything in one place for the customer to make the perfect drink at home - spirits, mixers and lemons/ limes?
- ➔ Bringing spirits out from behind the counter can really increase sales. Why not make a display using branded giftbox cartons at Christmas on key brands e.g. Baileys® Irish Cream, therefore avoiding any theft issues
- ➔ With retailing spirits comes a responsibility. For more information please refer to the responsible retailing section

Remember, following the principles outlined here could increase your spirit sales by 14% and therefore generate a lot more cash in your till!

1: IGD Convenience Retailing 2004. 2: HM CTP 2004. Average shopper spends £1200. 3: Diageo retailers best 2001. 4: HM CTP 2005. Diageo Great Britain is a member of The Portman Group – promoting responsible drinking. The Smirnoff, Gordon's, Captain Morgan, Jose Cuervo, Baileys, Archers, Pimm's and Bell's words and associated logos are all trade marks. © Diageo 2005