

Cadbury TREBOR BASSETT

WORKING IN ASSOCIATION WITH

RuralShopsAlliance



Merchandising

Small stores

Utilise effective counter displays to merchandise countlines and blocks. Bags should ideally be located on a secondary free-standing unit in a high traffic area. Giving and Sharing product should ideally have their own dedicated space.

Medium stores

The main fixture should be located in an aisle close by the main checkout to maximise impulse sales. Hanging Bags should be merchandised as part of the main fixture in its own dedicated space, or on a secondary bag stand alongside the main fixture if space is tight. Giving and Sharing should have a full bay adjacent to main fixture or other sympathetic categories eg. Giving alongside cards, and Sharing alongside either video, BWS or large snack bags.

New Product Launches

Always aim to place new products at the main till point or checkout as well as on main fixture for launch to maximise sales. Most new products have substantial advertising support so will be top of mind with shoppers for the first few weeks following launch. Temporary display solutions for all new Cadbury Products will be available through your Cadbury Trebor Bassett Sales Executive.

Display Kit

Cadbury Trebor Bassett has an effective range of display kit designed at driving category sales for all independent retailers. Please ask your Cadbury Trebor Bassett Sales Executive for a brochure to see how we can help drive your sales even harder through impactful display and merchandising.

MAXIMISING SALES WITH Cadbury TREBOR BASSETT

The total confectionery market is worth £4.0bn and is flat yoy. Sales through Independent retailers is over £890m.

Confectionery has 96% penetration which means that 96% of the population have consumed confectionery in the last year. This highlights the categories universal appeal and importance to retailers.

The main market subsectors are:

Countlines	worth £475m, 54% of total independent market
Bag & Block	worth £142m, 16% of total independent market
Mint & Gum	worth £153m, 17% of total independent market
Gift	worth £83m, 9% of total independent market
Sharing	worth £36m, 4% of total independent market



TOP 10 Countlines

- 1 MARS
- 2 CADBURY TWIRL
- 3 SNICKERS
- 4 CADBURY DAIRY MILK
- 5 MARS BAR BIG ONE
- 4 TWIX ORIGINAL
- 7 KIT KAT ORIGINAL 4 FINGER
- 8 MALTESERS
- 9 CADBURY CRUNCHIE
- 10 FRY'S TURKISH DELIGHT



TOP 10 Mints

- 1 TREBOR EXTRA STRONG MINTS
- 2 TREBOR SOFTMINTS MINT
- 3 TREBOR SOFTMINTS SPEARMINT
- 4 POLO MINTS ORIGINAL
- 5 POLO SUGAR FREE ORIGINAL
- 6 POLO SPEARMINT
- 7 TIC TAC FRESH MINT
- 8 TREBOR EXTRA STRONG SPEARMINTS
- 9 XXX STRONG MINTS
- 10 EXTRA SUGAR FREE MINTS PPRMINT



TOP 10 Bags

- 1 MALTESERS
- 2 WERTHERS ORIGINAL BUTTER CANDY
- 3 HARIBO STARMIX
- 4 GALAXY MINSTRELS
- 5 HARIBO TANGFASTICS
- 4 CADBURY CHOCOLATE ECLAIRS
- 7 BASSETTS LIQUORICE ALLSORTS
- 8 MAYNARDS WINE GUMS
- 9 REVELS ASSORTED
- 10 BASSETTS JELLY BABIES



TOP 10 Blocks

- 1 CADBURY DAIRY MILK 200G
- 2 GALAXY MILK 150G
- 3 CADBURY DAIRY MILK FRUIT & NUT 200G
- 4 CADBURY DAIRY MILK WHOLENUT 200G
- 5 CADBURY DAIRY MILK CARAMEL 200G
- 6 CADBURY BOURNVILLE 200G
- 7 CADBURY DAIRY MILK TURKISH 200G
- 8 CADBURY DAIRY MILK CRUNCHIE 200G
- 9 CADBURY DAIRY MILK MINT CHIPS 200G
- 10 CADBURY DAIRY MILK BISCUIT 200G



TOP 10 Gift Assortment Brands

- 1 CADBURY ROSES
- 2 FERRERO ROCHER
- 3 MILK TRAY
- 4 QUALITY ST
- 5 DAIRY BOX
- 6 BLACK MAGIC
- 7 CADBURY FLAKE MOMENTS
- 8 TERRY'S CHOCOLATE ORANGE
- 9 GUYLIAN SEASHELLS
- 10 LINDT LINDOR



TOP 10 Sharing Brands

- 1 CELEBRATIONS
- 2 CADBURYS HEROES
- 3 MALTESERS
- 4 AFTER EIGHT
- 5 ELIZABETH SHAW
- 6 FAMOUS NAMES
- 7 CADBURY SNAPS
- 8 JAMESONS
- 9 BENDICKS
- 10 MATCHMAKERS



KEEP ALL THE TOP 10'S ON SHELF TO HELP DRIVE YOUR SALES!