

CATEGORY ADVICE 2022



CIDER



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Cider has grown 23% in the past year and is now worth £2.1bn in the Impulse Channel.

Total Impulse Cider value sales account for 9.1% of Total Impulse total Alcohol value sales. Total Grocery Cider value sales account for 4.7% of Total Grocery total Alcohol value sales.

(MAT we 27.03.21 Nielsen Scantrack)

Cider in Impulse is worth £513m and growing 36.2% year on year.

48% of total Cider sales are Apple Cider, 30% Flavoured.

(Nielsen Scantrack, MAT to 20/03/21)

Cider shoppers in the Impulse Channel have grown +36.9%, +245,300K shoppers in the past year.

(MAT we 21.03.21 Kantar WPO)

Premium Apple Ciders have grown the fastest in the past year, boosted by new Rose variants in the market.

(Nielsen Scantrack, MAT to 11/7/20)



Market Insight

CATEGORY ADVICE
2022

Impulse purchasing has risen in the past year +10%, retailers can boost sales through impactful displays to tempt their shoppers especially around key events.

50% of shoppers say they would be likely to purchase more Premium products around key event and holidays, retailers need to make sure they have a good Premium Beer & Cider offering.



Convenience basket size has increased this year. Tempt shoppers with displays of Crisps & Snacks next to Beer & Cider.

Over 1/5th of UK consumers are teetotal – make sure you stock a small range of No Alcohol Beer & Cider.



(Source: Lumina Intelligence, UK Convenience Market Report 2020)



Must Stock Lines

CATEGORY ADVICE
2022

These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

CIDER

FRUIT CIDER			VALUE							
Cans	Bottles	Multipack Cans	Cans	PET Bottles						
  	  	 		 						
1	2	3	4	5	6	7	8	9	10	11

CIDER

AMBER

Cans	Bottles	Premium	PET Bottles			
  	 					
12	13	14	15	16	17	18

Also, include RTD's in your chiller to increase sales!

READY TO DRINK

   	  	 				
19	20	21	22	23	24	25



Must Stock Lines

CATEGORY ADVICE
2022

1



K CIDER
500ML
SKU CODE: 721413

2



STRONGBOW DARK FRUIT
PM 4 FOR £5.75 440ML
SKU CODE: 733156

3



STRONGBOW DARK FRUIT
568ML
SKU CODE: 582486

4



REKORDERLIG STRAWBERRY & LIME
500ML
SKU CODE: 778271

5



KOPPARBERG MIXED FRUIT
500ML
SKU CODE: 471202

6



BULMERS CRUSHED BERRY NO.17
500ML
SKU CODE: 293373

7



STRONGBOW DARK FRUIT 10 PACK
440ML
SKU CODE: 129853

8



KOPPARBERG MIXED FRUIT 10 PACK
330ML
SKU CODE: 212080



Must Stock Lines

CATEGORY ADVICE
2022

9



**ACE
500ML**
SKU CODE: 411495

12



**STRONGBOW PM 4 FOR £4.65
440ML**
SKU CODE: 733167

10



**ACE
1LTR**
SKU CODE: 411505

13



**STRONGBOW PINT 4.5%
PM 4 FOR £5.95 568ML**
SKU CODE: 779567

11



**FROSTY JACKS ORIGINAL
1LTR**
SKU CODE: 417418

14



**MAGNERS IRISH ORIGINAL
PM 4 FOR £4.59 440ML**
SKU CODE: 780526



Must Stock Lines

CATEGORY ADVICE
2022

15



BULMERS ORIGINAL
500ML
SKU CODE: 293395

18



STRONGBOW
2LTR
SKU CODE: 678935

16



MAGNERS IRISH ORIGINAL
568ML
SKU CODE: 557463

19



JACK DANIEL'S & COLA
330ML
SKU CODE: 503284

17



HENRY WESTONS VINTAGE
500ML
SKU CODE: 546856

20



GORDON'S GIN & TONIC PM £1.69
250ML
SKU CODE: 507822



Must Stock Lines

CATEGORY ADVICE
2022

21



SMIRNOFF & COLA PM £1.69
250ML
SKU CODE: 507722

22



CAPTAIN MORGAN & COLA PM £1.69
250ML
SKU CODE: 507711

23



DRAGON SOOP DARK FRUIT
PM £2.99 500ML
SKU CODE: 316982

DRAGON SOOP BLUE RASPBERRY
PM £2.99 500ML
SKU CODE: 277707

DRAGON SOOP STRAWBERRY & LIME
PM £2.99 500ML
SKU CODE: 149572

24



SMIRNOFF ICE PM £3.29
70CL
SKU CODE: 629914

25



WKD BLUE PM £2.99
70CL
SKU CODE: 61318



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

411505	411505	ACE CIDER 1LTR
497176	497176	FROSTY JACKS CIDER S/PK 1LTR
678935	678935	STRONGBOW 4.5% 2LTR

SHELF 2 SKUs

BESTWAY BATLEYS

129853	129853	STRONGBOW DARK FRUIT 10 PACK 440ML
212080	212080	KOPPARBERG MIXED FRUIT 10 PACK 330ML

SHELF 3 SKUs

BESTWAY BATLEYS

407908	407908	BUDWEISER 4.5% ABV 12 PACK 300ML
727308	727308	STELLA ARTOIS 4.6% 12 PACK 284ML
642105	642105	HEINEKEN 12 PACK 330ML

SHELF 4 SKUs

BESTWAY BATLEYS

690163	690163	BUDWEISER 4.5% 10 PACK 440ML
750583	750583	STELLA ARTOIS 10 PACK £11.49 440ML
752400	752400	TENNENTS 8/£8.00 440ML

SHELF 5 SKUs

BESTWAY BATLEYS

402177	402177	FOSTERS 10 PACK P/M 440ML
755960	755960	TENNENTS 12 PACK 440ML



Planogram 1.25m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

171001	180300	NEWCASTLE BROWN NRB 550ML
327983	327983	INNIS & GUNN ORIGINAL 330ML (SCOT)
343455	343455	BREWDOG PUNK IPA 330ML
724251	724251	PUNK IPA 5.4% 330ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
727187	727187	STELLA ARTOIS 4.6% 660ML
211247	211247	PERONI NA 620ML
55484	55484	DESPERADOS 650ML
743304	743304	CORONA EXTRA 620ML
458337	458337	SAN MIGUEL 660ML
274617	274617	BIRRA MORETTI 660ML NRB
503284	503284	JACK DANIELS & COLA 330ML
340730	340730	GORDONS & TONIC P/M 250ML
340752	340752	SMIRNOFF & COLA P/M 250ML
340717	340717	CAPTAIN MORGAN & COLA P/M 250ML
779956	779956	WKD BLUE £3.39 2/£6 70CL
66936	520618	SMIRNOFF ICE 70CL

SHELF 2 SKUs

BESTWAY BATLEYS

610290	610290	MILLER 6 PACK 330ML
579924	579924	PERONI ITALIAN LAGER 4 PACK 330ML
750572	750572	CORONA EXTRA 4/£5.99 330ML
779901	779901	BUDWEISER 6/£6.85 300ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
471202	471202	KOPPARBERG MIXED FRUIT 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
186614	186614	WKD BLUE 4 PACK P/M 275ML
407110	407110	SMIRNOFF ICE 4 FOR P/M 275ML



Planogram 1.25m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 3 SKUs

BESTWAY BATLEYS

774457	774457	COORS 4/£5.75 500ML
744392	744392	STELLA ARTOIS 4/£5.19 440ML
779880	779880	BUDWEISER 4/£5.29 440ML
752400	752400	TENNENTS 8/£8.00 440ML
780737	780737	STELLA ARTOIS 4 PACK 330ML
346414	346414	HEINEKEN 0.0% 4 PACK 330ML
724273	724273	BREWDOG PUNK IPA 4 PACK 5.4% 330ML CAN
976192	976192	BELHAVEN BEST 3.2% 4 PACK (SCOT)
411495	411495	ACE CIDER 500ML

SHELF 4 SKUs

BESTWAY BATLEYS

733212	733212	FOSTERS 4/£4.85 440ML
397218	397218	INNIS & GUNN LAGER 4/£5.79 500ML
752411	752411	TENNENTS 4/£4.90 500ML CAN
721335	721335	CARLSBERG PILSNER 4/£5 500ML
787265	787265	GUINNESS DRAUGHT 4/£5.49 440ML
10609	773936	MCEWANS EXPORT 4.5% 500ML CAN
779545	779545	JOHN SMITHS SMOOTH 4/£4.95 440ML
733167	733167	STRONGBOW 4.5% 4/£4.65 440ML
733156	733156	STRONGBOW DARK FRUIT 4/£5.75 440ML

SHELF 5 SKUs

BESTWAY BATLEYS

779523	779523	FOSTERS 4/£5.95 568ML
677672	677672	CARLING PINT 4/£5.75 568ML
752411	752411	TENNENTS 4/£4.90 500ML CAN
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
744402	744402	STELLA ARTOIS 4/£6.59 568ML
744381	744381	BUDWEISER 4/£6.39 568ML
721413	721413	K CIDER ABV 7.5% 500ML
189000	510070	SCRUMPY JACK 500ML CAN
779567	779567	STRONGBOW 4/£5.95 568ML



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**