

# CATEGORY ADVICE 2023

## SPIRITS



- **Market Insights**
- **Must Stock Lines**
- **Planograms**





**In the last 52 weeks,  
Spirits sales in Impulse  
have grown by a  
staggering 33.9%**

(Gin +57.8%, Rum +59.2%,  
RTD +51.8%, Liqs & Specs +56.7%,  
Vodka +25.7%).

**In the last 52 weeks,  
Beer sales in Impulse have  
grown by 42.8%.**

Far greater than the  
Grocery growth at 29.7%.

**Premium (+30.9%) and  
Super Premium (+37.8%)  
Spirits have grown  
at a faster rate than  
Standard Spirits (+25%).**

**1ltr (+53.2%) and  
70cl (+34.9%) have driven  
the growth within Spirits –  
far outgrowing fractionals  
growth (+6.4%).**

**Flavoured Gin has been  
the largest part of  
Gin category growth**  
– with flavoured Gin now making  
up 45.8% of the gin category sales  
in Impulse.

**Basket spend in Impulse has  
significantly increased  
(+24.5%) to £8.22,  
up from £6.60 for the  
previous 52 weeks.**



SPIRITS

# Market Insight

CATEGORY ADVICE  
2023

## ENSURE YOU ARE STOCKING A GOOD RANGE OF SPIRITS

### Premium Spirits:

- Absolut
- JW Red/Black
- Chivas Regal
- Bombay Sapphire
- Tanqueray
- Dead Man's Finger



### Super Premium Spirits:

- Ciroc
- Grey Goose
- AU
- Tanqueray 10
- Tanqueray Sevilla
- Hendrick's
- Malfy
- Glenfiddich
- Talisker



**UP TO 50% OF YOUR GIN RANGE SHOULD BE FLAVOURED GIN**  
so look to the big brands to deliver on this: Gordon's flavours, Bombay Bramble, Beefeater flavours & Malfy).

Ensure you are stocking 1ltr SKUs as well as 70cl, to encourage that trade up to bigger basket spend.

Fractionals are still vital for the lower basket spend shopper though, so don't sacrifice their availability.



Flavoured vodka is also showing signs of strong growth – so look to range flavoured vodka SKUs in your store. Smirnoff flavours, Absolut flavours, AU flavours and Ciroc flavours).



With such strong growth in Rum (+59.2%), ensure you are giving Rum a fair share of shelf in store and stocking the key lines: Captain Spiced, Captain Dark, Bacardi White, Bacardi Spiced, Dead Man's Fingers, Lambs, Havana Club).



With RTD in strong growth (51.8%), ensure you have a good range of RTS cans (Gordon's, Jack Daniels, Smirnoff, Captain Morgan, Malibu, Pimm's, Bacardi).





# Must Stock Lines

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.

= Premium

**VODKA**

**WALES**  
Glen's 70cl and 1ltr use plain pack stock as the PMP is non compliant.

**PREMIUM VODKA**

**FLAVOURED VODKA**

**GIN**

**PREMIUM GIN**

**FLAVOURED GIN**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

**WHITE RUM**

**SPICED RUM**

**DARK RUM**

**LIQUEURS & SPECIALITIES**

**BRANDY**

**BLENDED WHISKY**

20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

**PREMIUM BLENDED WHISKY**

**MALT WHISKY**

**IMPORTED WHISKY**

**COGNAC**

**TEQUILA**

**READY TO DRINK**

37 38 39 40 41 42 43 44 45 46 47 48 49 50 51

All products listed are subject to availability, Government Subsidy, Duty Charges and VAT. Promotional dates vary, please refer to your depot or online for live promotional dates. Prices may be subject to change. Reasonable effort is made to ensure adequate stocks. If special packs do run out, we will use reasonable efforts to revert to standard packs where available. Wholesale accounts will not be entertained, directly or indirectly. We reserve the right to restrict quantities as necessary at our sole discretion. Restrictions may be applied at the Depot Manager's discretion for any reason. A surcharge will be applied to orders containing single bottles.

We make every effort to ensure all details are accurate at the time of printing, but please visit [www.bestwaywholesale.co.uk](http://www.bestwaywholesale.co.uk) for disclaimers and corrections before placing your order. Errors and Omissions Excepted. ALL PRODUCTS ADVERTISED MAY NOT BE AVAILABLE IN ALL OUR BRANCHES



# Must Stock Lines

CATEGORY ADVICE  
2023

1



**IMPERIAL CZAR VODKA**  
PM £7.69 35CL  
SKU CODE: 803692

2



**GLENS VODKA**  
PM £14.29 70CL  
SKU CODE: 813324

**GLENS VODKA**  
PM £8.59 35CL  
SKU CODE: 813321

**GLENS VODKA**  
PM £5.29 20CL  
SKU CODE: 813319

**WALES**  
Glen's 70cl and 1ltr  
use plain pack stock  
as the PMP is non  
compliant.

3



**GLENS VODKA**  
PM £19.49 1LTR  
SKU CODE: 813327

**WALES**  
Glen's 70cl and 1ltr  
use plain pack stock  
as the PMP is non  
compliant.

4



**SMIRNOFF RED VODKA**  
PM £16.29 70CL  
SKU CODE: 810913

**SMIRNOFF RED VODKA**  
PM £9.99 35CL  
SKU CODE: 810632

**SMIRNOFF RED VODKA**  
PM £5.99 20CL  
SKU CODE: 810633

5



**SMIRNOFF RED VODKA**  
PM £21.49 1LTR  
SKU CODE: 810689



SPIRITS

# Must Stock Lines

CATEGORY ADVICE  
2023

6



**ABSOLUT VODKA BLUE**  
**70CL**  
SKU CODE: BW 722010 BAT 212852

7



**GREY GOOSE VODKA**  
**70CL**  
SKU CODE: BW 458470 BAT 598024

8



**CIROC VODKA**  
**70CL**  
SKU CODE: 258313

9



**SMIRNOFF RASPBERRY CRUSH VODKA**  
**PM £17.29 70CL**  
SKU CODE: 811336

10



**CIROC VODKA RED BERRY**  
**70CL**  
SKU CODE: 28821

11



**JJ WHITLEY BLUE RASPBERRY VODKA**  
**70CL**  
SKU CODE: 759848

12



**KNIGHTSBRIDGE GIN**  
**70CL**  
SKU CODE: BW 300094 BAT 423547



# Must Stock Lines

CATEGORY ADVICE  
2023

13



**GORDONS GIN**  
PM £16.29 70CL  
SKU CODE: 811038

**GORDONS GIN**  
PM £9.99 35CL  
SKU CODE: 811036

**GORDONS GIN**  
PM £5.99 20CL  
SKU CODE: 811032

14



**BOMBAY SAPPHIRE**  
70CL  
SKU CODE: BW 236917 BAT 490649

**BOMBAY SAPPHIRE**  
35CL  
SKU CODE: 547171

15



**TANQUERAY GIN**  
70CL  
SKU CODE: 393180

16



**HENDRICKS GIN**  
70CL  
SKU CODE: 643155

17



**GORDONS PINK GIN**  
PM £17.29 70CL  
SKU CODE: 811040

18



**BEEFEATER PINK GIN**  
PM £16.99 70CL  
SKU CODE: 738388





SPIRITS

# Must Stock Lines

CATEGORY ADVICE  
2023

19



**WHITLEY NEILL RHUBARB & GINGER  
70CL**  
SKU CODE: 354191

20



**BACARDI CARTA BLANCA  
PM £15.99 70CL**  
SKU CODE: 377280

**BACARDI RUM  
PM £9.49 35CL**  
SKU CODE: 382362

21



**WRAY & NEPHEW OVERPROOF RUM  
70CL**  
SKU CODE: 705256

22



**CAPTAIN MORGAN SPICED  
PM £16.29 70CL**  
SKU CODE: 810683

**CAPTAIN MORGAN SPICED  
PM £9.99 35CL**  
SKU CODE: 810681

**CAPTAIN MORGAN SPICED  
PM £5.99 20CL**  
SKU CODE: 813200

23



**KRAKEN BLACK SPICED RUM  
70CL**  
SKU CODE: 375715

24



**CAPTAIN MORGAN ORIGINAL RUM  
PM £16.49 70CL**  
SKU CODE: 801985





# Must Stock Lines

CATEGORY ADVICE  
2023

25



**BAILEYS IRISH CREAM**  
**70CL**  
SKU CODE: BW 72106 BAT 540080

29



**JAGERMEISTER**  
**70CL**  
SKU CODE: 376044

26



**DISARONNO AMARETTO**  
**70CL**  
SKU CODE: 320858

30



**JULES CLAIRON**  
**PM £8.79 35CL**  
SKU CODE: 790320

27



**SOUTHERN COMFORT**  
**PM £19.99 70CL**  
SKU CODE: 637380

31



**THREE BARRELS**  
**PM £17.49 70CL**  
SKU CODE: 746664

28



**MALIBU**  
**PM £13.99 70CL**  
SKU CODE: 810232

32



**RIEVAUX BRANDY**  
**70CL**  
SKU CODE: 423953



SPIRITS

# Must Stock Lines

CATEGORY ADVICE  
2023

33



**E&J BRANDY**  
**70CL**  
SKU CODE: BW 931908 BAT 437157

**E&J BRANDY**  
**35CL**  
SKU CODE: 773232

34



**HIGH COMMISSIONER**  
**PM £14.49 70CL**  
SKU CODE: 799575

35



**BELLS WHISKY**  
**PM £16.99 70CL**  
SKU CODE: 811334

**BELLS WHISKY**  
**PM £10.49 35CL**  
SKU CODE: 811184

**BELLS WHISKY**  
**PM £6.29 20CL**  
SKU CODE: 811888

36



**FAMOUS GROUSE**  
**PM £17.29 70CL**  
SKU CODE: 799297

**FAMOUS GROUSE**  
**PM £10.19 35CL**  
SKU CODE: 799318

37



**JOHNNIE WALKER BLACK LABEL**  
**70CL**  
SKU CODE: BW 64206 BAT 129059

38



**CHIVAS REGAL**  
**70CL**  
SKU CODE: BW 24006 BAT 629617



# Must Stock Lines

CATEGORY ADVICE  
2023

39



**GLENFIDDICH 12 YEAR OLD  
70CL**  
SKU CODE: BW 69508 BAT 155267

40



**JACK DANIELS  
PM £21.99 70CL**  
SKU CODE: 331434

**JACK DANIELS  
PM £12.99 35CL**  
SKU CODE: 152247

41



**JIM BEAM WHITE  
PM £18.49 70CL**  
SKU CODE: 792471

42



**JAMESON  
70CL**  
SKU CODE: BW 110303 BAT 206424

43



**MARTELL COGNAC  
70CL**  
SKU CODE: BW 23207 BAT 644881

44



**HENNESSY COGNAC  
70CL**  
SKU CODE: BW 125257 BAT 644774

45



**JOSE CUERVO ESPECIAL REPOSADO  
TEQUILA PM £15.99 50CL**  
SKU CODE: 704187

46



**JACK DANIELS & COLA  
330ML**  
SKU CODE: 815282





SPIRITS

# Must Stock Lines

CATEGORY ADVICE  
2023

47



**GORDONS PINK & TONIC**  
PM £2.19 250ML  
SKU CODE: 811029

**GORDONS & TONIC**  
PM £2.19 250ML  
SKU CODE: 811028

**GORDONS SLIM & TONIC**  
PM £2.19 250ML  
SKU CODE: 811027

48



**SMIRNOFF & COLA**  
PM £2.19 250ML  
SKU CODE: 811031

**SMIRNOFF & CRANBERRY**  
PM £2.19 250ML  
SKU CODE: 811024

49



**CAPTAIN MORGAN & COLA**  
PM £2.19 250ML  
SKU CODE: 811026

50



**WKD BLUE PM £3.79/2 FOR £6.50**  
70CL  
SKU CODE: 813822

**SMIRNOFF ICE**  
PM £3.49 70CL  
SKU CODE: 811018

51



**WKD BLUE 4 PACK**  
PM £5.49 275ML  
SKU CODE: 814824



# Planogram 1m x 3 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



## SHELF 1 SKUs

### BESTWAY BATLEYS

810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL
813324	813324	GLENS VODKA PM £14.29 70CL
813321	813321	GLENS VODKA PM £8.59 35CL
813319	813319	GLENS VODKA PM £5.29 20CL
803692	803692	IMPERIAL CZAR VODKA PM £7.69 35CL
722010	212852	ABSOLUT ORIGINAL VODKA 70CL
28821	28821	CIROC VODKA RED BERRY 70CL
458470	598024	GREYGOOSE VODKA 70CL
64206	129059	JOHNNIE WALKER BLACK LABEL WHISKY 70CL
69508	155267	GLENFIDDICH 70CL

## SHELF 2 SKUs

### BESTWAY BATLEYS

811040	811040	GORDONS PINK GIN PM £17.29 70CL
811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL
236917	490649	BOMBAY SAPPHIRE 70CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811184	811184	BELLS WHISKY PM £10.49 35CL
799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
110303	206424	JAMESON IRISH WHISKEY 70CL
331434	331434	JACK DANIELS PM £21.99 70CL
152247	152247	JACK DANIELS PM £12.99 35CL
424735	424735	JACK DANIELS PM £6.99 20CL

## SHELF 3 SKUs

### BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED GOLD PM £9.99 35CL
810679	810679	CAPTAIN MORGAN THE ORIGINAL RUM PM £17.29 70CL
931908	437157	E&J BRANDY 70CL
23207	644881	MARTELL VS FINE COGNAC 70CL
67955	680507	COURVOISIER VS 70CL
810232	810232	MALIBU PM £13.99 70CL
63407	566385	PIMMS NO 1 LIQUEUR 70CL
637380	637380	SOUTHERN COMFORT PM £19.99 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL



# Planogram 1m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 1 SKUs

### BESTWAY BATLEYS

258313	258313	CIROC VODKA 70CL
28821	28821	CIROC VODKA RED BERRY 70CL
458470	598024	GREYGOOSE VODKA 70CL
331434	331434	JACK DANIELS PM £21.99 70CL
152247	152247	JACK DANIELS PM £12.99 35CL
792471	792471	JIM BEAM PM £18.49 70CL
110303	206424	JAMESON IRISH WHISKEY 70CL
64206	129059	JOHNNIE WALKER BLACK LABEL WHISKY 70CL
24006	629617	CHIVAS REGAL 12 YEAR OLD BLENDED SCOTCH WHISKY 70CL
69508	155267	GLENFIDDICH 70CL
67955	680507	COURVOISIER VS 70CL
23207	644881	MARTELL VS FINE COGNAC 70CL

## SHELF 2 SKUs

### BESTWAY BATLEYS

810689	810689	SMIRNOFF RED LABEL VODKA PM £21.49 1LTR
810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL
813327	813327	GLENS VODKA £19.49 1LTR
813324	813324	GLENS VODKA £14.29 70CL
813321	813321	GLENS VODKA £8.59 35CL
813319	813319	GLENS VODKA £5.29 20CL
803692	803692	IMPERIAL CZAR VODKA 7.69 35CL
722010	212852	ABSOLUT ORIGINAL VODKA 70CL
641612	641612	ABSOLUT ORIGINAL VODKA 35CL





# Planogram 1m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 3 SKUs

### BESTWAY BATLEYS

811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL
811032	811032	GORDONS GIN PM £5.99 20CL
300094	423547	KNIGHTSBRIDGE GIN 70CL
418049	418049	KNIGHTSBRIDGE GIN 35CL
236917	490649	BOMBAY SAPPHIRE 70CL
393180	393180	TANQUERAY LONDON DRY GIN 70CL
643155	643155	HENDRICKS GIN 70CL
811040	811040	GORDONS PINK GIN PM £17.29 70CL
731662	731662	GORDONS SICILIAN LEMON £16.49 70CL
354191	354191	WHITLEY NEILL RHUBARB & GINGER 70CL
409804	409804	WHITLEY NEILL RASPBERRY GIN 70CL

## SHELF 4 SKUs

### BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
382362	382362	BACARDI CARTA BLANCA PM £9.49 35CL
763134	763134	BACARDI SPICED PM £14.49 70CL
42163	705256	WRAY & NEPHEW OVERPROOF RUM 70CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED GOLD PM £9.99 35CL
813200	813200	CAPTAIN MORGAN SPICED GOLD PM £5.99 20CL
810679	810679	CAPTAIN MORGAN THE ORIGINAL RUM PM £17.29 70CL
931908	437157	E&J BRANDY 70CL
773232	773232	E&J BRANDY 35CL
790307	790307	JULES CLAIRON PM £15.99 70CL
746664	746664	THREE BARRELS BRANDY PM £17.49 70CL



# Planogram 1m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 5 SKUs

### BESTWAY BATLEYS

799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811184	811184	BELLS WHISKY PM £10.49 35CL
811888	811888	BELLS WHISKY PM £6.29 20CL
813329	813329	HIGH COMMISSIONER PM £14.99 70CL
813317	813317	HIGH COMMISSIONER £9.29 35CL
72106	540080	BAILEYS ORIGINAL IRISH CREAM 70CL
810232	810232	MALIBU PM £13.99 70CL
637380	637380	SOUTHERN COMFORT PM £19.999 70CL
714682	714682	ANTICA CLASSIC SAMBUCA 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL





# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 1 SKUs

### BESTWAY BATLEYS

258313	258313	CIROC VODKA 70CL
28821	28821	CIROC VODKA RED BERRY 70CL
458470	598024	GREYGOOSE VODKA 70CL
331434	331434	JACK DANIELS PM £21.99 70CL
152247	152247	JACK DANIELS PM £12.99 35CL
792471	792471	JIM BEAM PM £18.49 70CL
110303	206424	JAMESON IRISH WHISKEY 70CL
64206	129059	JOHNNIE WALKER BLACK LABEL WHISKY 70CL
24006	629617	CHIVAS REGAL 12 YEAR OLD BLENDED SCOTCH WHISKY 70CL
69508	155267	GLENFIDDICH 70CL
67955	680507	COURVOISIER VS 70CL
23207	644881	MARTELL VS FINE COGNAC 70CL

## SHELF 2 SKUs

### BESTWAY BATLEYS

810689	810689	SMIRNOFF RED LABEL VODKA PM £21.49 1LTR
810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL
813327	813327	GLENS VODKA PM £19.49 1LTR
813324	813324	GLENS VODKA PM £14.29 70CL
813321	813321	GLENS VODKA PM £8.59 35CL
813319	813319	GLENS VODKA PM £5.29 20CL
803692	803692	IMPERIAL CZAR VODKA PM £7.69 35CL
722010	212852	ABSOLUT ORIGINAL VODKA 70CL
641612	641612	ABSOLUT ORIGINAL VODKA 35CL





# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 3 SKUs

### BESTWAY BATLEYS

811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL
811032	811032	GORDONS GIN PM £5.99 20CL
300094	423547	KNIGHTSBRIDGE GIN 70CL
418049	418049	KNIGHTSBRIDGE GIN 35CL
236917	490649	BOMBAY SAPPHIRE 70CL
393180	393180	TANQUERAY LONDON DRY GIN 70CL
643155	643155	HENDRICKS GIN 70CL
811040	811040	GORDONS PINK GIN PM £17.29 70CL
731662	731662	GORDONS SICILIAN LEMON £16.49 70CL
354191	354191	WHITLEY NEILL RHUBARB & GINGER 70CL
409804	409804	WHITLEY NEILL RASPBERRY GIN 70CL

## SHELF 4 SKUs

### BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
382362	382362	BACARDI CARTA BLANCA PM £9.49 35CL
763134	763134	BACARDI SPICED PM £14.49 70CL
42163	705256	WRAY & NEPHEW OVERPROOF RUM 70CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED GOLD PM £9.99 35CL
813200	813200	CAPTAIN MORGAN SPICED GOLD PM £5.99 20CL
810679	810679	CAPTAIN MORGAN THE ORIGINAL RUM PM £17.29 70CL
931908	437157	E&J BRANDY 70CL
773232	773232	E&J BRANDY 35CL
790307	790307	JULES CLAIRON PM £15.99 70CL
746664	746664	THREE BARRELS BRANDY PM £17.49 70CL





# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 5 SKUs

### BESTWAY BATLEYS

799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811184	811184	BELLS WHISKY PM £10.49 35CL
811888	811888	BELLS WHISKY PM £6.29 20CL
813329	813329	HIGH COMMISSIONER PM £14.99 70CL
813317	813317	HIGH COMMISSIONER PM £9.29 35CL
72106	540080	BAILEYS ORIGINAL IRISH CREAM 70CL
810232	810232	MALIBU PM £13.99 70CL
637380	637380	SOUTHERN COMFORT PM £19.99 70CL
714682	714682	ANTICA CLASSIC SAMBUCA 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL



**For more information including planograms  
and advice on other key ranges, go to  
[www.bestwaywholesale.co.uk/categoryadvice](http://www.bestwaywholesale.co.uk/categoryadvice)**