

CATEGORY ADVICE

HOME BAKING



Improve your sales Market insight
Market Trends Must stocks
New products Increase your footfall
Top sellers Retail planograms





MARKET INSIGHT

CATEGORY ADVICE

Use nearby categories to unlock total fixture space – Think about space alongside Eggs

Home baking is a hugely seasonal category – Pancake Day, Mother's Day, Easter, Halloween & Christmas are your peak sales opportunities

Most sugar volume is used in baking, but sweetening accounts for most occasions (such as tea, coffee & cereal)

Shoppers expect and want the fixture to reflect the baking process

Many baking occasions result from a spur of the moment decision

Health conscious shoppers are interested in baking due to having control over ingredients



MARKET INSIGHT

CATEGORY ADVICE



Shoppers expect and want the fixture layout to reflect the baking process

Baking process

MAKING THE BAKE	FLAVOURINGS & INCLUSIONS	COVERING	DECORATING	PRESENTING/TRANSPORTING	CAKE MIXES
<ul style="list-style-type: none"> • Bread mixes • Yeast • Flour • Speciality flour • Baking sugar • Healthy sugar alternatives • Baking aids • Eggs in proximity ideally 	<ul style="list-style-type: none"> • Cocoa powder • Treacle/syrup • Lemon juice • Flavourings • Nuts • Dried fruit • Chocolate chips/chunks • Mini marshmallows 	<ul style="list-style-type: none"> • Icing all • Marzipan • Glaze • Food colouring 	<ul style="list-style-type: none"> • Edible (sprinkles, placements) • Cupcake centres • Non edible (candles, gold leaf) 	<ul style="list-style-type: none"> • Cases • Boards • Boxes 	<ul style="list-style-type: none"> • Whole cakes • Biscuits • Traybakes • Cupcakes • Kids

BLOCK BY USAGE OCCASION

e.g. Block “Mainstream Flours” together and “Bread Making Flours” together on the fixture. This will help shoppers quickly identify where the product they want to purchase is on shelf.

Source: IRI, Convenience Stores, MAT to 03 December

Block by brand provides clarity and helps the shopper find their products through brand recognition. Use brands to signpost sectors as these are most recognised by shoppers on a ‘replenishment’ mission.

Source: IRI, Convenience Stores, MAT to 03 December 2016



Sugar is a high penetration category with a high frequency of consumption





MUST STOCK LINES

CATEGORY ADVICE

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

We suggest you stock the following range:

FLOUR

1 2 3 4 5 6 7 8 9 10

SUGAR & SYRUPS

11 12 13 14 15 16 17 18 19

COOKING AID/BAKING

20 21 22 23 24 25 26 27 28 29 30 31 32



MUST STOCK LINES

CATEGORY ADVICE

1



MCDUGALLS PLAIN FLOUR
PM £1.50 1.25kg
SKU Code: 164502

2



BEST-ONE PLAIN FLOUR
PM £1 1.5kg
SKU Code: 327150

3



MCDUGALLS SELF RAISING FLOUR
PM £1.50 1.25kg
SKU Code: 164492

4



BEST-ONE SELF RAISING FLOUR
PM £1 1.5kg
SKU Code: 327161

5



BE-RO PLAIN FLOUR
PM £1.50 1.25kg
SKU Code: 164524

6



BE-RO SELF RAISING FLOUR
PM £1 1.25kg
SKU Code: 164513

7



BROWN & POLSON CORNFLOUR
250g
SKU Code: 778556

8



DR OETKER HUNDREDS & THOUSANDS
65g
SKU Code: 132084



MUST STOCK LINES

CATEGORY ADVICE

9



**DR OETKER CHOCOLATEY STRANDS
65g**

SKU Code: 132204

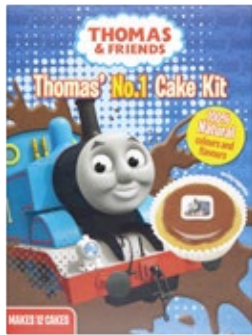
13



**SILVER SPOON DEMERARA SUGAR
500g**

SKU Code: 316258

10



**GREENS THOMAS THE TANK ENGINE
CAKE MIX 223g**

SKU Code: 18016

14



**SILVER SPOON CASTER SUGAR
500g**

SKU Code: 317012

11



**SILVER SPOON GRANULATED SUGAR
1kg**

SKU Code: 317178

15



**SILVER SPOON ICING SUGAR
500g**

SKU Code: 316303

12



**BEST-ONE GRANULATED SUGAR
PM 50p 500g**

SKU Code: 325632

16



**LYLES GOLDEN SYRUP
454g**

SKU Code: Bestway 97471 Batleys 530189



MUST STOCK LINES

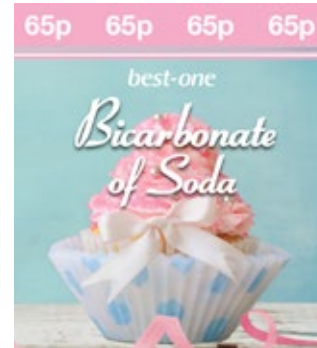
CATEGORY ADVICE

17



LYLES GOLDEN SYRUP TIN
454g
SKU Code: Bestway 137308 Batleys 381630

21



BEST-ONE BICARBONATE OF SODA
PM 65p 100g
SKU Code: 377745

18



HERMESETAS MINI SWEETENERS
PM 99p 300's
SKU Code: 629986

22



HOVIS BREAD YEAST
6 SACHETS
SKU Code: Bestway 950215 Batleys 136456

19



BEST-ONE LEMON JUICE
PM 79p 250ml
SKU Code: 330871

23



GOLDEN FRY DUMPLING MIX
PM 79p 142g
SKU Code: 381475

20



BEST-ONE BAKING POWDER
PM 69p 100g
SKU Code: 377734

24



BETTY CROCKER DEVIL'S FOOD CAKE MIX
PM £2.49 425g
SKU Code: 355298



MUST STOCK LINES

CATEGORY ADVICE

25



BETTY CROCKER CHOCOLATE FUDGE BROWNIE MIX PM £2.49 415g
SKU Code: 355308

29



LANGDALE'S VANILLA FLAVOURING 28ml
SKU Code: Bestway 73202 Batleys 705207

26



DR OETKER CHOCOLATE CHIPS MILK 100g
SKU Code: Bestway 696403 Batleys 146047

30



BEST-ONE RAISINS PM £1.45 375g
SKU Code: 357372

27



DR OETKER CHOCOLATE CHIPS DARK 100g
SKU Code: Bestway 696601 Batleys 146409

31



BEST-ONE SULTANAS PM £1.45 375g
SKU Code: 357383

28



BETTY CROCKER CHOCOLATE FUDGE ICING PM £2.49 400g
SKU Code: 355365

32



BEST-ONE MIXED FRUIT PM £1.45 375g
SKU Code: 357394



1m x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 6



SHELF 1

SKUs

SHELF 1

BESTWAY BATLEYS

327048	327048	BEST-ONE STRAWBERRY JAM PM £1.25 454G
311494	311494	HARTLEY'S STRAWBERRY JAM PM 340G
311504	311504	HARTLEY'S RASPBERRY JAM PM 340G
327104	327104	BEST-ONE MARMALADE PM £1.25 454G
507501	195063	ROBERTSONS GOLDEN SHRED MARMALADE 454G
311461	311461	SUN PAT SMOOTH PEANUT BUTTER PM 340G
311472	311472	SUN PAT CRUNCHY PEANUT BUTTER PM 340G
720906	619066	MARMITE 125G
295776	295776	NUTELLA SPREAD PM 400G
465472	465472	NUTELLA SPREAD 200G
327426	327426	BEST-ONE PURE HONEY PM £1.49 227G
402484	402484	LYLES MAPLE SYRUP POUR 454G
320455	320455	ROWSE HONEY SQUEEZY PM 340G

SHELF 2

SKUs

SHELF 2

BESTWAY BATLEYS

195000	195000	BEST-IN PINEAPPLE SLICES PM £1.29 432G
553751	543097	DEL MONTE PINEAPPLE SLICES IN JUICE 432G
553706	543086	DEL MONTE PINEAPPLE SLICES IN JUICE 220G
554000	523550	DEL MONTE PINEAPPLE CHUNKS IN JUICE 432G
340696	340696	BEST-ONE FRUIT COCKTAIL PM £1 410G
359166	359166	DEL MONTE FRUIT COCKTAIL IN JUICE PM 415G
346047	346047	PRINCES PEACH SLICES IN JUICE PM 410G
346060	346060	PRINCES STRAWBERRIES PM 420G
210997	595290	HARTLEY STRAWBERRY JELLY ASSORTED 135G
231352	231352	CARNATION EVAPORATED MILK PM 410G
316203	316203	CARNATION CONDENSED MILK PM 397G
137308	381630	TATE & LYLE GOLDEN SYRUP 454G



1m x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 6



SHELF 3

SKUs

SHELF 3

BESTWAY BATLEYS

18016	18016	GREENS THOMAS THE TANK ENGINE CAKE KIT 223G
18084	18084	GREENS BARBIE DOLL'ICIOUS CUPCAKE KIT 254G
165390	165390	WHITWORTHS SULTANAS 325G
165388	165388	WHITWORTHS RAISINS 325G
289108	289108	AMBROSIA CREAM RICE PUDDING PM 400G
289087	289087	AMBROSIA DEVON CUSTARD PM 400G
987125	987125	BIRD'S CUSTARD POWDER PM 300G
332865	332865	BEST-ONE SYRUP SPONGE PUDDING PM £1.39 290G
332887	332887	BEST-ONE CHOCOLATE SPONGE PUDDING PM £1.39 290G

SHELF 4

SKUs

SHELF 4

BESTWAY BATLEYS

355308	355308	BETTY CROCKER CHOCOTALE FUDGE BROWNIE MIX PM 415G
355298	355298	BETTY CROCKER DEVIL FOOD CAKE MIX PM 425G
355265	355265	BETTY CROCKER VANILLA CAKE MIX PM 450G
696403	146047	DR. OETKER CHOCOLATE CHIPS MILK 100G
132204	132204	DR. OETKER CHOCOLATEY STRANDS 65G
132084	132084	DR. OETKER HUNDREDS & THOUSANDS 65G
73202	705207	LANGDALE VANILLA FLAVOURING 28ML
59974	59974	LANGDALE RED COLOURING 28ML
72403	703081	LANGDALE YELLOW COLOURING 28ML
330871	330871	BEST-ONE LEMON JUICE 79P 250ML
263362	263362	GOLDEN FRY YORKSHIRE PUDDING MIX PM 142G
263351	263351	GOLDEN FRY DUMPLING MIX PM 142G



1m x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 6



SHELF 5

SKUs

SHELF 5

BESTWAY BATLEYS

327150	327150	BEST-ONE PLAIN FLOUR PM £1 1.5KG
164502	164502	MCDUGALL'S PLAIN FLOUR PM £1.50 1.25KG
164492	164492	MCDUGALL'S SELF RAISING FLOUR PM £1.50 1.25KG
327161	327161	BEST-ONE SELF RAISING FLOUR PM £1 1.5GG
778556	629598	BROWN & POLSON CORNFLOUR 250G
123923	123923	BEST-IN BICARBONATE OF SODA PM 65P 100G
123901	123901	BEST-IN BAKING POWDER PM 69P 100G
950215	136456	HOVIS BREAD YEAST 6 SACHETS
537467	537467	ATORA SUET 200G

SHELF 6

SKUs

SHELF 6

BESTWAY BATLEYS

317178	317178	SILVER SPOON GRANULATED SUGAR 1KG
316325	316325	SILVER SPOON GRANULATED SUGAR 500G
325632	325632	BEST-ONE GRANULATED SUGAR PM 50P 500G
316258	316258	SILVER SPOON DEMERARA SUGAR 500G
316303	316303	SILVER SPOON ICING SUGAR 500G
317012	317012	SILVER SPOON CASTER SUGAR 500G
193148	193148	CANDEREL SPOONFUL PM 40G
629986	629986	HERMESETAS MINI SWEETENERS PM 300'S



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and boost your profits today!