

# CATEGORY ADVICE

## TABLE SAUCES



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





# MARKET INSIGHT

CATEGORY ADVICE

**Maximise Summer Sales** – 38% of sauces are sold in the summer season, driven by the BBQ season.  
**Ensure front of store displays in the summer season**

(Source: Nielsen, Impulse Data, 52 w/e July 2017)

**Drive Healthy Sauces** – Light varieties of Ketchup & Mayo are growing at over 40% YOY

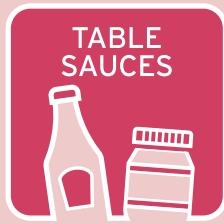
(Source: Nielsen, Impulse Data, 52 w/e July 2017)

**Drive shoppers baskets with sauces.** A shopper will buy 4 different types of sauces a year, encourage shoppers to buy additional sauces per trip with multibuy promotions

**20% of sauces are eaten with bread, egg, chips & frozen fish.** Promote together to drive sales

**Take regional tastes into account,** fundamentally, shoppers look for taste, flexibility & value

**Stocking the core range is key** as they account for half of the total sales value



# MARKET INSIGHT

CATEGORY ADVICE

**Shoppers like trying new flavours** so widen the table sauces appeal to shoppers by stocking new flavours

**Price mark packs sell 25% more than non-price mark packs** so make sure you sell price mark packs in your store



## HOW CAN YOU DRIVE SAUCES?



### Right Sauces Range

- List best-sellers and target **families & older shoppers**
- Drive health and **snacking trends**

### Right Display & Layout

- Make the fixture **easy to shop** by segmenting sectors and brands
- Drive sales through **seasonal displays and linked purchases**

### Right Promotions

- Leverage promotions to **give shoppers solutions**
- Drive **Top Up** via multi-buys and **Meal for Tonight** through linked deals







# 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:

KETCHUP				SALAD DRESSING				BROWN SAUCE		
		 Available in Autumn 2017	 Available in Autumn 2017		 Available in Autumn 2017	 Available in Autumn 2017	 ONLY £2.19	 ONLY £2.19		
1	2	3	4	5	6	7	8	9	10	11
CONDIMENTS					VINEGARS		MUSTARD		HOT SAUCES	
										
12	13	14	15	16	17	18	19	20	21	

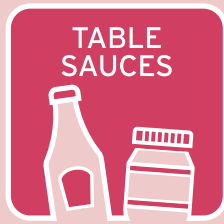


TABLE SAUCES

# MUST STOCK LINES

CATEGORY ADVICE

1



**HEINZ SQUEEZY KETCHUP PM £1.35  
342g**

SKU Code: 313230

2



**HEINZ KETCHUP TOP DOWN PM £2.05  
460g**

SKU Code: 167795

3



**BEST-ONE TOMATO KETCHUP PM  
250ml**

SKU Code: 385032

4



**BEST-ONE TOMATO KETCHUP PM  
500ml**

SKU Code: 385021

5



**HEINZ SALAD CREAM PM £1.39  
285g**

SKU Code: 313175

6



**BEST-ONE TOP DOWN MAYONNAISE PM  
250ml**

SKU Code: 385010

7



**BEST-ONE SALAD CREAM PM  
250ml**

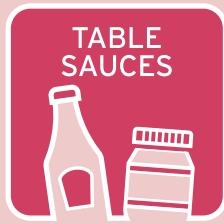
SKU Code: 385043

8



**HELLMANN'S REAL MAYONNAISE  
PM £2.19 400g**

SKU Code: 332708



# MUST STOCK LINES

CATEGORY ADVICE

9



**HELLMANN'S LIGHT MAYONNAISE**  
PM £2.19 400g  
SKU Code: 332698

13



**COLMAN'S MINT SAUCE**  
250ml  
SKU Code: Bestway 754024 Batleys 884041

10



**HP SAUCE BROWN PM £1.29**  
255g  
SKU Code: 272545

14



**BEST-ONE MINT SAUCE PM 75p**  
185g  
SKU Code: 330858

11



**HP BBQ CLASSIC TOP DOWN**  
465g  
SKU Code: 737085

15



**LEA & PERRINS WORCESTER SAUCE**  
PM £1.49 150ml  
SKU Code: 264482

12



**COLMAN'S TARTARE SAUCE**  
250ml  
SKU Code: Bestway 753522 Batleys 884233

16



**COLMAN'S APPLE SAUCE**  
250ml  
SKU Code: Bestway 316318 Batleys 480161

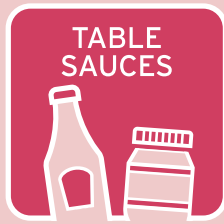


TABLE SAUCES

# MUST STOCK LINES

CATEGORY ADVICE

17



**SARSONS VINEGAR DISTILLED**  
**568ml**

SKU Code: Bestway 935906 Batleys 555032

20



**BEST-ONE ENGLISH MUSTARD PM 95p**  
**190g**

SKU Code: 330882

18



**BEST-ONE MALT VINEGAR PM 65p**  
**568ml**

SKU Code: 327872

21



**NANDO'S PERI PERI MEDIUM PM £1.99**  
**125g**

SKU Code: 998653

19



**COLMAN'S ENGLISH MUSTARD**  
**100g**

SKU Code: 202207



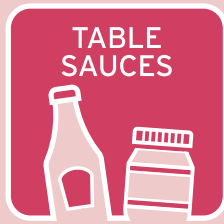


TABLE SAUCES

# 1m x 5 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 1

## SKUs

SHELF 1

BESTWAY BATLEYS

369536	369536	COLMAN'S TARTARE SAUCE 144G
369560	369560	COLMAN'S HORSERADISH SAUCE 136G
330882	330882	BEST-ONE ENGLISH MUSTARD PM 95P 190G
202207	202207	COLMAN'S ENGLISH MUSTARD 100G
313483	313483	COLMAN'S SQUEEZY ENGLISH MUSTARD 150G
330858	330858	BEST-ONE MINT SAUCE PM 75P 185G
369547	369547	COLMAN'S MINT SAUCE 165G
369558	369558	COLMAN'S CRANBERRY SAUCE 165G
316318	316318	COLMAN'S APPLE SAUCE 250ML
264482	264482	LEA & PERRINS WORCESTER SAUCE PM 150ML
998653	998653	NANDOS PERI PERI MEDIUM PM 125ML
365924	365924	NANDOS MARINADE HOT PM 262G
365913	365913	NANDOS MARINADE MEDIUM PM 262G
545488	545488	NANDOS GARLIC PERI PERI 125ML
490003	490003	MAGGI HOT & SWEET CHILLI SAUCE 400G

SHELF 2

## SKUs

SHELF 2

BESTWAY BATLEYS

370406	370406	BRANSTON ORIGINAL SWEET PICKLE PM 360G
370417	370417	BRANSTON SMALL CHUNK PM 360G
169680	169680	SHARWOODS MANGO CHUTNEY PM 227G
266103	266103	BAXTERS SLICED BEETROOT PM 340G
333030	333030	BEST-ONE SLICED BEETROOT PM 79P 340G
333041	333041	BEST-ONE BABY BEETROOT PM 79P 340G
332908	332908	BEST-ONE SILVERSKIN ONIONS PM £1.15 340G
332898	332898	BEST-ONE PICKLED ONIONS PM £1.35 340G
509527	509527	HEINZ PICCALILLI 275G



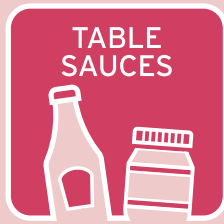


TABLE SAUCES

# 1m x 5 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 3

## SKUs

### SHELF 3

BESTWAY BATLEYS

385043	385043	BEST-ONE SALAD CREAM PM 250ML
313175	313175	HEINZ SALAD CREAM PM 285G
330860	330860	BEST-ONE MAYONNAISE PM £1.09 260G
951993	951993	HELLMANN'S SQUEEZY MAYONNAISE REAL 430ML
332708	332708	HELLMANN'S REAL MAYONNAISE PM 400G
952022	952002	HELLMANN'S SQUEEZY MAYONNAISE LIGHT 430ML
952044	952044	HELLMANN'S LIGHT MAYONNAISE PM 400G

SHELF 4

## SKUs

### SHELF 4

BESTWAY BATLEYS

327861	327861	BEST-ONE MALT VINEGAR PM 42P 284ML
935852	935852	SARSONS MALT VINEGAR TABLE 250ML
272545	272545	HP SAUCE BROWN PM 255G
251841	251841	HP SAUCE TOP DOWN 450G
737085	737085	HP BBQ CLASSIC TOP DOWN 465G
313230	313230	HEINZ SQUEEZY KETCHUP PM 342G

SHELF 5

## SKUs

### SHELF 5

BESTWAY BATLEYS

327872	327872	BEST-ONE MALT VINEGAR PM 65P 568ML
935906	935906	SARSONS VINEGAR DISTILLED 568ML
385032	385032	BEST-ONE TOMATO KETCHUP PM 250ML
385021	385021	BEST-ONE TOMATO KETCHUP PM 500ML
167795	167795	HEINZ TOMATO KETCHUP TOP DOWN PM 460G



**Go to**  
**[www.bestway.co.uk/categoryadvice](http://www.bestway.co.uk/categoryadvice)**  
**to find all**  
**Table Sauces information**  
**and boost your profits today!**