

CATEGORY ADVICE 2022

CIDER



- Market Insights
- Must Stock Lines
- Planograms





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

Cans

Bottles

Multipack Cans

Cans

PET Bottles

AMBER
Cans



1

2

3

4

5

6

7

8

9

10

11

12

13

CIDER AMBER

Multipack Cans

Bottles

Premium

PET Bottles

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

READY TO DRINK



14

15

16

17

18

19

20

21

22

23

24

25



Must Stock Lines

CATEGORY ADVICE
2022

1



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

5



**STRONGBOW DARK FRUIT 10 PACK
440ML**
SKU CODE: 129853

2



**REKORDERLIG STRAWBERRY & LIME
500ML**
SKU CODE: 778271

6



**KOPPARBERG MIXED FRUIT 10 PACK
330ML**
SKU CODE: 212080

3



**KOPPARBERG MIXED FRUIT
500ML**
SKU CODE: 471202

7



**ACE
500ML**
SKU CODE: 411495

4



**BULMERS CRUSHED
RED BERRIES & LIME 500ML**
SKU CODE: 293373

8



**ACE
2LTR**
SKU CODE: 411516



Must Stock Lines

CATEGORY ADVICE
2022

9



FROSTY JACKS CIDER 7.5%
2.5LTR
SKU CODE: 640588

13



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

10



K CIDER
500ML
SKU CODE: 721413

14



THATCHERS GOLD 4 PACK
500ML
SKU CODE: 379774

11



SCRUMPY JACK
500ML
SKU CODE: 510070

15



STRONGBOW 10 PACK PM £10
440ML
SKU CODE: 678924

12



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

16



MAGNERS IRISH ORIGINAL
568ML
SKU CODE: 557463



Must Stock Lines

CATEGORY ADVICE
2022

17



HENRY WESTONS VINTAGE
500ML
SKU CODE: 546856

20



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

18



STRONGBOW
2LTR
SKU CODE: 678935

21



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

19



COUNTRY CHOICE
3LTR
SKU CODE: 575831

22



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



Must Stock Lines

CATEGORY ADVICE
2022

23



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

25



WKD BLUE PM £3.39
70CL
SKU CODE: 779956

24



SMIRNOFF ICE PM £3.29
70CL
SKU CODE: 629914



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
11991	11991	OLD SPECKLED HEN 5% 500ML
652645	652645	WYCHWOOD HOBGOBLIN NRB 500ML
724251	724251	PUNK IPA 5.4% 330ML NRB
145703	145703	STELLA ARTOIS 4.8% NRB 660ML
775391	775391	HEINEKEN NRB 650ML
211247	211247	PERONI NA 620ML
55484	55484	DESPERADOS 650ML
458337	458337	SAN MIGUEL 660ML
274617	274617	BIRRA MORETTI 660ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
503284	503284	JACK DANIELS & COLA 330ML
507822	507822	GORDONS & TONIC P/M 250ML
507722	507722	SMIRNOFF & COLA P/M 250ML
507711	507711	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

579924	579924	PERONI ITALIAN LAGER 4PK 330ML
744370	744370	BUDWEISER 6/£6.59 300ML
746631	746631	COORS 6/£6.49 330ML NRB
750572	750572	CORONA EXTRA 4/£5.99 330ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
666547	546856	HENRY WESTONS VINTAGE 8.2% 500ML NRB
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
186614	186614	WKD BLUE 4PK 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
733234	733234	HEINEKEN 4/£5.25 440ML
780737	780737	STELLA ARTOIS 4 PACK 330ML
12665	12665	DESPERADOS NRB 3PK 330ML
576351	576351	COUNTRY CHOICE APPLE 5% 500ML
411495	411495	ACE CIDER 500ML
721413	721413	K CIDER ABV 7.5% 500ML
780526	780526	MAGNERS CIDER 4/£4.59 440ML

SHELF 4 SKUs

BESTWAY BATLEYS

733212	733212	FOSTERS 4/£4.85 440ML
746518	746518	CARLING 4/£5.25 500ML
774792	774792	CARLSBERG PILSNER 4/£5.25 500ML
779423	779423	KRONENBOURG 1664 4/£5.50 440ML
781170	781170	HOLSTEN PILS 4/£6.25 500ML
779434	779434	RED STRIPE 4/£5.50 440ML
413634	413634	SAN MIGUEL 4 FOR P/M 500ML
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
774492	774492	CARLING PINT 4/£5.85 568ML
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
779923	779923	STELLA ARTOIS 4/£6.85 568ML
779891	779891	BUDWEISER 4/£6.70 568ML
779545	779545	JOHN SMITHS SMOOTH 4/£4.95 440ML
787265	787265	GUINNESS DRAUGHT 4/£5.49 440ML
379744	379774	THATCHERS GOLD 4 PACK 500ML
779567	779567	STRONGBOW 4/£5.95 568ML



Planogram 2.5m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5

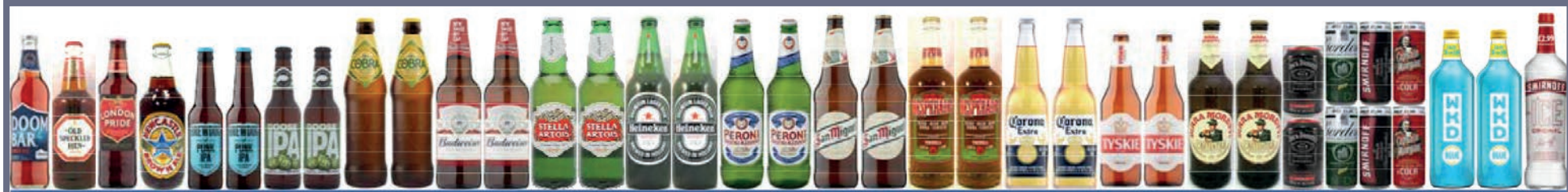




Planogram 2.5m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

66752	66752	DOOM BAR AMBER ALE 500ML
11991	11991	OLD SPECKLED HEN 5% 500ML
498230	498230	FULLERS LONDON PRIDE 500ML
171001	180300	NEWCASTLE BROWN NRB 550ML
724251	724251	PUNK IPA 5.4% 330ML NRB
207596	207596	GOOSE ISLAND IPA 355ML
645243	645243	COBRA 4.5% 620ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
145703	145703	STELLA ARTOIS 4.8% NRB 660ML
775391	775391	HEINEKEN NRB 650ML
211247	211247	PERONI NA 620ML
458337	458337	SAN MIGUEL 660ML
55484	55484	DESPERADOS 650ML
743304	743304	CORONA EXTRA 620ML
419942	419942	TYSKIE 5% NRB 500ML
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 FOR £6 70CL
317567	317567	SMIRNOFF ICE P/M 70CL

SHELF 2 SKUs

BESTWAY BATLEYS

744370	744370	BUDWEISER 6/£6.59 300ML
967426	967426	STELLA ARTOIS 4/£5.49 500ML
346414	346414	HEINEKEN 0.0% 4PK 330ML
746631	746631	COORS 6/£6.49 330ML NRB
781157	781157	BECKS 6 PACK 275ML
751681	751681	SAN MIGUEL 4 PACK 330ML
424413	424413	BIRRA MORETTI 4PK 330ML
579924	579924	PERONI ITALIAN LAGER 4PK 330ML
676968	676968	CORONA EXTRA 4PK NRB 330ML
12665	12665	DESPERADOS 3 PACK 330ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
666547	546856	HENRY WESTONS VINTAGE 8.2% 500ML NRB
186614	186614	WKD BLUE 4PK P/M 275ML
407110	407110	SMIRNOFF ICE 4FP/M 275ML



Planogram 2.5m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
3



SHELF
4



SHELF
5



SHELF 3 SKUs

BESTWAY BATLEYS

733234	733234	HEINEKEN 4/£5.25 440ML
779434	779434	RED STRIPE 4/£5.50 440ML
419931	419931	TYSKIE 4PK 5% 500ML
413634	413634	SAN MIGUEL 4FP/M 500ML
235591	235591	DESPERADOS 4PK CAN 500ML
733256	733256	KRONENBOURG 1664 4/£5.25 440ML
413678	413678	CARLSBERG EXPORT 4FP/M 500ML
576351	576351	COUNTRY CHOICE APPLE 5% 500ML
379774	379774	THATCHERS GOLD 4PK 500ML
733178	733178	STRONGBOW 4.5% 4/£5.75 568ML
733156	733156	STRONGBOW DARK FRUIT 4/£5.75 440ML
643360	643360	STRONGBOW DARK FRUIT 4/£6.75 568ML

SHELF 4 SKUs

BESTWAY BATLEYS

779523	779523	FOSTERS 4/£5.95 568ML
677672	677672	CARLING PINT 4/£5.75 568ML
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
610244	610244	COORS LIGHT 4FP/M 568ML
744381	744381	BUDWEISER 4/£6.39 568ML
744402	744402	STELLA ARTOIS 4/£6.59 568ML
614191	614191	HEINEKEN 4FP/M 568ML
669406	669406	RED STRIPE 4/£6.50 568ML CAN
733267	733267	KRONENBOURG 1664 4/£6.50 568ML
623717	623717	SAN MIGUEL 4 PK 568ML
721413	721413	K CIDER ABV 7.5% 500ML
630952	630952	MAGNERS CIDER 4/£4.49 440ML
189000	510070	SCRUMPY JACK 500ML CAN
733167	733167	STRONGBOW 4.5% 4/£4.65 440ML

SHELF 5 SKUs

BESTWAY BATLEYS

733212	733212	FOSTERS 4/£4.85 440ML
746518	746518	CARLING 4/£5.25 500ML
721335	721335	CARLSBERG PILSNER 4/£5 500ML
779880	779880	BUDWEISER 4/£5.29 440ML
744392	744392	STELLA ARTOIS 4/£5.19 440ML
774457	774457	COORS 4/£5.75 500ML
781170	781170	HOLSTEN PILS 4/£6.25 500ML
611931	611931	CARLSBERG SPEC BREW 7.5% 500ML
779545	779545	JOHN SMITHS EXTRA SMOOTH 4/£4.95
716253	716253	GUINNESS DRAUGHT 4PK 470ML
411495	411495	ACE CIDER 500ML



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