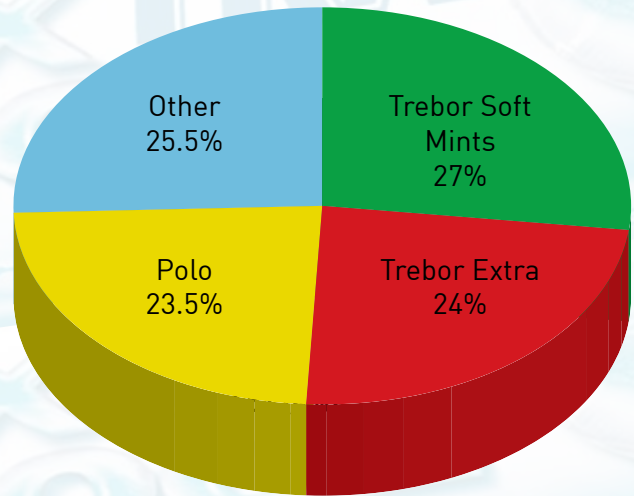


Category Healthcheck: Mints

Mints are worth £41.5m in the independent sector - refresh your fixture with this guide

Market value share by brand

- Mints account for 33% of the mouthfresh category in independents
- Mint brands such as Trebor Soft Mints and Trebor Extra are in growth



Source: AC Nielsen Channel Market Overview Independents (30.12.06)

Top 10 Mints

Rank	P&H Code	Product Name	Check
1	6990	Trebor Extra Strong Mints	
2	42375	Trebor Softmints Mint	
3	42372	Trebor Softmints Spearmint	
4	8208	Polo Mints Original	
5	8213	Polo Spearmint	
6	8691	Polo Sugarfree Mints Original	
7	4534	Tic Tac Mints	
8	41952	Trebor Extra Strong Spearmint	
9	4533	Tic Tac Lime and Orange	
10	6096	Triple X	

Merchandising Tips

- Mints are a highly impulsive offer and should be sited in the path of the consumer to drive sales (ie close to counter)
- Use impactful displays in key secondary locations to drive impulse purchases
- Always separate mints from chocolate within displays to prevent flavour exchange

1200mm section of 4m Confectionery Planogram



Palmer and Harvey PROFIT Principles

- P**romote using PoS to drive sales instore
- R**ange – check the recommended range list to make sure you're stocking the best sellers
- O**ut of stocks = lost sales
- F**ocus on your display – use planograms to maximise sales
- I**nnovate – stay up to date with the latest market trends and new products
- T**alk to your Palmer and Harvey sales representative to get the best advice for your store