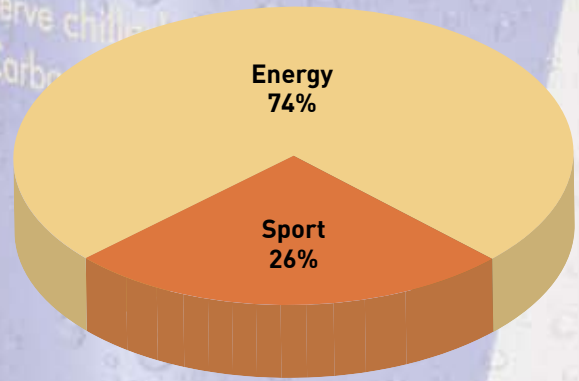


Category Healthcheck: Energy Drinks

Energy drinks are worth £368 million in the total market, accounting for £100 million in independents – check this guide to maximise your share

- Sports and energy drinks are the second fastest growing sector in impulse soft drinks after fruit juice, growing at +17%
- In value terms, the energy drinks sector is larger than waters in independents

Source: AC Nielsen impulse market MAT to 04.11.06



800mm Energy Drinks section of 3.85m Chilled Soft Drinks Planogram



Top 10 Energy Drinks

P&H Code	Product	Pack	Type	Check
4566	Red Bull Energy 250ml	24	Energy	
24517	Lucozade Sport Orange 500ml	12	Sport	
43943	Lucozade Orig 500ml Pet	24	Energy	
43879	Lucozade Orig 380ml Pet	24	Energy	
43878	Lucozade Orange Crush 380ml	24	Energy	
24516	Lucozade Sport Mxd Berry 500ml	12	Sport	
23255	Powerade Berry & Trop 500ml	12	Sport	
43942	Lucozade Orange Crush 500ml	24	Energy	
42136	Red Bull S/Free 250ml	24	Energy	
24573	Boost Energy Drink	12	Energy	

Source: P&H 4 weeks sales ending 12/1/07

Ones to Watch

P&H Code	Product	Pack	Type	Check
23881	Relentless 500ml	12	Energy	
3531	Red Bull Energy Twin Pk	12	Energy	
41104	Lucozade Sport Tropical 500ml	12	Sport	
41105	Lucozade Sport Raspberry 500ml	12	Sport	
8757	V Energy Drink 250ml	24	Energy	

Merchandising Tips

- Maximise display in store by building a vertical block for energy drinks making them easier for consumers to find
- Time of day sales are important to energy drinks, therefore consider relevant link to purchased product eg. Newspapers and energy in forecourts

Palmer and Harvey **PROFIT** Principles

Promote using PoS to drive sales instore

Range – check the recommended range list to make sure you're stocking the best sellers

Out of stocks = lost sales

Focus on your display – use planograms to maximise sales

Innovate – stay up to date with the latest market trends and new products

Talk to your Palmer and Harvey sales representative to get the best advice for your store