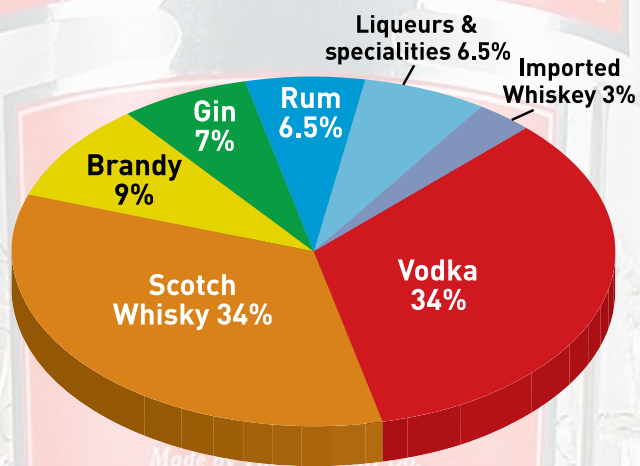


Category Healthcheck: Spirits

The GB off trade convenience spirits category is worth over £600m* annually - maximise your share by taking a fresh look at your range and display

Check the front of this brochure to make sure you are stocking the recommended range, then refer to the Planogram below to drive sales and profit of this valuable category in your store.

Share of spirits sales



*Source: AC Nielsen Scantrack Data to 09/09/06 12 Months MAT

- Stock the main brand leaders as well as value for money exclusive label alternatives
- Christmas is a key time of year for spirits sales - stock key brands as consumers "trade up" during this period
- Vodka and Scotch Whisky account for almost 70% of total spirits sales - capitalise by stocking a full range of sizes
- Display category and brand in vertical blocks, positioning key brands at eye-level and exclusive labels, half and quarter bottles on lower shelves
- Position deluxe/premium brands on top shelf
- Merchandise fortified wines on the bottom shelf underneath spirits
- Allocate space according to rate of sale, allowing for seasons and promotions
- Variations exist by region - the Planogram shown is for England and Wales only. In Scotland, Vodka and Whisky account for a higher proportion of sales
- Your Palmer and Harvey sales representative can advise you on getting the best range for your region

1M Spirits & Fortified Wines Planogram (6 Shelf)



