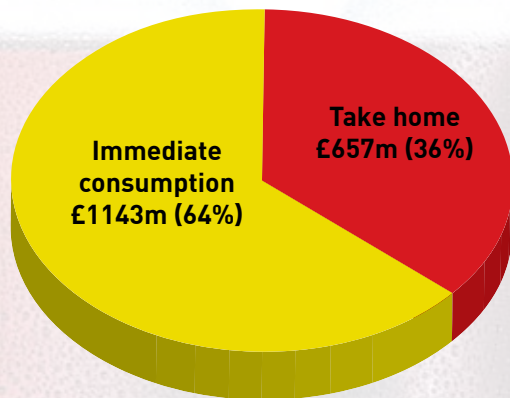
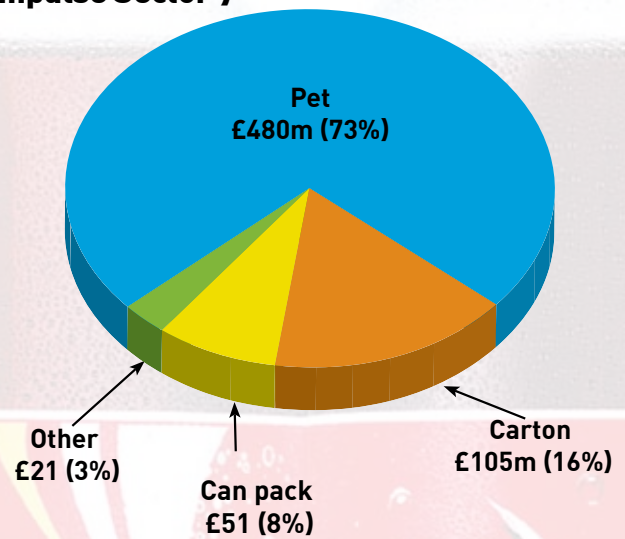


Category Healthcheck: Take Home Drinks

Total soft drinks (Impulse Sector*)
£1.8b



Value share of take home by type
(Impulse Sector*)



1m Ambient Soft Drinks Planogram



- 36% of all sales of soft drinks in outlets are take home packs
- £1 in every £3 spent on soft drinks is spent on take home packs
- Take home packs have higher pence per unit than immediate consumption packs, increasing till ring

Top Ten Take Home Drinks

P&H code	Product	Pack	Type	Check
8669	Coca Cola 2ltr Pet	6	PET	
2083	Diet Coke 2ltr Pet	6	PET	
2316	Volvic 1.5 Ltr	12	PET	
7131	Lemonade 2ltr Schweppes	6	PET	
25984	Coca Cola 6pk Cans 330ml	4	Can Pack	
9072	Evian 1.5ltr	12	PET	
49151	Diet Coke 6pk Cans 330ml	4	Can Pack	
9083	Pepsi Reg 2ltr	8	PET	
45434	Fanta Orange 2ltr	6	PET	
9687	Just Juice Orange 1ltr	6	Carton	

Based on P&H sales w/c 26/2/07

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 Halvey sales representative to get the best advice for your store

* Impulse includes independents but excludes multiple grocers
Information based on any single pack over 750ml and any sized multipack