

# Your guide to selling more...



Whenever, whatever

# ...and more, and more!



Whenever, whatever

## ALCOHOL

It's no easy task for independent retailers attempting to put together the perfect alcohol range for today's discerning customer.

As well as the overwhelming array of wine and beer varieties, there's also the issues of price competition, licensing laws and merchandising challenges – but it is worth the effort, says Richard Hayhoe, Marketing Director at Mace.

**"It is a really complex category, but for independents who get it right, alcohol offers a great opportunity to drive sales and profits. Mace retailers can get guidance from our planograms, devised using the best industry knowledge available to build a best-in-class range according to store type and location."**

Read on for Richard's insights into developing a profitable alcohol range.



## Wine

"Don't try to be all things to all people," says Richard. "Concentrate on providing a good range of grape varieties and price points from key countries. The US is the biggest impulse choice, followed by Australia, South Africa and Chile, with good quality at a lower price." Although country of origin is a big draw, consumers are becoming ever-more brand-conscious, relying on the well-known producers seen in the multiples. The introduction of single-serve 187ml bottles is another trend worth utilising to increase sales.

"Stock around eight 187ml wines and merchandise them together at eye level within the wine fixture," says Richard. "People buy them to trial or because they fancy a glass with their evening dinner, but don't want a whole bottle."

The current economic climate requires further range adjustments. Stock just one branded and one cheaper Champagne, alongside a few sparkling wines – chilled – as they offer better value and sell well.

## Beers

The long alcoholic drinks (LAD) sector comprises beer, cider, perry and ready-to-drink (RTD) products. Cider is experiencing strong growth with premium brands like Bulmers and Magners driving sales.

"Growth has been at the expense of RTDs, so allow space for about six ciders, including pear, which is proving popular. Stock equal numbers of premium lagers, such as San Miguel, Corona and Cobra."

Richard advises sticking with top-selling standard lagers – Carling, Fosters and Carlsberg – while emphasising the importance of strong promotions.

"The multiples are extremely competitive on price, so independents can not afford to be too far adrift. Mace retailers benefit from really good beer offers, such as our 'two for' deals on four-packs. Price marked eight-packs are also proving to be good sales drivers with value-seeking customers trading up in size."

**TURN OVER FOR SPIRITS & MERCHANDISING TIPS**

## Best Sellers

### Lager

Stella 500ml

Carling 500ml

Fosters 500ml

Carlsberg 500ml

### Spirits

Smirnoff 70cl

Bells 70cl

Gordon's Gin 70cl

Bacardi 70cl

### Wine

Blossom Hill White 75cl

Hardy's VR Shiraz 75cl

Gallo Family Vineyards White Grenache 75cl

Jacobs Creek Semillon Chardonnay 75cl

## Top merchandising tips

### TIP 1

Chill, chill, chill. Not many retailers have sufficient chiller space for alcohol, but when you understand that the majority of impulse shoppers consume their alcohol within 20 minutes of purchase, the importance of keeping your beers, white and rosé wines chilled comes into focus.

### TIP 2

Merchandise beer in blocks by brand. Consumers buy lager primarily on brand, followed by pack size and price.

### TIP 3

Help your customers prepare for the 'big night in'. Cross-merchandise ready meals with alcohol, such as Cobra beer with Indian meals or Pinot Grigio with Italian meals.

### TIP 4

Don't go overboard with spirits. A tightly balanced range will satisfy consumers. Stick to key whisky, gin and vodka brands, plus a cheaper alternative. If you've space, add one or two malts.

## Spirits

When it comes to developing a good spirits range, simplicity is the key.

"Keep a tight range – consumers don't expect huge choice from the independent," Richard advises. "Stock a couple of key whisky, gin and vodka brands and if there is space, add a branded malt and Cognac too, especially in the run up to Christmas."

Stay away from niche liqueurs though – a choice of bottle size in the core range is more important. An emerging trend to watch is 50cl bottles, such as Smirnoff's recent 50cl vodka launch. Don't worry over consumers trading down, he says: "Some customers may swap a 70cl bottle for a 50cl version, but the higher frequency purchases will more than make up for it."



*But don't just take our word for it...*

**Mr Mohammed Farooq of Summit Service Station, Oxford says...**

"Alcohol is one of the hardest areas to manage, especially if you don't know anything about the category, like me. Manufacturers don't give you any advice on the category, so without the Mace planograms we would just have to order and wait and see if the products sell."

**"We used to do £7k-£8k on alcohol a month, but since implementing the Mace planograms sales are up £2.5k.** The planograms give us a really good base, and where we have a lack of space we use the Partnership Plus brochure to ensure we are stocking the best sellers. If there is a bit more space, we'll then make sure we're stocking the second top sellers, and so on."

"We also run Mace's regular three-weekly promotions, which are always very popular, and I keep our margins down - it brings a lot of people into the store and helps drive overall sales as they pick up other items too."



Mace retailers are supported by over 1,000 downloadable planograms tailored to store format and geographical location.

