Boost your Sweet Biscuit sales with FERRERO

Sweet biscuits are a customer favourite

98% of shoppers buy them*

1 in 6 of those shoppers buy Biscuits in Convenience stores**

so it's important to have the right range

This guide aims to help you on your journey to maximising sales

*Kantar WPO Spend Penetration | Total Market | Total Size | 52 w/e Dec 2022
**Nielsen Scantrack ROI Convenience (Biscuits) L12wks data to 02.01.2022 (€ROS)

Sweet Biscuits Merchandising Guide

For Convenience stores and forecourts

TOP TIPS

Provide fair share to different product types

Align Biscuit segment share of sales with shelf space to ensure the right amount of variety

Merchandise effectively

Locate products in the right place to maximise sales

CHILDREN BISCUITS
Place next to Healthier to maximise shopper cross-over and drive incremental sales

4% share (0.3 shelves)

HEALTHIER BISCUITS
Is the most expensive segment so locate at the top to highlight and drive the high value products

15% share (0.8 shelves)

EVERYDAY TREATS
Place treating products towards eyeline to maximise impulsivity

35% share (2.1 shelves)

SPECIAL TREATS
Place treating products towards eyeline to maximise impulsivity

10% share (0.6 shelves)

CHOCOLATE BISCUIT BARS
Place household favourites near centre to attract the broad audience to the middle of the fixture

23% share (1.4 shelves)

EVERYDAY BISCUITS
Cater to a more specific shopper so adjacencies are less important

13% share (0.8 shelves)

Nielsen Scantrack ROI Convenience (Biscuits) L12wks data to 02.01.2022 (€value sales)

Top Tips

Brand Block within segment

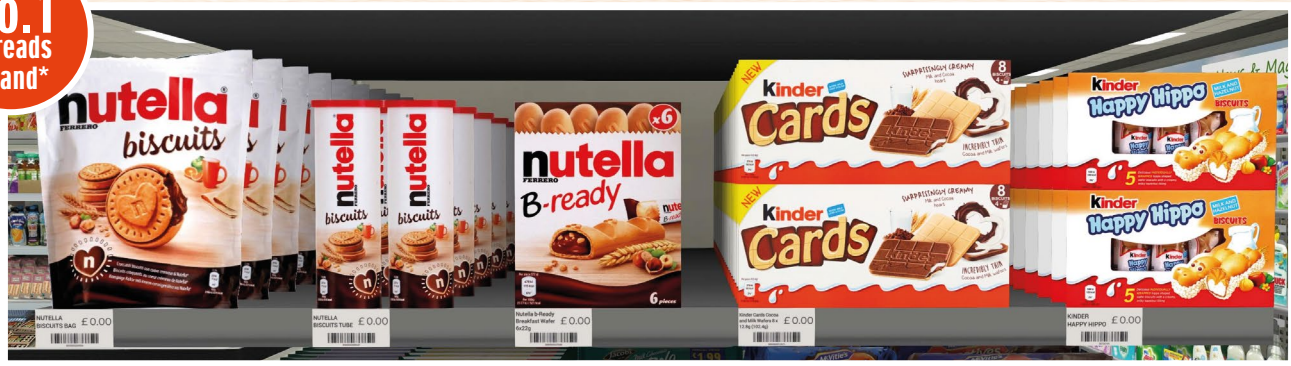
Placing brands together on shelf helps to:

- Maximise brand visibility
- Attract shoppers to the fixture
- Improve shopper navigation of the fixture

& MAXIMISE SALES!

We know that Brand Blocking works

No.1 spreads brand*



Nutella Biscuits see a **23%** uplift in sales when blocked together

Happy Hippo sees a **20%** uplift in sales when sold alongside Kinder Cards

*Nielsen Scantrack ROI, Total Market & Convenience (Spreads) MAT data to 02.01.2022 (value and unit sales)
Nielsen Scantrack Retailer data

Sweet Biscuits Ranking List

When space is limited, start with No. 1 must stock line and work down the list whilst ensuring you offer a fair share of space to the segments (see page 2)

This ranking aims to provide a steer of best sellers based on average sales per store. Every store is unique and you know your shoppers better than anyone so please adjust depending on your best sellers and shopper preferences.

EVERYDAY TREATS (35% share of space)

1 JACOBS MIKADO GANG (PMP) 250G
2 NUTELLA BISCUITS T12 166G
3 TUNNOCKS TEA CAKES 17G 6PK
4 JACOBS CHOCOLATE POLO (PMP) 300G
5 MCVITIES MILK CHOCOLATE DIGESTIVE
6 OREO COOKIES VANILLA 154G
7 BOLANDS CHOCOLATE BITES (PMP) 135G
8 KINDER CARDS BISCUIT WAFERS 25.6G
9 BOLANDS JAFFA CAKES (PMP) 135G
10 JACOBS CHOCOLATE GOLDGRAIN (PMP) 300G
11 LOTUS CARAMELISED BISCUITS 250G
12 CADBURY CHOCOLATE CHIP COOKIES 135G
13 BOLANDS BOURBON CREAMS (PMP)
14 JACOBS LEMON PUFFS (PMP) 200G
15 MCVITIES JAFFA CAKES 122G
16 MCVITIES HOB NOBS MILK CHOCOLATE 262G
17 BOLANDS BOURBON CREAMS (PMP)

CHOCOLATE BISCUIT BARS (23% share of space)

18 CADBURY SNACK SANDWICH 26G 6PK
19 NESTLE KIT KAT 2 FINGER 20.7G 9PK
20 CADBURY TIME OUT WAFER 20.2G 6PK
21 JACOBS CLUB MILK (PMP) 24G 5PK
22 CADBURY SNACK SHORTCAKE 20G 6PK
23 CADBURY ROUNDIE WAFER WHITE 30G 6PK
24 ROSE SNOWCAKES 24.2G 20PK
25 CADBURY ROUNDIE WAFER MILK 30G 6PK
26 FOXS CLASSIC 25G 7PK
27 MCVITIES PENGUIN 24.6G 6PK

HEALTHIER (14% share of space)

28 KELLOGGS RICE KRISPIES SQUARE MARSHMALLOW 28G 4PK
29 BELVITA BREAKFAST STRAWBERRY & YOGHURT CRUNCH 50.6G 5PK
30 KELLOGGS RICE KRISPIES SQUARE TOTALLY CHOCOLATEY 36G 4PK
31 NATURE VALLEY OATS & HONEY 42G 5PK
32 KELLOGGS RICE KRISPIES SQUARES CARAMEL 36G 4PK
33 FLAHAVANS FLAPJACKS CHOCOLATE CHIP 40G 6PK
34 BELVITA BREAKFAST MILK & CEREAL 45G 5PK
35 BELVITA BREAKFAST SOFTBAKES CHOC CHIP 50G 5PK

EVERYDAY BISCUITS (13% share of space)

36 JACOBS FIG ROLL (PMP) 300G
37 MARYLAND CHOCOLATE CHIP COOKIE 230G
38 MCVITIES RICH TEA 300G
39 MCVITIES DIGESTIVE 400G
40 MCVITIES GINGER NUTS 250G
41 BOLANDS RICH TEA (PMP) 300G
42 BOLANDS DIGESTIVES (PMP) 400G

SPECIAL TREATS (10% share of space)

43 JACOBS ELITE TEA CAKES (PMP) 150G
44 CADBURY FINGERS 114G
45 JACOBS ELITE CHOCOLATE KIMBERLEY (PMP) 22G 6PK
46 JACOBS ELITE CHOCOLATE MIKADO (PMP) 176G
47 CADBURY CRUNCHY BISCUIT CHOCOLATE MELTS 156G

CHILDRENS BISCUITS (4% share of space)

48 LYONS TOFFYPOPS 120G
49 BURTONS JAMMIE DODGERS 140G
50 KINDER HAPPY HIPPO HAZELNUT 20.7G 5PK

Nielsen Scantrack ROI Convenience (Biscuits) L12wks data to 02.01.2022 (based on composite €cash & Unit ROS)