

Drive your Multipack Chocolate Countline Sales with FERRERO

COVID conditions have created a huge opportunity for Multipacks.

CHOCOLATE MULTIPACKS:

- ARE GROWING **+17%** AND MAKE UP **23%** OF TOTAL CHOCOLATE SALES, **+3PP VS LY**
- NOW MAKE UP **23%** OF TOTAL CHOCOLATE SALES, **+3PP VS LY**



The **No.1** Selling Multipack



No.1 value driving Kids Confectionery Multipack (per store per week)

Impulse focused pack is a key product



No.1 contributor to value growth - adding **10%** of total Multipack sales growth



The fastest growing product that isn't NPD **+213%**

Chocolate Countline Multipack Merchandising Guide

For Convenience stores and forecourts

Smaller store formats - 1 shelf example



Larger store formats - 1 bay example



Kinder

Cadbury

Nestlé

MARS

TOP TIPS

BRAND BLOCK –
Group brands together to improve shopper navigation

Good, better, best –
Position good brands at the bottom, better in the middle & best at the top

Kinder is a premium offering - place towards the **top of the plan**.

Cadbury is the key signpost brand - merchandise **at eyeline**

Double face best performers for maximising visibility and availability

Chocolate Countline Multipack Top 20 products

1. CADBURY TWIRL 5PK
2. CADBURY WISPA 4PK
3. **KINDER BUENO 4PK**
4. CADBURY DAIRY MILK 4PK
5. NESTLE VARIETY 6PK
6. CADBURY BOOST 4PK
7. CADBURY DAIRY MILK CARAMEL 4PK
8. CADBURY CRUNCHIE 4PK
9. SNICKERS 4PK
10. DAIRY MILK OREO BAR 4PK
11. NESTLE AERO BUBBLES MILK 4PK
12. NESTLE YORKIE MILK 3PK
13. CADBURY FLAKE 4PK
14. CADBURY PICNIC 4PK
15. CADBURY DOUBLE DECKER 4PK
16. **KINDER BUENO WHITE 4PK**
17. CADBURY FRYS TURK DEL 3PK
18. NESTLE AERO BUBBLES PEPPERMINT 4PK
19. MARS BAR 4PK
20. DAIM BAR 3PK

Kids Chocolate Multipack Merchandising Guide

For Convenience stores and forecourts

Nestlé Kinder®

Cadbury



Give kids 1/10 of shelf space when merchandising with **adult multipacks**

Use the top performers list to **make the most of your fixture space** and reap the **sales benefit**.

Kids Chocolate Multipack Top 10 products

1. NESTLE MILKY BAR 4PK
2. CADBURY CURLY WURLY 4PK
3. **KINDER SURPRISE 3PK**
4. CADBURY FREDDO 5PK
5. NESTLE SMARTIES 4PK
6. NESTLE ANIMAL BAR 4PK
7. **KINDER CHOCOLATE BAR 8PK**
8. CADBURY CHOMP 5PK
9. CADBURY DAIRY MILK BUTTONS 5PK
10. CADBURY FUDGE 5 PK