

CATEGORY ADVICE 2023

FROZEN FOOD



- **Market Insights**
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- **Planograms**





Frozen is a key category in your store with **1 in 4 convenience shoppers** purchasing Frozen Food.

Make the most of events!

Shoppers visit convenience stores more during **bank holidays, extreme weather & televised sporting events.**

Key products to include:

- Pizza
- Sausages
- Chips
- Burgers
- Ice Cream Tubs
- Ice

Meal Deals!

Shoppers love a meal deal, and Frozen provides great meal solutions! **22%** of Frozen shoppers are more likely to purchase frozen if included as part of an evening meal deal.

Keep the core sub categories in stock!

Over 70% of Frozen sales come from the following categories:

- Take Home Ice Cream
- Impulse Ice Cream
- Pizza
- Chips
- Traditional Ready Meals
- Fish & Chicken
- Vegetables/Sides



Market Insight

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Keep it Simple:

We know shoppers spend the least amount of time in store at the frozen cabinet so ensure it is easy for shopper to make quick decisions.



Get the Flow right:

We recommend you merchandise your freezer, so shoppers arrive at core meal products like burgers and fish fingers first, then those all-important sides like chips and veg, followed by meal solutions like pizza and ready meals and finally ice cream.

Less will mean MORE:

Don't be tempted to overfill your freezer with every product you see. Maintain a core range of the most popular products and use any extra space for promotional lines, Meal Deals or to include seasonal favourites or local specialties.

Tier UP and down:

Where space allows make sure you range for those looking for a treat too. These items are even more likely to be bought on impulse, so a shopper's local convenience store is where they will go to get them, and Chips is a great place to do this. McCain Gastro Chips elevate your offering with something special.



Keep it Clean and tidy:

Try and keep your Frozen space organised with each product group together, a messy freezer can really put your shoppers off. Always think clean, neat and frost free!

Information correct at time of print.

Make sure you cater to these shopper missions:



Frozen Flexibility!

Build flexibility into your range by allowing smaller sectors to shrink/expand to accommodate seasonal demands. ie: less demand for ice cream & ice cubes at Christmas so use this space for seasonal lines.



Convenient Solutions

Good value for shoppers, healthy margins and minimal wastage for retailers.



Make a meal of it!

Impulse shoppers will "Make a Meal" and look for "Meal Solutions" whilst in store so balance choice across meal centres, sides solutions and sweet.



Ensure you have the right range

By switching to the best performers/formats within convenience, and removing poor performers you could increase your sales value by 25-30%*.

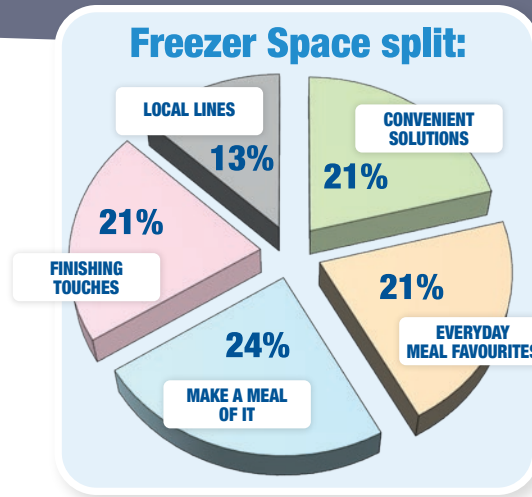
Data Sources: Nielsen Total Impulse | we19th June 2021 *Claim based on internal case study of Independent retailers



Must Stock Lines

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These are the 'Must Stock' lines which shoppers expect to see in a convenience store. By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.



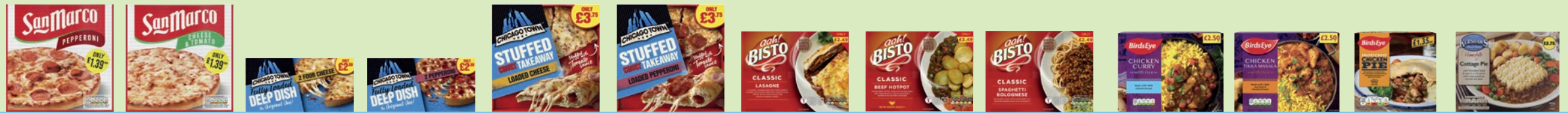
What good looks like in store:



Traffic Flow →

Local ranges/products

CONVENIENT SOLUTIONS (MEALS, PIES & PIZZA)



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13

EVERYDAY MEAL FAVOURITES (MEAT, FISH & POULTRY)



- 14
- 15
- 16
- 17
- 18
- 19

MAKE A MEAL OF IT (VEGETABLES, CHIPS & SIDES)



- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28

FINISHING TOUCHES (TO SUPPORT A FULL MEAL)



- 29
- 30
- 31
- 32
- 33



Must Stock Lines

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1



**SAN MARCO PEPPERONI PM £1.39
253G**
SKU CODE: 815941

2



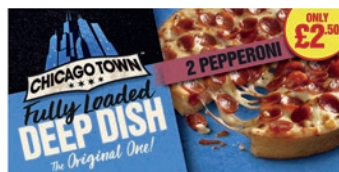
**SAN MARCO CHEESE & TOMATO
PM £1.39 253G**
SKU CODE: 815938

3



**CHICAGO TOWN DEEP DISH
FOUR CHEESE PM £2.50 286G**
SKU CODE: 810533

4



**CHICAGO TOWN DEEP DISH
PEPPERONI PM £2.50 310G**
SKU CODE: 810530

5



**CHICAGO TOWN STUFFED CRUST
CHEESE PM £3.75 480G**
SKU CODE: 810296

6



**CHICAGO TOWN STUFFED CRUST
PEPPERONI PM £3.75 490G**
SKU CODE: 810295

7



**BISTO BEEF LASAGNE PM £2.49
375G**
SKU CODE: 814770

8



**BISTO BEEF HOTPOT PM £2.49
375G**
SKU CODE: 814775



Must Stock Lines

CATEGORY ADVICE
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9



**BISTO SPAGHETTI BOLOGNESE PM £2.49
375G**
SKU CODE: 814772

13



**KERSHAW'S COTTAGE PIE PM £2.75
400G**
SKU CODE: 813852

10



**BIRDS EYE CHICKEN CURRY PM £2.50
450G**
SKU CODE: 817308

14



**BIRDS EYE 4 BEEF BURGERS PM £2.19
227G**
SKU CODE: 815388

11



**BIRDS EYE CHICKEN TIKKA MASALA
PM £2.50 400G**
SKU CODE: 818019

15



**BIRDS EYE 10 VALUE FISH FINGERS
PM £1.69 250G**
SKU CODE: 817021

12



**BIRDS EYE CHICKEN PIE PM £1.35
155G**
SKU CODE: 817019

16



**BIRDS EYE CRISPY CHICKEN DIPPERS
PM £2.49 220G**
SKU CODE: 815944



Must Stock Lines

CATEGORY ADVICE
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17



BIRDS EYE 2 BATTERED COD FILLETS
PM £2.99 200G
SKU CODE: 817306

21



BIRDS EYE 10 POTATO WAFFLES
PM £2.49 567G
SKU CODE: 815935

18



LINDA MCCARTNEY'S 2 VEGETARIAN MOZZARELLA BURGERS 227G
SKU CODE: 817579

22



BESTONE MIXED VEGETABLES PM £1 500G
SKU CODE: 417257

19



BIRDS EYE 10 VEGGIE FINGERS 284G
SKU CODE: 317555

23



AUNT BESSIES CHUNKY HOMESTYLE CROQUETTES 550G
SKU CODE: 817578

20



MCCAIN STRAIGHT CUT HOME CHIPS
PM £2.49 700G
SKU CODE: 810524

24



AUNT BESSIES 12 YORKSHIRE PUDDINGS 220G
SKU CODE: 805453



Must Stock Lines

CATEGORY ADVICE
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25



**BESTONE AMERICAN STYLE FRIES
650G**
SKU CODE: 815942

28



**BESTONE GARDEN PEAS PM £1
500G**
SKU CODE: 417268

26



**MCCAIN QUICK CHIPS PM £1.69
200G**
SKU CODE: 817373

29



**ESKIMO ICE RETAIL PACK
1KG**
SKU CODE: 631794

27



**BESTONE GARLIC BAGUETTE PM £1.75
2 PACK**
SKU CODE: 798111

30



**SNICKERS ICE CREAM TUB
500ML**
SKU CODE: 815358



Must Stock Lines

CATEGORY ADVICE
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31



**WALL'S MAGNUM CLASSIC
3 PACK**
SKU CODE: 815606

33



**FRUIT PASTILLES ICE LOLLY PM £2.50
4 PACK**
SKU CODE: 797268

32



**AUNT BESSIES
JAM ROLY POLY 300G**
SKU CODE: 571777



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**