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# STIMULATE SHOPPERS TO GROW SALES

As spending behaviour has notably changed in recent years and shoppers are becoming more demanding, convenience retailers need to adapt to match expectations. **RETAIL EXPRESS** joined **RED BULL** to help two retailers improve their soft drink sales



**EXPERT ADVICE**  
**ROBYN CARDNO**  
Category specialist,  
Red Bull



**FOCUS ON**  
**JANE FLYNN**  
Costcutter Raynell Stores,  
Leeds

“OUR store is busy all day long but as we’re close to a school our ‘mad hour’ is between 2.45pm and 3.45pm when all the children come into the store to buy their favourite drinks. We have not had any category advice in the past and are hoping to learn how to make shopping easier for our customers. If we can make them happy and increase our soft drinks sales at the same time, that would be the perfect result.”

**ROBYN CARDNO SAYS**

“THIS store has a large, well-stocked chiller. Some drinks are already easily accessible, and there’s a good range of popular brands on offer. The introduction of merchandising principles will make the fixture much easier for shoppers to navigate. A logical flow of ‘refresh-stimulate-hydrate’ will help Jane grow her soft drinks sales significantly. To do this we merchandise drinks from left to right starting with refreshing flavoured drinks like colas, next is stimulating energy drinks, and finally hydrating fruit juices and waters.”

**ACTION PLAN**

- 1 LOGICAL FLOW:** Introduce a logical flow of ‘refresh-stimulate-hydrate’ to the display a clear-cut appearance.
- 2 VERTICAL BLOCKING:** Display brands in a vertical line to help shoppers locate drinks quicker and easier.
- 3 STRIKE ZONE:** Place the biggest brands at eye-level for improved fixture shop-ability and sales increases.



**FOCUS ON**  
**AMIT PATEL & PRADEEP BACHETTA**  
Nisa Local, Sky Plaza, Leeds

“WE are opposite a major concert venue and surrounded by offices and student accommodation, so we cater for a diverse range of shoppers. On event nights the store is packed with people, but during the day our soft drinks sales slow down. We have a Morrisons down the road and students go there for their offers. We’re hoping the introduction of merchandising principles will highlight our soft drinks and encourage multiple purchases.”

**ROBYN CARDNO SAYS**

“AMIT’S store is catering for a variety of customers and has lots of space. His soft drinks fixture is already well organised and stocked with top brands. We can improve this further by adding targeted principles, such as logical flow and the backing of top brands with clear signposting. Due to permanent multideck fixtures on the right side of Amit’s fridge which large water bottles don’t fit into, we will reverse the logical flow order by switching the hydration and refreshing display positions.”

**ACTION PLAN**

- 1 REVERSED LOGICAL FLOW:** Organise the chiller into an adapted version of ‘refresh, stimulate, hydrate’.
- 2 CLEAR SIGNPOSTING:** Add clearly branded Red Bull PoS within the fixture to help guide shoppers.
- 3 BACKING OF TOP BRANDS:** Organise core ranges of top brands vertically to help focus on bestsellers.



**RED BULL TIPS FOR YOUR STORE**

- 1 Merchandise in flow:** refresh, stimulate, hydrate
- 2 Block brands vertically**
- 3 Split category space** according to share of sales
- 4 Focus on the top three brands**
- 5 Put signpost brands** at eye level and stair-step variant sizes
- 6 Create clear price labels** and use branded PoS

**WHAT HAPPENS NEXT?**

Over the next few weeks, Jane and Amit will follow Robyn’s bespoke planogram and advice. We’ll track the sales data at both stores to see what’s changed.

To find out how they got on, look out for Retail Express on...



**AUGUST 22**

**THE OPPORTUNITY**



Shoppers purchase

**65%**

more items if they find their first choice within 10 seconds



Sports & energy account for

**32%**

of soft drink sales