

DUOS ARE DRIVING THE GROWTH INTO SINGLES** & WITH HIGHER VALUE PER UNIT CAN DRIVE MORE £ TO YOUR TILL!

GET TO KNOW THE SHOPPER AND TOP TIPS*



The Duos shopper is incremental to the standard singles shopper



The Duos shoppers drive the on-the-go and food-to-go Missions



Brand is a key driver for purchase so stock the best sellers



Duos shoppers tend to be older and attract more males than standard singles*

HOW TO DRIVE DUOS IN STORE?

1. The right range
Are the best sellers listed?



2. In-store visibility
On shelf or secondary display



3. Drive rate of sale
Link Duos with a drink or meal deal



EXCITE EXISTING CUSTOMERS AND ATTRACT NEW CUSTOMERS BY STOCKING NEW FLAVOUR DUOS



STOCK THE BEST SELLERS: TOP 10 DUOS IN I&S RANKING ORDER**

- | | | | | | |
|---|--|----|--|---|--|
| 1 | | 2 | | 3 | |
| 4 | | 5 | | 6 | |
| 7 | | 8 | | 8 | |
| 9 | | 10 | | | |

Great products to trade up shoppers & make more £ for your store

* Kantar Take Home October 2022
**Nielsen, I&S, 52 Weeks, 08.10.2022

HFSS Legislation applies from October 2022 to Retailers. Help is available through ACS at www.acs.org.uk/advice/hfss-regulations.