

HOW TO DRIVE CHOCOLATE SHARING SALES

Chocolate Bag and Block sharing is worth £240m in Independent and Symbol stores* so is an important category especially as consumers continue to enjoy 'nights in' which is a big sharing occasion

DRIVING SHOPPER PURCHASE**



- ✓ Watching TV is the main consumer occasion so use 'Big Night In' signage in store to attract purchase



- ✓ 'Treat' is a main reason for purchase so use 'Treat Yourself' messaging in store



- ✓ Value is very important for these shoppers so highlight in 'Value Areas' in store

MERCHANDISING TOP TIPS

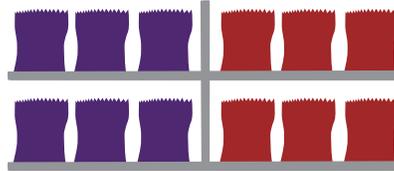
1 Group by Segment

2 Block by Brand

3 Best Sellers on Best Shelves

4 Align Space to Share to Sales

CHOCOLATE BAGS CANDY BAGS



- ✓ Separate Sugar and Chocolate Sharing bags to make purchase easier for shoppers



- ✓ Excite existing shoppers and attract younger shoppers by highlighting new products on shelf

STOCK THE BEST SELLERS***

TOP 10

CHOCOLATE SHARING BARS IN INDEPENDENT AND SYMBOL STORES



Cadbury
HAVE 7 OF THE TOP 10!

TOP 10

CHOCOLATE SHARING BAGS IN INDEPENDENT AND SYMBOL STORES



Cadbury
HAVE 3 OF THE TOP 5!

*Source: Nielsen, Independent and Symbol Stores, 52 Weeks, 08.10.2022
**Kantar Worldpanel Usage || Kantar 52.w/e 19 April 2020 Total Mkt ||
***Source: Nielsen, Independent and Symbol Stores, Combined Value and ROS Rankings, 52 Weeks, 09.2022

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