



Licensed & Tobacco Category Guide 2024

Generate more sales and profit from your selling space

Convenience fixture plans built on category insight and best sellers



All available on the website & app



Dedicated to the Independent Retailer

Dear Retailer

We are pleased to announce the launch of our new 2024 Licensed & Tobacco Category Guide, brought to you by Plan for Profit. This guide is a quick and easy tool which identifies Core Range products and Bestsellers, supporting Independent Retailers to maximise sales and profit in store.

Convenience retailers can easily access Plan for Profit via our website and app. Our Core Range guides and online resources are packed with the most up-to-date category advice, channel insights, and practical business tools, all tailored specifically to assist independent retailers with their business.

Core Range Process

The dedication of the Plan for Profit team lies in developing a core range, guided by **unbiased, channel-specific, and data-driven decisions**, to assist Independent Retailers in optimising their retail space and maximising sales potential.

We collect and analyse information from industry experts such as TWC, NielsenIQ, Circana, and Lumina, as well as sales and trend data from suppliers, Unitas Wholesalers, and EPOS systems to provide our range recommendations.

Reduced Risk

To prepare for upcoming changes in the vape category, we are removing all reduced-risk products from our 2024 core range. Instead, visit our website for updates on vaping legislation, including the ban on disposables starting April 1, 2025. We'll also provide updated range recommendations to help retailers transition to compliant alternatives. Scan the QR code for more information.



What's new for 2024

- Small ARTD cans are now placed above White Wine.
- Fractional Spirits are grouped on the same shelf.
- Spirits planogram has expanded to two meters.
- Additional product recommendations based on the next best-sellers.



Mark Langohr
Category Controller

Kind regards,



Callum Atkinson
Category Coordinator

Kind regards,



Scan Me



Visit the Plan for Profit website to access helpful tools and the latest category and industry insight.

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Key:

New To Core



Bestseller



PMP Product

PMP

Products marked with the following icons are region specific. Visit the Plan for Profit Website and App for Regional Planograms and Range information.



England & Wales only



Scotland only

In the Wine category, each product includes its country of origin and is ranked based on Value, Quality, and Premium tiers, corresponding to three pricing levels: Value (<£7), Quality (£7 - £9), and Premium (£9+). This helps retailers offer the right range of price points to their customers.

Alcohol in Convenience

The Independents channel ranks alcohol as its second largest and most profitable category, accounting for 13% of all sales. Here are four key insights you need to be aware of to help you grow and protect this important category.⁽¹⁾



77% of alcohol consumption happens at home⁽²⁾

It's important to make alcohol relevant for at-home occasions, like with an evening meal and social gatherings. Supporting occasion-based messages in store and displaying complementary items like food and snacks with alcohol can help increase sales.



40% of purchases are made on promotion⁽²⁾

Having strong promotional strategies in place and offering great value on well-known brands is key. Focus on pack formats that offer affordable price points for your customers.



Growth in Premiumisation Continues

Despite the cost-of-living crisis, shoppers still want to treat themselves and try new drinks. So, it's important to offer a higher quality selection across beer, cider, wines, and spirits to give them a reason to pay more for better.



In-Store Events are a Key Opportunity

Utilising secondary space is crucial for promoting alcohol that aligns with key events throughout the year. Here are the main sporting events in 2025 you need to be aware of:

Tennis: Australian Open (Jan 12-26, 2025)

Rugby: Six Nations (Jan 31 - Mar 15, 2025)

Football: Premier League (Aug 24 - May 25)

Additionally, align alcohol promotion with local music events, which are gaining popularity. It provides a great opportunity to connect with the local community.

Merchandising Principles

Convenience stores should aim to offer a range that meets all shopper needs whilst maximising sales potential. Ensure that your fixture space is balanced to accommodate both premium spending opportunities and the needs of your everyday shoppers.



Clear Product Groupings

Arrange products on the shelf according to their size and type to help shoppers see the range. For example, group Lager single bottles together in one section and Lager 4 packs in another.



Space to Sales

Place the best-selling items at eye level for maximum visibility. Give them extra space on fixture to maximise availability, sales, and shopper satisfaction, whilst allowing enough room for other product ranges.



Clear Range & Pricing

Shoppers use major brands and shapes to navigate the fixture. Keep key brands grouped together for each type of product and ensure pricing is clearly displayed at all times.

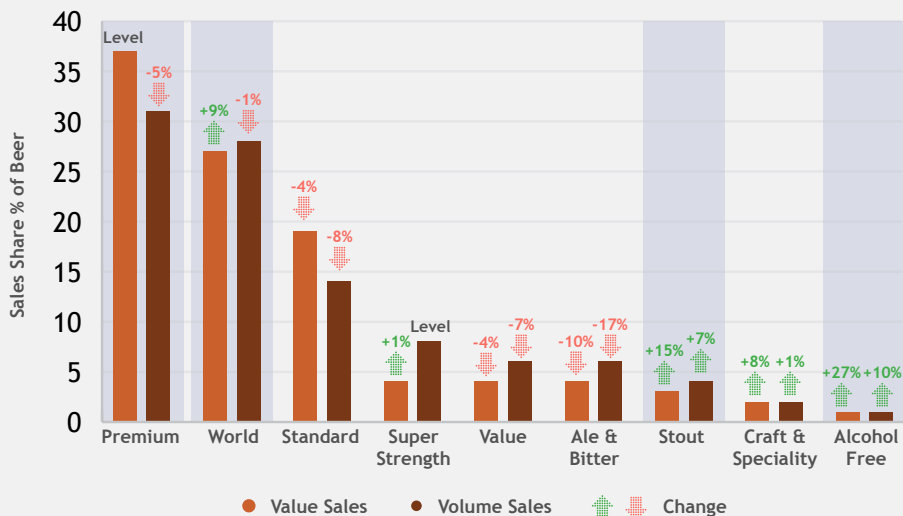


More Fixture Plans on Website and App

Included in this guide are Core Range planograms. We also provide planograms for small, medium & large stores, tailored for different regions. You can access all planograms and range details through the Plan for Profit website and app.

Beer & Lager Category Performance

What type of Beer and Lager sells the most?⁽¹⁾



Focus on Premium and World, representing 64% of total value sales. Utilise our fixture plan. Allocate chiller space as follows: 34% to Premium and 28% to World. Refer to pages 8-9 for details.⁽¹⁾



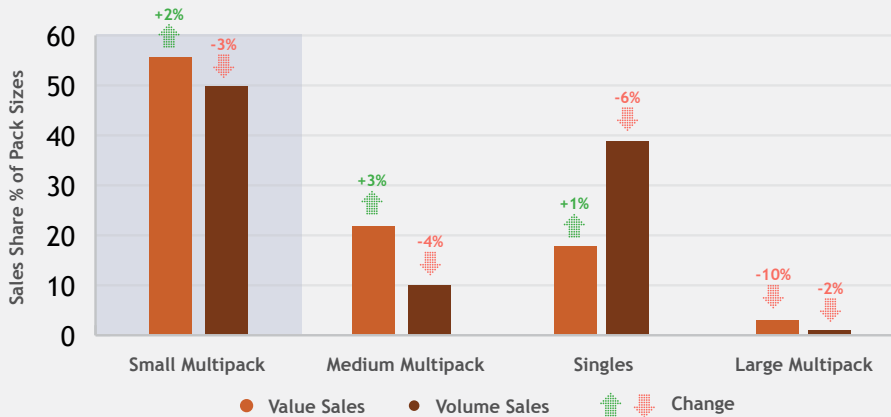
Stout is up by +7%, driven by top sellers Guinness Draught 4x400ml (38% of sales) and Guinness Foreign Extra Bottle 330ml (24% of sales), both experiencing growth: +12% and +5% respectively.⁽¹⁾



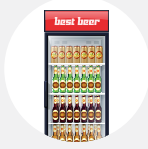
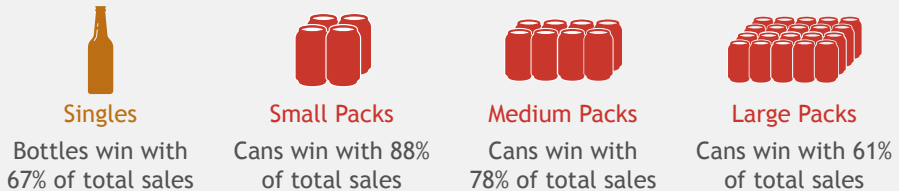
Alcohol-Free continues to grow, with a +10% increase in volume sales. Capture this growth by stocking Guinness and Heineken 0.0% as a minimum as these are the best sellers in the category.⁽¹⁾

Beer & Lager Category Insights

What pack size sells the most?⁽¹⁾



Bottles vs Cans by Pack Size ⁽¹⁾



61% of sales come from the chiller. Prioritise singles and small packs for immediate consumption. Where allowed, consider offering a multibuy deal for single bottles to boost sales. ⁽²⁾



Where possible, floor stack medium packs away from the chiller to maximise secondary space. Run regular promotions on popular brands to attract and retain cost-conscious shoppers.



77% of alcohol consumption happens at home, increase sales by pairing singles and small packs with Pizza and Snacks. Ideal for shoppers planning a quiet night in or gatherings with family and friends ⁽³⁾

Beer, Lager, Cider & ARTD's 2.5m x 5 Shelf, E&W



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Beer, Lager, Cider & ARTD's 2.5m x 5 Shelf, SCOT



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Cruzcampo®

SEVILLA

SPAIN'S NO.1 DRAUGHT BEER*





NEWCASTLE BROWN
Ale 4.7%
550ml



SHARP'S
Doom Bar 4.3%
500ml

NEW TO CORE



ASAHI
Beer 5.0%
620ml



SAN MIGUEL
Especial 5.0%
660ml



BUDWEISER
Lager 4.5%
660ml



STELLA ARTOIS
Lager 4.6%
660ml



HEINEKEN
Beer 5.0%
650ml



BIRRA MORETTI
Beer 4.6%
660ml



PERONI
Nastro Azzurro 5.1%
620ml



CORONA
Extra 4.5%
620ml



DESPERADOS
Tequila Beer 5.9%
650ml



HEINEKEN
Alcohol Free 0.0%
4x330ml



PERONI
Nastro Azzurro 5.0%
4x330ml



CORONA
Extra 4.5%
4x330ml



DESPERADOS
Tequila Beer 5.9%
3x330ml



BREWDOG
Punk IPA 5.4%
4x330ml



1664

BIÈRE



360 YEARS OF
HERITAGE, BACK WITH
A BOLD NEW LOOK

STOCK NOW

La première bière française

La première bière française



PMP



CARLING
Lager 4.0%
4x440ml



PMP



FOSTER'S
Lager 3.7%
4x440ml



PMP



BUDWEISER
Lager 4.5%
4x440ml



PMP



STELLA ARTOIS
Lager 4.6%
4x440ml

PMP



HEINEKEN
Beer 5.0%
4x440ml

PMP

NEW TO CORE




KRONENBOURG
1664 Biere 5.0%
4x440ml



MADRI
Excepcional 4.6%
4x440ml



BIRRA MORETTI
Beer 4.6%
4x440ml

PMP



JOHN SMITH'S
Extra Smooth 3.4%
4x440ml



PMP

NEW TO CORE



GUINNESS
Draught 4.2%
4x440ml



GUINNESS
Draught 0.0%
4x440ml

PMP



PMP



SAN MIGUEL
Especial 5.0%
4x500ml



DESPERADOS
Tequila Beer 5.9%
4x500ml



TYSKIE
Gronie 5.0%
4x500ml




CARLSBERG
Special Brew 7.5%
4x500ml




HOLSTEN
Pils 5.0%
4x500ml



NEW 4x440ML PRICE MARKED PACK



STOCK UP NOW THE UK'S **NO.1** LAGER



PMP



BUDWEISER
Lager 4.5%
4x568ml



PMP



STELLA ARTOIS
Lager 4.6%
4x568ml



PMP



HEINEKEN
Beer 5.0%
4x568ml



PMP



KRONENBOURG
1664 Biere 4.6%
4x568ml



SAN MIGUEL
Especial 5.0%
4x568ml

PMP



RED STRIPE
Lager 4.7%
4x568ml



PMP



 
CARLING
Lager 4.0%
4x568ml



PMP



FOSTER'S
Lager 3.7%
4x568ml

PMP

NEW TO CORE

PMP



 
CARLSBERG
Danish Pilsner 3.4%
4x568ml



COORS
Beer 4.0%
4x568ml



PMP



 
STELLA ARTOIS
Lager 4.6%
10x440ml



 
FOSTER'S
Lager 3.7%
10x440ml



MCEWAN'S
Export 4.5%
4x500ml



PMP




TENNENT'S
Lager 4.0%
4x500ml



PMP




TENNENT'S
Lager 4.0%
4x568ml




TENNENT'S
Lager 4.0%
12x440ml



DISCOVER THE SOUL OF MADRID



STOCK UP
NOW

— STOCK UP ON —

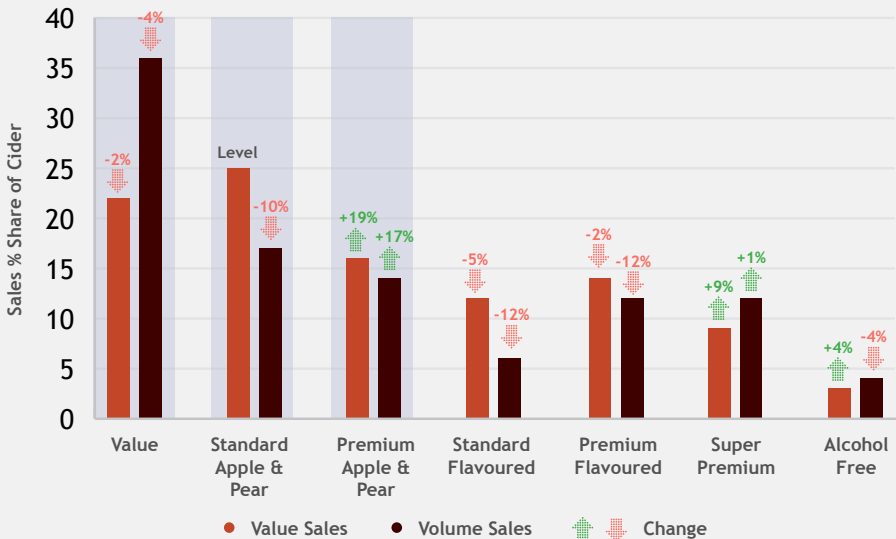
THE UK'S TOP ALE BRANDS



To place your order, please email
takehomeadminteam@greeneking.co.uk

Cider Category Performance

What type of Cider sells the most?⁽¹⁾



Standard Apple & Pear and Value constitute 50% of sales. Allocate 1/3 of chiller space to Standard Apple & Pear. See pages 8-9 for details. Also, stock Black Storm & White Storm Cider to meet demand for value.⁽¹⁾



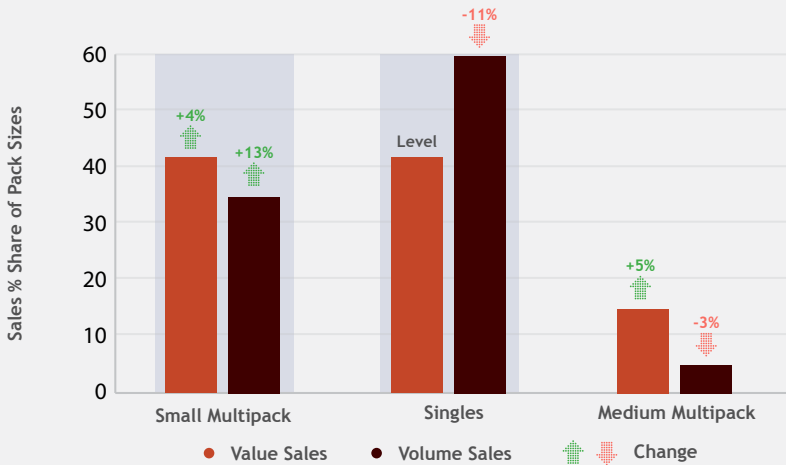
Premium Apple and Pear is boosting growth. Thatcher's Gold makes up 44% of sales. Inch's holds 10% of sales, growing rapidly at +79%, outpacing the category by 60%.⁽¹⁾



Cost of Living and post Covid behaviours are driving more drinking occasions in home, so offering a Premium range is essential for helping shoppers explore new tastes and experiences.

Cider Category Insights

What pack size sells the most?⁽¹⁾



Bottles vs Cans by Pack Size⁽¹⁾



Singles

Bottles win with 82% of total sales



Small Packs

Cans win with 95% of total sales



Medium Packs

Cans win with 100% of total sales



In summer, medium, and small packs are top priorities, with sales increasing by 11% and 8% respectively. This is due to more gatherings in good weather and longer daylight.⁽²⁾



Small Packs are the primary drivers of growth, with a +13% increase in volume sales. Ensure strong availability of the bestselling small packs in the chiller.⁽¹⁾



Singles deliver 42% of value sales. Stock a variety in the chiller, prioritising the bestselling standard and premium apple and pear options, which collectively account for 55% of sales.⁽¹⁾

THE BEST THING SINCE SLICED APPLES

SHOP THE UK'S NUMBER 1
CIDER BRAND*



TAKE A BOW.

NEW TO CORE



MAGNERS
Original 4.5%
500ml



HENRY WESTONS
Vintage 8.2%
500ml



BULMERS
Red Berry & Lime 4.0%
500ml



KOPPARBERG
Strawberry & Lime 4.0%
500ml



PMP



STRONGBOW
Cans 4.5%
4x440ml



PMP



STRONGBOW
Dark Fruit 4.0%
4x440ml

PMP



THATCHERS
Haze 4.5%
4x440ml

NEW TO CORE

PMP



THATCHERS
Blood Orange 4.0%
4x440ml

PMP



INCH'S
Cider 4.5%
4x440ml



SCRUMPY JACK
English Cider 6.0%
4x500ml



PMP



 
THATCHERS
Gold 4.8%
4x500ml



K
Cider 7.5%
4x500ml

Plan for Profit Tip...

Create, personalise and
print your own in-store
Point of Sale using our
eye catching designs
and templates.



Scan Me





PMP



 
BLACK STORM
Cider 7.5%
4x500ml



PMP



STRONGBOW
Original 4.5%
4x568ml



STRONGBOW
Original 4.5%
2ltr

PMP



 
WHITE STORM
Cider 7.5%
2.5ltr



NEW TO CORE



STRONGBOW
Original 4.5%
10x440ml



STRONGBOW
Dark Fruit 4.0%
10x440ml

Plan for
Profit Tip...



Scan Me

Use our online POR Calculator section to work out your profit margin.



www.planforprofit.co.uk

Discover our top selling Cider ranges

These are refreshing ciders with a strong rich taste

Black Storm amber cider is a fine strong cider which usually is seen as the ideal addition for any occasion

View the full range of Ciders Scan



Own Label accounts for 25% of all Cider sales

Own Label has the largest share in Cider and is growing rapidly

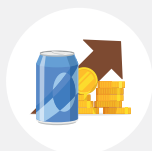
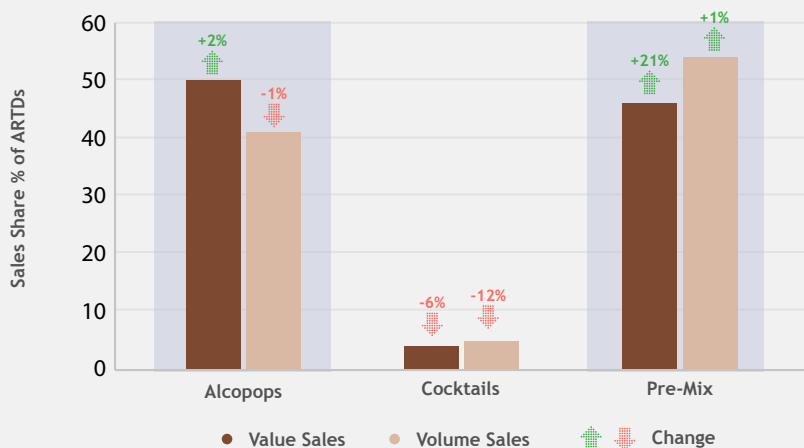


Source: Circana Symbols & Independents data 52 week to 24/02/2024

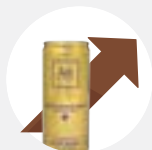


ARTD Category Performance & Insight

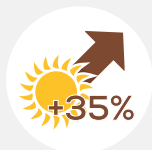
What type of ARTD sells the most?⁽¹⁾



In the Independent & Symbols market, the Alcohol Ready to Drink (ARTD) category is worth £230m. It's growing by +9% and has added +£19.5 million to its growth in the last year. ⁽¹⁾



The brand AU is experiencing phenomenal growth at a rate of +197%. Trends change rapidly, with emerging brands and flavours. Regularly review your range to align with top-selling products and brands. ⁽¹⁾



35% of ARTD sales occur during the summer, driven by warmer weather making the chiller a vital factor. Make sure there's enough shelf space and use attractive point of sale to maximise sales during this season ⁽²⁾



ARTD shoppers are typically aged 18-44. Their spending habits are consistently increasing. To boost sales volume, offer multi-buy deals that encourage shoppers to mix and match different drinks. ⁽³⁾

⁽¹⁾ Smart View Convenience MAT 24/03/2024

⁽²⁾ Total Impulse Independents - Value - 52WE 24 February 2024

⁽³⁾ CGA Opus Jun 2023, Sample Size RTD 2909, GB 5001

BORN READY



TO BE THE PERFECT MATCH

**ALC.
5.0% VOL.**

PLEASE DRINK RESPONSIBLY
drinkaware.co.uk

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**Stock
up now**

ELEVATE YOUR SALES WITH NEW ABSOLUT VODKA & SPRITE

**ALC. VOL
5.0%**

PLEASE DRINK
RESPONSIBLY
drinkaware.co.uk

NEW



© 2024 THE ABSOLUT COMPANY AB
© 2024 THE COCA-COLA COMPANY



JACK DANIEL'S
& Cola 5.0%
330ml



SMIRNOFF
& Coke 5.0%
250ml

FREE
SIGN UP NOW

Sign up to our free monthly InStore Magazine that is packed full of profit boosting guidance for independent retailers

www.instoremagazine.co.uk

Scan Me



PMP



SMIRNOFF
Ice 4.0%
70cl



PMP



CAPTAIN MORGAN
Spiced & Cola 5.0%
250ml

PMP



GORDON'S
Gin & Tonic 5.0%
250ml

PMP



GORDON'S
Gin & Slimline Tonic
5.0% 250ml

PMP



GORDON'S
Pink Gin & Tonic 5.0%
250ml

NEW TO CORE



AU
Black Grape 5.0%
330ml

NEW TO CORE



AU
Blu Raspberry 5.0%
330ml

PMP



WKD
Iron Bru 4.0%
70cl



PMP



WKD
Blue 4.0%
70cl

PMP



WKD
Blue 4.0%
4x275ml

NEW TO CORE

PMP



DRAGON SOOP
Dark Fruit Punch 7.5%
500ml

NEW TO CORE

PMP

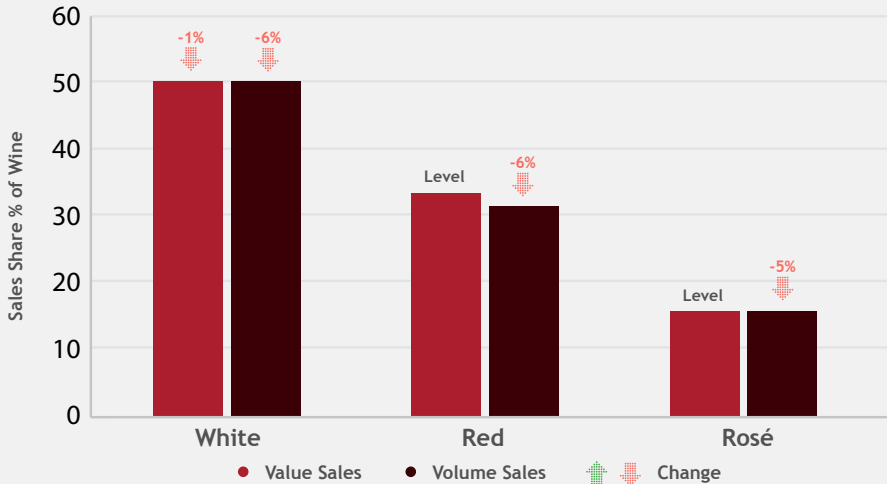


DRAGON SOOP
Strawberry & Lime 7.5%
500ml

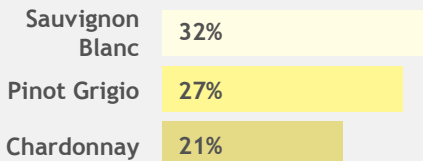


Wine Category Performance

What type of Wine sells the most?⁽¹⁾

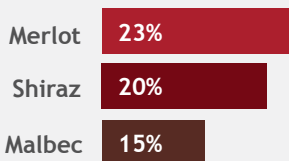


White - The top three varietals deliver 80% of white sales:



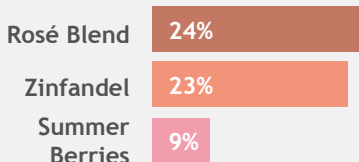
New Zealand is driving Sauvignon Blanc sales up by +17%, and Italy, ranking 2nd, is increasing Pinot Grigio sales by +10%. Stock Pinot Grigio from Australia and Italy and focus on Australian for Chardonnay.⁽¹⁾

Red - The top three varietals deliver 58% of red sales:



The top three varietals are in decline, but they still account for more than half of red sales. Consider adding a Red Blend to the range. It's ranked 4th, making up 13% of sales, and in growth by +9%.⁽¹⁾

Rosé - The top three varietals deliver 56% of rose sales:



Focus on Rose Blend, Zinfandel, and Summer Berries. Also, think about adding Pinot Grigio Rose. It's ranked 5th and in growth by +15%.⁽¹⁾

Wine Category Insights

The No1 Countries of Origin

**Sauvignon
Blanc**
New Zealand
25% of sales



**Pinot
Grigio**
Australia
42% of sales



Chardonnay
Australia
71% of sales



Merlot
Australia
35% of sales



Shiraz
Australia
85% of sales



Malbec
Argentina
65% of sales



Rose Blend
Spain
25% of sales



Zinfandel
USA
100% of sales



**Summer
Berries**
Britain
100% of sales



Wine Occasions are a Key Opportunity

The top 3 reasons people buy wine in this channel are:

1. With a meal
2. For a quiet night at home
3. To unwind and relax



Make sure your range promotes food and drink pairings. Gondola ends, promotional areas, and chillers (e.g. with ready meals) are top secondary locations to drive sales by pairing food with wine.

Merchandising Principles

Range by colour, then block by country of origin, and finally by brand to make the fixture easy to shop.



Use signature brands for each origin as signposts, such as Barefoot for USA, Hardys for Australia, Casillero del Diablo for Chile, Trivento for Argentina.

Maintain a clear pricing ladder, with affordable options at the bottom and premium choices at the top, motivating shoppers to consider higher end purchases.

Wine - White, Rosé, Champagne & Sparkling, and ARTDs, 1m x 5 Shelf E&W



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full range of 'next best' selling products

Scan Me



Wine - White, Rosé, Champagne & Sparkling, and ARTDs, 1m x 5 Shelf SCOT



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Casillero
del
Diablo

TRIVENTO
ARGENTINA

Cono Sur



STOCK UP
ON THE NO.1
VARIETALS





Quality



19 CRIMES
Sauvignon Block 11.5%
75cl

Quality



19 CRIMES
Chardonnay 12.5%
75cl

NEW TO CORE

Quality



OXFORD LANDING
Sauvignon Blanc 11.0%
75cl

NEW TO CORE

Quality



MCGUIGAN BLACK LABEL
Pinot Grigio 11.0%
75cl

Quality



WOLF BLASS
Yellow Label Chardonnay
13.0% 75cl

Quality



YELLOW TAIL
Chardonnay 13.0%
75cl

NEW TO CORE

Quality



YELLOW TAIL
Sauvignon Blanc 11.0%
75cl

Quality



YELLOW TAIL
Pinot Grigio 11.0%
75cl

Quality



LINDEMAN'S BIN
Bin 65 Chardonnay 13.0%
75cl

Value



HARDYS VR
Chardonnay 11.0%
75cl

Value



HARDYS VR
Sauvignon Blanc 11.0%
75cl

Value



HARDYS VR
Pinot Grigio 11.0%
75cl

Value



HARDYS VR
Rosé 11.0%
75cl

Premium



MUD HOUSE
Sauvignon Blanc 12.5%
75cl

Premium



OYSTER BAY
Sauvignon Blanc 13.0%
75cl

Quality



CASILLERO DEL DIABLO
Chardonnay 13.0%
75cl



Accolade
Wines



STOCK UP NOW!

Please Drink Responsibly. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

Quality



CASILLERO DEL DIABLO
Sauvignon Blanc 12.0%
75cl

Quality



CASILLERO DEL DIABLO
Pinot Grigio 12.0%
75cl

Value



ISLA NEGRA
Pedro Jimnez
Chardonnay 12.0% 75cl

NEW TO CORE

Value



ISLA NEGRA
Pedro Jimnez Sauvignon
Blanc 10.5% 70cl

Premium



MOËT & CHANDON
Imperial Brut 12.0%
75cl

NEW TO CORE

Value



I HEART
Chardonnay 11.5%
75cl

Value



I HEART
Sauvignon Blanc 10.0%
75cl

Quality



I HEART
Prosecco 10.5%
75cl

Quality



MARTINI
Asti Spumante 7.5%
75cl

Value



I HEART
Pinot Grigio 10.5%
75cl

Value



SANTA LORETTA
Prosecco 11.0%
75cl

Value



I HEART
Grenache Rosé 10.0%
75cl

Value



BLOSSOM HILL
White 10.5%
75cl

Value



BLOSSOM HILL
Rosé 10.5%
75cl

Value



LAMBRINI
Original 6.0%
1.25ltr

Download
the Plan for
Profit app





Value



ECHO FALLS
Summer Berries 5.5%
75cl

NEW TO CORE

Quality



GALLO FAMILY
Pinot Grigio 11.5%
75cl

Quality



BAREFOOT
Sauvignon Blanc 13.0%
75cl

Quality



BAREFOOT
Pinot Grigio 12.0%
75cl

Quality



GALLO FAMILY
White Zinfandel 8.0%
75cl

Quality



BAREFOOT
White Zinfandel 8.0%
75cl

Quality



BAREFOOT
Pink Moscato 9.0%
75cl

Quality



19 CRIMES
Sparkling 11.5%
75cl

Quality



BAREFOOT
Bubbly Pink Moscato
8.0% 75cl

Value



ECHO FALLS
White 11.0%
75cl

Value



BLOSSOM HILL
White Zinfandel 8.5%
75cl

Value



ECHO FALLS
Rosé 11.5%
75cl

Value



ECHO FALLS
White Zinfandel 10.5%
75cl

Plan for
Profit Tip...

Create, personalise and print your own In-store Point of Sale using our eye catching designs and templates.

www.planforprofit.co.uk




~~TILT~~ ~~SMELL~~ ~~SIP~~

OR DON'T



19 Crimes.

BREAK
CONVENTION

be drinkaware.co.uk

Wine - Red, 1m x 5 Shelf E&W



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Wine - Red, 1m x 5 Shelf SCOT



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Quality

PMP

TRIVENTO RESERVE
Malbec 13.5%
75cl

Quality

NEW TO CORE

MCGUIGAN BLACK LABEL
Red Blend 12.5%
75cl

Quality

NEW TO CORE

MCGUIGAN BLACK LABEL
Shiraz 12.5%
75cl

Quality

19 CRIMES
Red Wine 13.5%
75cl

Quality

19 CRIMES
Cabernet Sauvignon
13.5% 75cl

Quality

NEW TO CORE

WOLF BLASS
Yellow Label Cabernet
Sauvignon 13.5% 75cl

Quality

YELLOW TAIL
Shiraz 13.5%
75cl

Quality

YELLOW TAIL
Cabernet Sauvignon
13.5% 75cl

Quality

YELLOW TAIL
Merlot 13.5%
75cl

Quality

YELLOW TAIL
Jammy Red Roo 12.0%
75cl

Quality

JAM SHED
Shiraz 13.5%
75cl

Quality

JAM SHED
Malbec 12.5%
75cl

Value

HARDYS VR
Merlot 11.0%
75cl

Value

HARDYS VR
Shiraz 11.0%
75cl

Quality

CASILLERO DEL DIABLO
Cabernet Sauvignon
13.5% 75cl

Quality

CASILLERO DEL DIABLO
Merlot 13.5%
75cl

NEW TO CORE

Quality



CASILLERO DEL DIABLO
Malbec 13.0%
75cl

Value



ISLA NEGRA
Cabernet Sauvignon
11.0% 75cl

Value



ISLA NEGRA
Merlot 10.5%
75cl

Premium



CAMPO VIEJO
Tempranillo 13.5%
75cl

NEW TO CORE

Value



I HEART
Merlot 11.0%
75cl

Quality



BAREFOOT
Merlot 13.5%
75cl

Quality



BAREFOOT
Malbec 13.0%
75cl

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on X &
Facebook



More ways to Plan for Profit



- Great offers from your local wholesaler
- Core Range product guidance
- Planograms and new product launches
- POR Calculator
- Retail Services and Direct to Store directory
- Plus much more!



Scan here to visit
our Plan for Profit
website

Visit online | Download the app | Pick up a brochure in depot

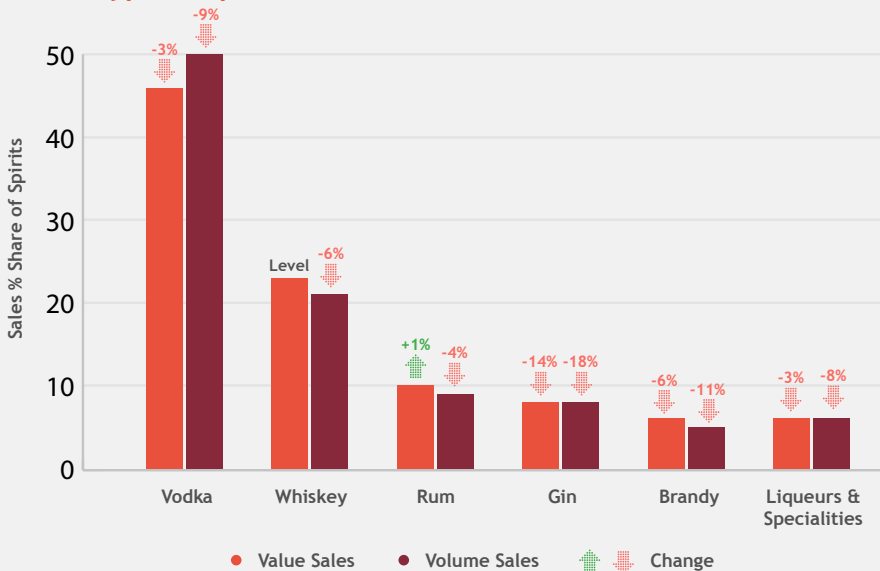


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Spirits Category Performance

What type of Spirit sells the most? ⁽¹⁾



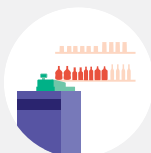
Spirits are seeing a decline versus 2022, mainly due to the cost-of-living crisis and duty increases. Retailers should focus on highlighting value and stocking pack formats that meet shoppers' needs.

PMP Spirits are worth £510m and on the Rise



Price Marked Packs for spirits are essential, as shoppers prefer price-marked options as financial pressures continue.

PMP Spirits are worth £510m, accounting for 51% of spirit sales, despite only 5% of SKUs being PMP. ⁽¹⁾

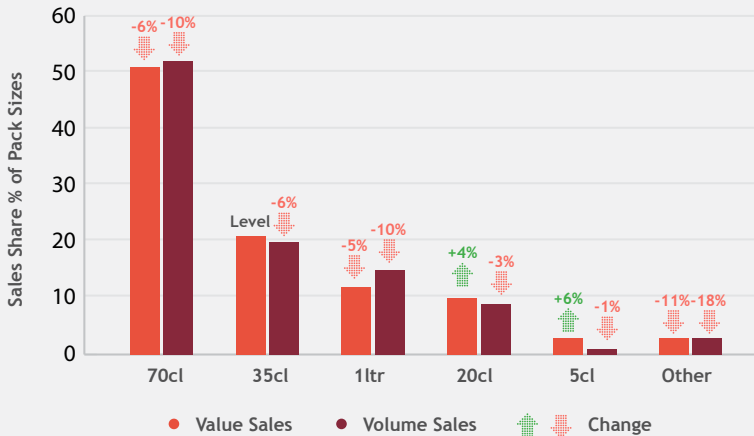


PMP has a greater impact on the sales of the 20cl and 35cl sizes, accounting for 79% and 69% respectively. ⁽¹⁾

Stock a range in PMP. Behind the till is a popular purchase spot. Ensure your range is visible with clear pricing.

Spirits Category Insights

What bottle size sells the most?



Bottles below 70cl make up 37% of value sales & show momentum as shoppers are looking for affordable ways to enjoy themselves. However, larger bottles are more important during December. Stocking at the right time of year is key to driving sales.⁽¹⁾

Spirit Occasions are a Key Opportunity



Key occasions for spirit shoppers include ‘Entertaining’ and ‘Nights in’. You can boost spending through targeted messaging and offering bundle deals with items such as cola drinks, pizzas, and snacks.⁽²⁾

1 in 5 spirit purchases includes cola drinks, often used as mixers. Placing cola drinks next to spirits can increase sales by encouraging additional purchases.⁽²⁾

Win Back Younger Shoppers



Young shoppers aged 18 to 24 are cutting back on buying spirits to save money. It’s crucial to win them back since spirits are their preferred choice. Stocking PMPs, running promotions, and ensuring clear pricing can help achieve this.⁽²⁾

Spirits, 2m x 4 Shelf, E&W



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



Spirits, 2m x 4 Shelf, SCOT



Core Range



Extended Range/
Retailer Choice

See different size layouts as well as the full
range of 'next best' selling products

Scan Me



The Prince Consort PMP range of spirits gives the quality and value that your shoppers are looking for

PMPs
account for
51% of Spirit
sales and
continue to
grow



Prince Consort is a alcohol brand with many variants available, such as gins, brandys, whiskys, and also vodkas which are distilled in the United Kingdom

Scan here to view
the full Prince
Consort PMP range



Source: NielsenIQ Total Impulse Latest 52 WKS 23/03/2024



PMP



SMIRNOFF
Vodka 37.5%
70cl



PMP



GLEN'S
Vodka 37.5%
70cl



ABSOLUT
Original 40.0%
70cl

PMP



PRINCE CONSORT
Vodka 37.5%
70cl

NEW TO CORE



SMIRNOFF
Raspberry Crush 37.5%
70cl



PMP



SMIRNOFF
Vodka 37.5%
35cl



PMP



GLEN'S
Vodka 37.5%
35cl

PMP



PRINCE CONSORT
Vodka 37.5%
35cl



PMP



SMIRNOFF
Vodka 37.5%
20cl



PMP



GLEN'S
Vodka 37.5%
20cl

PMP



PRINCE CONSORT
Vodka 37.5%
20cl



PMP



JAMESON
Whiskey 40.0%
70cl



PMP



THE FAMOUS GROUSE
Whisky 40.0%
70cl



PMP



BELL'S
Whisky 40.0%
70cl

PMP



GRANT'S
Whisky 40.0%
70cl



PMP



JACK DANIEL'S
Honey 35.0%
70cl



STOCK UP
ON THE



N0.1

AMERICAN WHISKEY BRAND IN THE WORLD*



JACK DANIEL'S
**MAKE IT
COUNT**

PLEASE DRINK RESPONSIBLY.

JACK DANIEL'S, OLD NO. 7, TENNESSEE FIRE, TENNESSEE APPLE AND TENNESSEE HONEY ARE
REGISTERED TRADEMARKS. ©2024 JACK DANIEL'S. ALL RIGHTS RESERVED. *IWSR 2023



PMP



JACK DANIEL'S
Whiskey 40.0%
70cl



PMP



THE FAMOUS GROUSE
Whisky 40.0%
35cl

PMP



JACK DANIEL'S
Whiskey 40.0%
35cl



PRINCE CONSORT
Whisky 40.0%
35cl

NEW TO CORE

PMP



JACK DANIEL'S
Whiskey 40.0%
20cl

PMP



BACARDI
White Rum 37.5%
70cl



PMP



CAPTAIN MORGAN
Spiced Rum 35.0%
70cl



  CAPTAIN MORGAN
Dark Rum 40.0%
70cl

NEW TO CORE



KRAKEN
Spiced Rum 40.0%
70cl



PMP



GORDON'S
Gin 37.5%
70cl

NEW TO CORE



PMP



CAPTAIN MORGAN
Spiced Rum 35.0%
35cl



PRINCE CONSORT
Gin 37.5%
70cl



BOMBAY SAPPHIRE
Gin 40.0%
70cl



PMP



GORDON'S
Pink Gin 37.5%
70cl



WHITLEY NEIL
Rhubarb Gin 43.0%
70cl

PMP



GORDON'S
Gin 37.5%
35cl





WHITLEY NEILL GIN

RHUBARB & GINGER

THE UK'S NO.1 PREMIUM FLAVOURED GIN*

SCAN FOR
COCKTAIL
INSPIRATION



whitleyneill.com

*Nielsen MAT to 07.10.23

be drinkaware.co.uk

NEW TO CORE



COURVOISIER VS
Cognac 40.0%
70cl

PMP



THREE BARRELS
Brandy 38.0%
70cl

PMP



SOUTHERN COMFORT
Whiskey 35.0%
70cl

NEW TO CORE



FIREBALL
Whisky Liquer 33.0%
70cl

PMP

NEW TO CORE




MALIBU
Rum 21.0%
70cl



ANTICA
Sambuca 38.0%
70cl



TEQUILA ROSE
Liquer 15.0%
70cl



BAILEYS
Cream Liquer 17.0%
70cl



DISARONNO
Liquer 28.0%
50cl



JAGERMEISTER
Liquer 35.0%
70cl

NEW TO CORE



SOURZ
Apple 15.0%
70cl

NEW TO CORE




SIERRA
Tequila Silver 38.0%
70cl

PMP




WHYTE & MACKAY
Whisky 40.0%
70cl




BUCKFAST
Tonic Wine 15.0%
75cl

Plan for
Profit Tip...

Use our online POR
Calculator section
to work out your
profit margin.

www.planforprofit.co.uk



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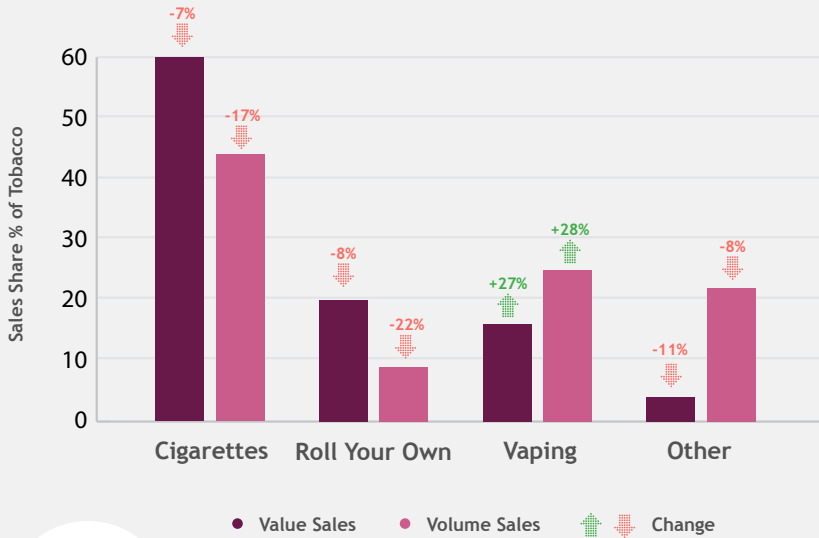


Bestseller



Tobacco Category Performance

What sells the most in the Category?



Tobacco is the number one category in the Symbols and Independents channel, accounting for 23% of total sales.⁽¹⁾ It is the second most profitable category, right behind Alcohol.⁽²⁾

The top 3 brands in Roll Your Own.⁽¹⁾

No 1.
Amber Leaf
25% of sales



No 2.
Sterling
20% of sales



No 3.
Golden Virginia
13% of sales



The top 3 brands in Cigarettes.⁽¹⁾

No 1.
Benson & Hedges
21% of sales



No 2.
John Player Special
13% of sales



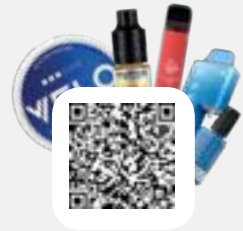
No 3.
Lambert & Butler
12% of sales



Responsible Retailing

Reduced Risk Guidance

To prepare for upcoming changes in the vape category, we are removing all reduced-risk products from our 2024 core range. Visit our website for updates on vaping legislation, including the ban on disposables proposed to begin April 1, 2025. We'll also provide updated range recommendations to help retailers transition to compliant alternatives. Scan the QR code for more information.



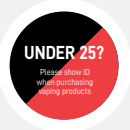
**LOST
MARY**



▶ **VELO**

**VAPE
SUPPLIER**

ACS Steps for Responsible Retailing:



Implement a robust Challenge25 program to verify age. You can print Challenge25 Point of Sale materials from the Plan for Profit website. Scan here.



Source products through official wholesale channels while mindfully selecting brands and flavours to minimise youth appeal.



Only sell products registered and approved for sale by MHRA and utilise MHRA's retailer search tool for product verification.



Scan here for more information from ACS regarding responsible selling of vapes.

**BLENDED WITH OVER
100 YEARS OF
TOBACCO EXPERIENCE**



ALWAYS A FAVOURITE



Also available in 50g

* Based on share of market performance as of July 2022.
Source: combined figures from IRI, EDPM and Nielsen.

DEDICATED TO THE
TRUE PLEASURE
• OF ROLLING •

PLEASURE TO STOCK
PLEASURE TO SELL



**THEY
WORK
HARD**

Time for a proper break



EMBASSY
Signature
SILVER

REDUCED SMOKE
SMELL PAPER



**RESEALABLE
FOIL**

RICHMOND
ORIGINAL SUPERKINGS

YOU'VE EARNED IT

EMBASSY
Signature
SILVER

For Tobacco Traders Only.

you've
EARNED IT



BENSON & HEDGES
Blue Kingsize
20's



BENSON & HEDGES
Blue Superkings
20's



BENSON & HEDGES
Gold Kingsize
20's



BENSON & HEDGES
Green Superkings
20's



BENSON & HEDGES
Silver Kingsize
20's



BENSON & HEDGES
New Blue Dual
20's



BENSON & HEDGES
New Dual
20's



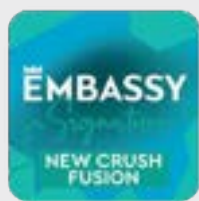
CARLTON ORIGINAL
Kingsize
20's



CHESTERFIELD
Red Kingsize
20's



EMBASSY
Signature Gold Kingsize
20's



EMBASSY
Signature New Crush
Fusion Kingsize 20's



EMBASSY
Signature Silver Kingsize
20's



JPS
Real Blue Kingsize
20's



KENSITAS CLUB
Kingsize
20's



KENSITAS CLUB
Superkings
20's



LAMBERT & BUTLER
Blue Bright Kingsize
20's



THE DYNAMIC DUO

GOLD
PREMIUM BLEND

SILVER
FULL STRENGTH



GOLD

A HIGH QUALITY,
PREMIUM VIRGINIA BLEND
WITH A RICH TASTE

SILVER

AN EVERYDAY CHOICE
FOR A SATISFYING FULL
STRENGTH EXPERIENCE

RRP £12.75*

AVAILABLE IN KING SIZE AND SUPERKINGS

*RRP - Recommended Retail Price effective as of 9th April 2024. You are, of course, at all times free to sell JTI's products at whatever price you choose.



LAMBERT & BUTLER
New Crush Fusion
Kingsize 20's



LAMBERT & BUTLER
Blue Original Kingsize
20's



LAMBERT & BUTLER
Original Silver Kingsize
20's



MARLBORO
Gold Kingsize
20's



MARLBORO
Touch Kingsize
20's



MAYFAIR
Blue Kingsize
20's



MAYFAIR
Blue Superkings
20's



MAYFAIR
Silver Kingsize
20's



MAYFAIR
Silver Superking
20's



NO 3
Kingsize
20's



NO 3
Superkings
20's



PLAYERS JPS
Bright Kingsize
20's



PLAYERS JPS
Green Filter Superkings
20's



PLAYERS JPS
Real Red Kingsize
20's



RICHMOND
Bright Superkings
20's



RICHMOND
Green Filter Superkings
20's

NEW FEATURES

Still Essential

30G POUCH

RRP **£19.00**

50G POUCH

RRP **£31.25**



NOW WITH



**ROLLING
PAPERS**



**ENHANCED
BLEND**



**ZIP
POUCH**

STERLING
ESSENTIAL
ROLLING

The *Ultimate* Value range – stock up now

*RRP correct as of 09/04/2024. You are, of course, at all times free to sell JTI's products at whatever price you choose.



RICHMOND
Original Kingsize
20's



ROTHMANS
Blue Kingsize
20's



ROTHMANS
Blue Superkings
20's



SILK CUT
Purple Kingsize
20's



SOVEREIGN
Blue Kingsize
20's



SOVEREIGN
Blue Superkings
20's



SOVEREIGN
Dual
20's



STERLING
Dual Capsule Leaf
Wrapped 10's



STERLING
Dual Capsule Leaf
Wrapped 20's



STERLING
Green Superkings
20's



STERLING
New Dual
20's



STERLING
Red Kingsize
20's



STERLING
Red Superkings
20's



STERLING
3 in 1 RYO Pouch 30g



AMBER LEAF
30g 3 in 1/30g/50g

Download
the Plan for
Profit app



Bestseller



NEW

FROM
THE

UK's
No.1

CIGARETTE
BRAND*

OUTSTANDING
VALUE
NOW READY FOR
ROLLING

RRP
£19.00**



RRP
£31.25**

INCLUDES
PAPERS

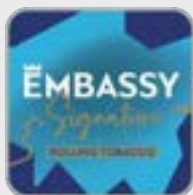
STOCK UP NOW

*Circana Market Place, Volume Share, Total RMC, Total UK, Dec 2023

**RRP - Recommended Retail Price effective as of 9th April 2024. You are, of course, at all times free to sell JTI's products at whatever price you choose.



BENSON & HEDGES
Blue RYO
30g/50g



EMBASSY
Signature RYO
30g



GOLD LEAF
30g/50g



GOLDEN VIRGINIA
The Original
30g



GOLDEN VIRGINIA
The Original
30g



KENSITAS
Club 30g 3 in 1 RYO/50g



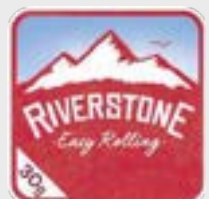
LAMBERT & BUTLER
Blue Roll Your Own
30g/50g



MARLBORO
Roll Your Own
30g



PLAYERS
Easy Rolling RYO
30g/50g



RIVERSTONE
RYO
30g



STERLING
30g/50g



TEREA
Russet Selection
(Robust & Malty)
20 Pack

Focus On Category Guides



- Mini guides focusing on key product categories and selling occasions
- Benefit from expert advice and the latest industry insights
- Discover best selling lines and profit boosting planograms



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Plan for Profit Tip...

Use our online POR Calculator to work out your profit margin.



The POR (Profit On Return) Calculator is a tool available to help you work out how much you should charge per product to make your desired profit margin

Easy as 123 ...

1. Visit Plan for Profit Website
2. Enter pricing details
3. Get your POR in seconds!

Log on <https://www.planforprofit.co.uk/por-calculator.php>



Scan Me





TEREA
Teak Selection
(Rounded & Creamy)
20 Pack



TEREA
Sienna Selection
(Balanced & Weedy)
20 Pack



TEREA
Amber Selection
(Balance & Roasted)
20 Pack



TEREA
Yellow Selection
(Mild & Zesty)
20 Pack



TEREA
Blue Selection
(Cooling & Deep)
20 Pack



TEREA
Green Selection
(Cooling & Balanced)
20 Pack



TEREA
Turquoise Selection
(Cooling & Zesty)
20 Pack



TEREA
Mauve Wave
(Fresh & Forest Berry)
20 Pack

TEREA

only for IQOS ILUMA

Next level heated tobacco

**Heated tobacco is an
alternative to cigarettes.**

**Tobacco is heated, not burnt,
so you get real tobacco taste
and satisfaction.**



Available in
11 variants



Trade Material

IMPORTANT INFORMATION: TEREa are not risk-free. They contain nicotine, which is addictive.

IQOS ILUMA™ is only compatible with TEREa™ sticks. Using TEREa™ sticks with previous IQOS™ generations may cause damage to your device. TEREa™ sticks contain a metal part; do not disassemble. Keep out of reach of children. IQOS ILUMA™ must be purchased from an authorised retailer. This material is restricted to those who are involved in the business of the sale or distribution of tobacco who are aged 18 years or over. This material should not be made available to the public or sent to anyone else. IQOS is not risk-free and is for adult use only.



Plan for Profit POS Printer



Create. *Personalise.* PRINT.



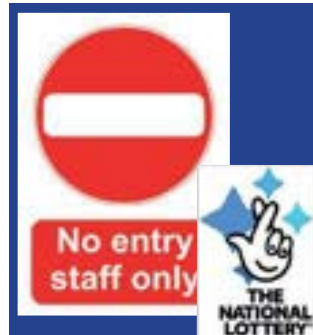
Posters, stack cards
and shelf talkers



Themed point
of sale



Featured brands



In-store signage



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to get started

InStore The magazine for independent retailers



Join more than
9,000 retailers
and receive
InStore direct to
your inbox



InStore magazine is free for independent retailers and is packed full of guidance needed to support you to operate a profitable convenience store.

Sign up and receive:

- Essential category and seasonal advice
- Profit-boosting tips from other successful independent retailers
- New product information
- Important legal updates
- Plus much more!



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to get started



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To find your
local Plan for
Profit Depot
Scan Me



To sign up for
Plan for Profit
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Unitas is the largest
independent wholesale buying group
in the UK, with buying power in
excess of £8bn.

Unitas member depots
are supporting independent retailers
through the **Plan for Profit** core
range programme in multiple
locations throughout the UK.

