

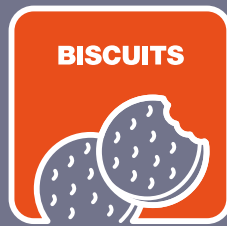
CATEGORY ADVICE 2022

BISCUITS



- Market Insights
- Must Stock Lines
- Planograms





Biscuits is the 2nd largest snacking category in the UK, worth nearly £3.3bn – even larger than Crisps & Snacks, and Cake!

(Kantar WPO MAT data to 14.05.2022)

Total Biscuit Sales are growing +2.5% in Independent and Symbol stores.

(Nielsen, I&S, YTD, 21.05.2022)

Healthier biscuits have the largest share of 'On-the-Go' biscuits singles, representing over half of all sales and growing at +19.6%.

With an increased focus on healthy eating following the pandemic and government HFSS agenda they will only grow more important.

(Nielsen, I&S, 52 Weeks, 22.05.2021)

Over 99% of UK Households buy biscuits, and 99% of biscuits buyers repeat purchase. Making this a valuable and well-loved category!

(Kantar WPO MAT data to 14.05.2022)

Each shopper buys biscuits nearly 50x per year making it the snacking category that is bought the most often!

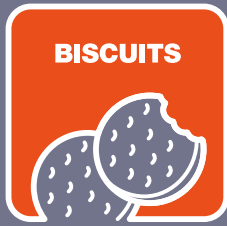
20% more often than Chocolate Confectionery.

(Kantar WPO MAT data to 20.03.2022)

Value is important for I&S shoppers with 18% buying on promotion and 66% buying PMP.

Value is only going to further grow in importance as a result of increased cost of living and inflation.

(Lumina Intelligence CTP Category Fact Sheets Nov.21)



Stock the Best Sellers

these drive an enormous amount of category value and are key to signpost the category and drive shopper satisfaction in your store. If they can't find it, they won't buy it!



Consider utilising PMP to help pass savings onto shoppers.
PMP packs tend to outperform standard in I&S.

Make biscuits impossible to miss

Create interruption points in-store to help drive additional spend. Biscuits are perfect with an On-the-Go Hot Drink, great with a sandwich, shout about new news at the till point, highlight key product benefits through POS.



Clearly merchandise your main display by pack type.

(e.g. Sweet and Savoury) by segment (e.g. Chocolate Biscuit Bars & Healthier Biscuits). Ensure you have the best sellers/must stock in best locations and align share of space to share of sales.

Drive excitement through new news.

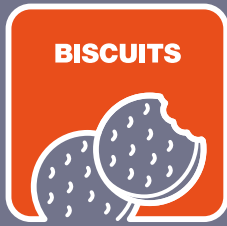
Use innovation and NPD to create additional buzz instore. 26% of Convenience shoppers are more likely to try a new line.

(Lumina Intelligence – How to Win at NPD 2019)

Cater to new events and occasions.

Biscuits are great all year round! Tap into main seasonal occasions such as Easter and Christmas, but also don't forget Summertime, where Crackers and Savoury prevail for picnics. Also, Big Night In occasions are perfect for treaties biscuits, and with more in-home occasions now, there are more opportunities for Biscuits to feature!





Must Stock Lines

CATEGORY ADVICE
2022

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.

CHOCOLATE BISCUIT BARS



CRACKER / SAVOURY BISCUITS



CHILDRENS BISCUITS



- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

EVERYDAY BISCUITS



HEALTHIER BISCUITS



- 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

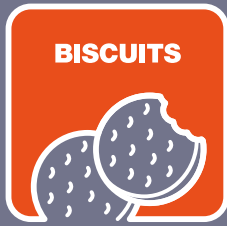
EVERYDAY TREATS



SPECIAL TREATS



- 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49



Must Stock Lines

CATEGORY ADVICE
2022

1



**TUNNOCK'S MILK CHOCOLATE
CARAMEL WAFERS 4 PACK**

SKU Code: 984838

2



**KIT KAT 2 FINGER PM £1
5 PACK**

SKU Code: 308814

3



**MCVITIE'S CLUB ORANGE PM £1.25
6 PACK**

SKU Code: 795263

4



**MCVITIE'S CLUB MINT PM £1.25
6 PACK**

SKU Code: 801830

5



**NESTLE BLUE RIBAND PM £1
6 PACK**

SKU Code: 358624

6



**MCVITIE'S PENGUIN PM £1.25
6 PACK**

SKU Code: 795252

7



**MCVITIE'S GOLD PM £1.25
6 PACK**

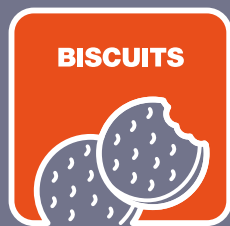
SKU Code: 801828

8



**WAGON WHEELS JAMMIE PM £1
6 PACK**

SKU Code: 202175



Must Stock Lines

CATEGORY ADVICE
2022

9



**JACOB'S CREAM CRACKERS PM £1.49
300G**
SKU Code: 739031

13



**RITZ ORIGINAL CRACKERS PM £1.39
190G**
SKU Code: 566213

10



**JACOB'S CHEDDAR CHEESE BISCUITS
PM £1.49 150G**
SKU Code: 801817

14



**JAMMIE DODGERS PM £1.09
140G**
SKU Code: 781702

11



**TUC ORIGINAL CRACKERS PM £1.49
100G**
SKU Code: 801806

15



**FOX'S PARTY RINGS PM 99P
125G**
SKU Code: 774346

12

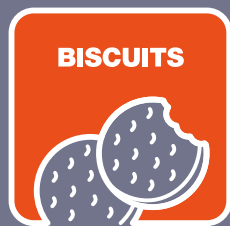


**TUC SANDWICH PM £1.59
150G**
SKU Code: 777905

16



**MCVITIE'S ORIGINAL DIGESTIVE
PM £1.59 400G**
SKU Code: 795228



Must Stock Lines

CATEGORY ADVICE
2022

17



MCVITIE'S RICH TEA PM £1.59
300G
SKU Code: 795241

18



MCVITIE'S GINGERNUT PM £1.39
250G
SKU Code: 798677

19



MCVITIE'S HOBNOBS PM £1.29
300G
SKU Code: 415263

20



**MCVITIE'S WHITE CHOCOLATE
CHIP COOKIES PM £1 150G**
SKU Code: 68281

21



**MCVITIE'S CHOCOLATE CHIP COOKIES
PM £1 150G**
SKU Code: 68257

22



**MCVITIE'S FRUIT SHORTCAKE
PM £1.39 200G**
SKU Code: 798700

23

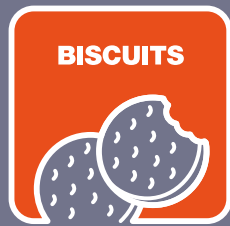


**MCVITIE'S COCONUT RINGS PM £1
300G**
SKU Code: 435403

24



**MARYLAND CHOCOLATE CHIP COOKIES
PM £1.09 200G**
SKU Code: 781481



Must Stock Lines

CATEGORY ADVICE
2022

25



**MARYLAND CHOCOLATE CHIP
& HAZELNUT COOKIES PM £1.09 200G**
SKU Code: 781470

26



**MARYLAND DOUBLE CHOCOLATE CHIP
COOKIES PM £1.09 200G**
SKU Code: 781468

27



**BEST-ONE BOURBON CREAMS
PM 49P 150G**
SKU Code: 327304

28



**BEST-ONE CUSTARD CREAMS
PM 49P 150G**
SKU Code: 327315

29



**BELVITA HONEY NUT PM 60P
50G**
SKU Code: 724227

30



**BELVITA SOFT BAKES PM 60P
50G**
SKU Code: 280532

31

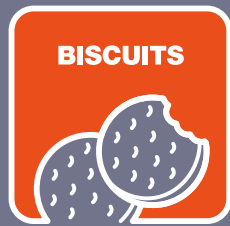


**MCVITIE'S MILK CHOCOLATE DIGESTIVES
PM £1.75 266G**
SKU Code: 798690

32



**MCVITIE'S HOBNOBS MILK CHOCOLATE
PM £1.75 262G**
SKU Code: 798666



Must Stock Lines

CATEGORY ADVICE
2022

33



**MCVITIE'S JAFFA CAKES PM £1
10 PACK**
SKU Code: 749967

37



**OREO DOUBLE CREAM COOKIES
PM 99P 157G**
SKU Code: 774068

34



**MCVITIE'S DIGESTIVES
DARK CHOCOLATE PM £1.75 266G**
SKU Code: 798711

38



**OREO GOLDEN COOKIES PM 99P
154G**
SKU Code: 774070

35



**MCVITIE'S CARAMEL DIGESTIVES
PM £1.75 250G**
SKU Code: 798688

39



**FOX'S JAM & CREAM PM 99P
150G**
SKU Code: 774381

36

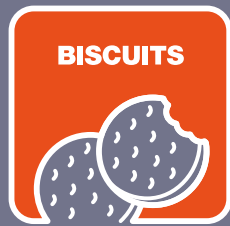


**OREO ORIGINAL COOKIES PM 99P
154G**
SKU Code: 774081

40



**FOX'S CRUNCH CREAMS PM £1
168G**
SKU Code: 783831



Must Stock Lines

CATEGORY ADVICE
2022

41



LU MIKADO GO MILK CHOCOLATE
PM 60P 39G
SKU Code: 724216

44



CADBURY FINGERS PM £1.29
114G
SKU Code: 170194

42



TUNNOCK'S MILK CHOCOLATE
TEA CAKES 6 PACK
SKU Code: 630289

45



CADBURY CRUNCHY MELTS
PM £1.29 156G
SKU Code: 353293

43

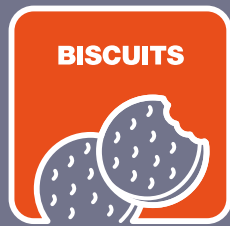


CADBURY CHOCOLATE CHIP COOKIES
PM £1 150G
SKU Code: 21026

46



BAHLEN LEIBNIZ MILK CHOCOLATE
BISCUITS PM 60P 50G
SKU Code: 674180



Must Stock Lines

47



**BAHLSSEN HIT VANILLA PM £1.29
220G**
SKU Code: 798088

49

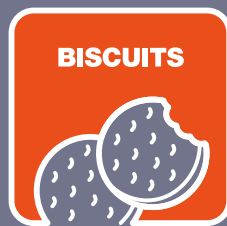


**FOX'S CHUNKIE MILK CHOCOLATE
COOKIES PM £1.69 180G**
SKU Code: 746131

48



**FOX'S MELTS CHOCOLATE
VIENNESE BISCUITS PM £1 120G**
SKU Code: 774368



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



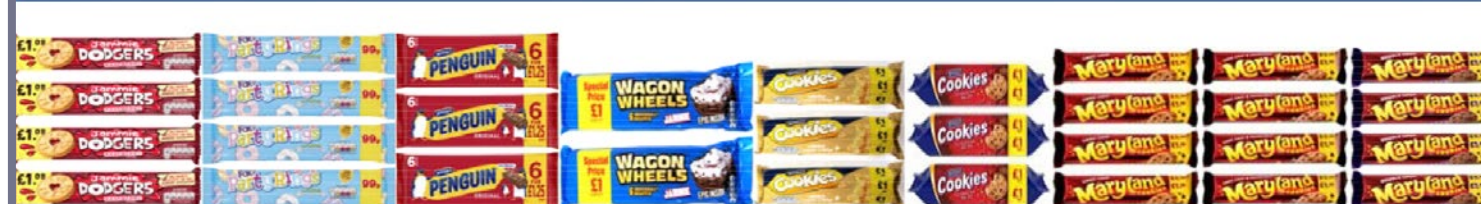
SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

170194	170194	CADBURY'S FINGERS PM £1.29 114G
801863	801863	CHOCO LEIBNIZ MILK PM £1.75 125G
798088	798088	BAHLSSEN HIT VANILLA PM £1.29 220G
774081	774081	OREO VANILLA PM 99P 154G
774068	774068	OREO DOUBLE CREAM PM 99P 157G
774070	774070	OREO GOLDEN PM99P 154G
783831	783831	FOX'S GOLDEN CRUNCH PM £1.29 200G
21026	21026	CADBURY'S CHOCOLATE CHIP COOKIES PM £1 150G
746131	746131	FOX'S MILK CHOCOLATE CHUNK COOKIE PM £1.69 180G
353293	353293	CADBURY'S CRUNCHIE MELTS PM £1.29 156G
774368	774368	FOX'S VIENNESE CHOCOLATE PM £1.29 120G

SHELF 2 SKUs

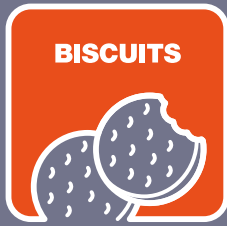
BESTWAY BATLEYS

984838	984838	TUNNOCKS CHOCOLATE CARAMEL WAFERS 4S
300292	630289	TUNNOCKS CHOCOLATE TEA CAKES 6 PACK
749967	749967	MCVITIES JAFFA CAKES PM £1 122G
724216	724216	MIKADO MILK PM 60P 39G
798690	798690	MCVITIES MILK CHOCOLATE DIGESTIVE PM £1.75 266G
798711	798711	MCVITIES DARK CHOCOLATE DIGESTIVE PM £1.75
798666	798666	MCVITIES MILK CHOCOLATE HOBNOB PM £1.75 262G
798688	798688	MCVITIES CHOCOLATE CARAMEL DIGESTIVES PM £1.85 250G

SHELF 3 SKUs

BESTWAY BATLEYS

308814	308814	KIT KAT 2 FINGER PM £1 5PK
795263	795263	MCVITIES CLUB ORANGE PM £1.25 6PK
801830	801830	MCVITIES CLUB MINT PM £1.25 6PK
358624	358624	BLUE RIBAND PM £1 6PK
801828	801828	MCVITIES GOLD PM £1.25 6PK
795228	795228	MCVITIES DIGESTIVES ORIGINAL PM £1.59 400G
795241	795241	MCVITIES RICH TEA PM £1.39 300G
798677	798677	MCVITIES GINGERNUTS PM £1.39 250G
415263	415263	MCVITIES HOBNOB PM £1.29 300G
798700	798700	MCVITIES FRUIT SHORTCAKE PM £1.39 200G



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 4 SKUs

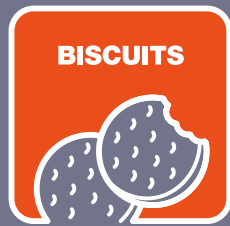
BESTWAY BATLEYS

781702	781702	JAMMIE DODGER PM £1.09 140G
774346	774346	FOXES PARTY RINGS PM 99P 125G
795252	795252	MCVITIES PENGUIN PM £1.25 6PK
202175	202175	WAGON WHEELS JAMMIE PM £1 200G
68281	68281	MCVITIES WHITE CHIP COOKIE PM £1 150G
68257	68257	MCVITIES CHOCOLATE CHIP COOKIE PM £1 150G
781481	781481	MARYLAND CHOC CHIP AND NUT PM £1.09 200G
781470	781470	MARYLAND CHOC CHIP AND NUT PM £1.09 200G
781468	781468	MARYLAND COOKIES DOUBLE CHOC PM £1.09 200G

SHELF 5 SKUs

BESTWAY BATLEYS

801430	801430	BESTONE BOURBON CREAMS PM 55P 125G
801452	801452	BESTONE CUSTARD CREAMS PM 55P 125G
435403	435403	MCVITIES COCONUT RINGS PM £1 300G
739031	739031	JACOBS CREAM CRACKERS PM £1.49 300G
777905	777905	JACOBS TUC SANDWICH £1.59 150G
801806	801806	JACOBS TUC CRACKERS PM £1.49 150G
801817	801817	JACOBS CHEDDARS PM £1.49 150G
566213	566213	RITZ ORIGINAL PM £1.39 200G
724227	724227	BELVITA HONEY NUT PM 60P 50G
280532	280532	BELVITA SOFT BAKES CHOC CHIP PM 60P 50G



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