

Your Guide To: Promotions, New Products,  
Best Sellers, Focus On Category...

## What's in this Issue:

Presell Deals  
See page 5

**What's New:**  
Check out these great  
new products to drive  
incremental sales in your  
store  
See page 34

Promotional planograms  
and merchandising  
guidance  
See page 35

**WIN GREAT  
PRIZES WORTH  
£500 EACH!**

See page 4

**Pre Order Deadline:**  
**24.10.2022**

**Stock Available:**  
**24.11.2022**

**Offers Available:**  
**21.11.22 - 11.12.22**



**On Promo POR 21.4%/24.1%/10.8%**  
**Pepsi/7UP/Tango**  
varieties as stocked  
2Ltr/1.5Ltr PMP £1.69/£1.89/£1.99



**On Promo POR 34.0%**  
**Doritos**  
varieties as stocked  
70g PMP £1.25



**On Promo POR 20.0%/16.3%**  
**Budweiser Cans** 4x568ml PMP £6.85  
**Foster's Cans** 4x440ml PMP £4.99

\*Consumer deal discounts

See pages 5-32 for more great deals!

Enjoy Heineken® Responsibly

be [drinkaware.co.uk](http://drinkaware.co.uk)



# Cheers to all fans



© 2022. All rights reserved. "Heineken" is a registered trademark. "Heineken" is used under license from Heineken.





Dear Retailer,

As P16 is kicking off in-store, so are the first 'home Nation' games of the **2022 Qatar World Cup, with both England and Wales matches scheduled on Monday 21st November.**

To maximise your sales in this period, we have increased the size of the large format consumer leaflets, expanded the number of offers being featured, and extended the best offers from the period 15 promotions. This will provide an opportunity for you to take full advantage of the increased footfall that the World Cup and Christmas season will generate.

Your game plan is simple – a strong front line of take home and sharing Impulse packs (crisps, snacks, soft drinks and confectionery), supported by a robust Licensed range, and backed by Grocery 'big name players'! Increase stock levels of Plan for Profit Bestsellers to confidently take advantage of increased demand, particularly around Group B (England and Wales) matches and build up to key matches all the way through to the final just a week before Christmas Day!

**IMPORTANT:** Elements of the new **High Fat Sugar & Salt (HFSS) legislation comes into effect from October 2022.** It is your responsibility to stay on the right side of the law, but we have provided the necessary tools and guidance to help you keep yourself legal in-store. Don't leave it to chance – go to [hfssproductcheck.co.uk](http://hfssproductcheck.co.uk) now to check HFSS product compliance (for all Plan for Profit core and extended ranges), and get clear advice on initial 'Location Restrictions'.



Kind Regards,

Tracey Redfearn  
Category Controller, Plan for Profit

See pages 5-32 for your period 16 deals!



*Dedicated to the  
independent retailer*

*Visit us & boost your profits today!*



[www.planforprofit.co.uk](http://www.planforprofit.co.uk)

[@Plan\\_for\\_Profit](https://twitter.com/Plan_for_Profit) [f@PlanforProfit](https://www.facebook.com/PlanforProfit)



**Dedicated to the  
Independent Retailer**

**Don't know your *fat* from fiction?  
Sugar & salt got you in a sales spin?**

Don't panic we've got you covered.

Independent convenience store retailers need to be ready for the new High Fat Sugar & Salt (HFSS) legislation coming into effect from October 2022.

**Our brand new HFSS product check tool** allows independent retailers to identify which of their stocked lines are compliant or not, and make informed decisions about potential changes to the range and location of products in their store.



Now Live!

[www.hfssproductcheck.co.uk](http://www.hfssproductcheck.co.uk)



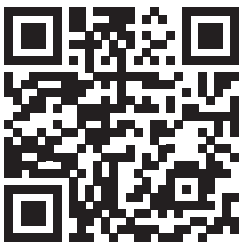


# WIN £150

to spend at your  
local wholesaler  
by signing up to  
receive InStore,  
your FREE  
digital retail  
magazine!



**ENTER  
NOW!**



Scan this QR code  
to enter or visit  
[planforprofit.co.uk](http://planforprofit.co.uk)



*\*Your local Unitas Wholesale Member depot. Competition terms and conditions apply. Prize draw ends on 8th January 2023. Scan the QR code or visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) for more details*

**TOP  
TIP**

**KP**

**Stock up on KP Snacks £1 PMP range this Christmas!**

There was a great deal of excitement over Christmas 2021 as loved ones were able to reunite for festive celebrations - this was the first Christmas with a sense of normality following Covid lockdowns. Shoppers were eager to make the most of the occasion by entertaining friends and family. The Crisps, Snacks and Nuts sector was worth £328m in December 2021 compared to £300.1m in December 2020.

Over the Christmas period, shoppers will spend more money on Crisps, Snacks and Nuts. Ensure you take advantage of this opportunity by stocking up on KP Snacks £1 PMP which is the format driving category sales and growth!







# FIFA WORLD CUP Qatar 2022

20th November – 18th December



**ENTER OUR FREE PRIZE DRAW TO  
WIN ANY OF THESE GREAT PRIZES!**

Prize draw closes on Sunday 18th December

Scan the QR code or visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) to enter!



**SCAN  
HERE  
TO  
ENTER**

or visit  
[www.planforprofit.co.uk](http://www.planforprofit.co.uk)

**Apple Watch  
& Air Pods**

Courtesy of



**2 x £250 Just  
Eat Voucher**

Courtesy of



**Ipad & Apple  
Pen**

Courtesy of



**£500 Amazon  
Voucher**

Courtesy of



**£500 Holiday  
Voucher**

Courtesy of



**TV & Speaker  
Bundle**

Courtesy of



**£500 Amazon  
Voucher**

Courtesy of



**Amazon bundle including  
an Amazon Echo Show, Fire  
HD, plus a year's membership  
to Amazon Prime**

Courtesy of



**£500 Red  
Letter Day**

Courtesy of



**£500 Champney  
Spa Gift**

Courtesy of



**£500 To Spend  
In Unitas Depot**

Courtesy of





THE FRONT PAGE DEALS AND POSTERS ARE HIGHLIGHTED IN GREEN

## WINNING DEALS FOR THE WORLD CUP!



POP BESTSELLER



### Pepsi 2Ltr

- Diet PMP £1.99
- Max PMP £1.99
- Max Cherry PMP £1.99
- Max Lime PMP £1.99
- Max Raspberry PMP £1.99

### Pack Size: Buy At:

- 6 x 2Ltr **£5.89**
- 6 x 2Ltr **£5.89**
- 6 x 2Ltr **£5.89**
- 6 x 2Ltr **£5.89**
- 6 x 2Ltr **£5.89**

You Make:	
On Promo	After Promo
21.4%	£1.99 @ 40.8%
21.4%	£1.99 @ 40.8%
21.4%	£1.99 @ 40.8%
21.4%	£1.99 @ 40.8%
21.4%	£1.99 @ 40.8%



### 7Up 2Ltr

- Free PMP £1.89
- Regular PMP £1.89

### Pack Size: Buy At:

- 6 x 2Ltr **£5.69**
- 6 x 2Ltr **£5.69**

SELL AT  
**£1.50 EACH**

You Make:	
On Promo	After Promo
24.1%	£1.89 @ 39.7%
24.1%	£1.89 @ 39.7%

### Tango 2Ltr

- Orange PMP £1.69
- Sugar Free Dark Berry PMP £1.69

### Pack Size: Buy At:

- 6 x 2Ltr **£5.69**
- 6 x 2Ltr **£5.69**

You Make:	
On Promo	After Promo
24.1%	£1.69 @ 32.6%
24.1%	£1.69 @ 32.6%

POP BESTSELLER



### Pepsi 1.5Ltr Regular PMP £1.99

Pack Size:	Buy At:
6 x 1.5Ltr	<b>£6.69</b>

You Make:	
On Promo	After Promo
10.8%	£1.99 @ 35.0%

POP BESTSELLER



### Pringles

- BBQ PMP £2.49
- Original PMP £2.49
- Salt & Vinegar PMP £2.49
- Sour Cream & Onion PMP £2.49

### Pack Size: Buy At:

- 6 x 165g **£6.39**
- 6 x 165g **£6.39**
- 6 x 165g **£6.39**
- 6 x 165g **£6.39**

SELL AT  
**£1.65 EACH**

You Make:	
On Promo	After Promo
22.6%	£2.49 @ 48.7%
22.6%	£2.49 @ 48.7%
22.6%	£2.49 @ 48.7%
22.6%	£2.49 @ 48.7%

POP BESTSELLER



### Doritos

- Chilli Heatwave PMP £1.25
- Cool Original PMP £1.25
- Loaded Pepperoni Pizza PMP £1.25
- Tangy Cheese PMP £1.25

### Pack Size: Buy At:

- 15 x 70g **£9.89**
- 15 x 70g **£9.89**
- 15 x 70g **£9.89**
- 15 x 70g **£9.89**

SELL AT  
**Any 2 for £2**

You Make:	
On Promo	After Promo
34.0%	£1.25 @ 47.2%
34.0%	£1.25 @ 47.2%
34.0%	£1.25 @ 47.2%
34.0%	£1.25 @ 47.2%





The NEW Plan for Profit Grocery guide is AVAILABLE NOW!

Visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) or download the 'Plan for Profit' app today!



## THE FRONT PAGE DEALS AND POSTERS ARE HIGHLIGHTED IN GREEN



### Nestle Sharing Bags

- ☐ Aero Bubbles Peppermint PMP £1.25
- ☐ Aero Melts Milk PMP £1.25
- ☐ Milkybar Buttons Giant PMP £1.25
- ☐ Smarties PMP £1.25
- ☐ Kit Kat Bites Milk PMP £1.25
- ☐ Munchies PMP £1.25

Pack Size:	Buy At:
12 x 80g	£7.99
12 x 80g	£7.99
12 x 85g	£7.99
12 x 87g	£7.99
10 x 80g	£6.69
10 x 81g	£6.69

SELL AT

**£1  
EACH**

You Make:	
On Promo	After Promo
20.1%	£1.25 @ 36.1%
20.1%	£1.25 @ 36.1%
20.1%	£1.25 @ 36.1%
20.1%	£1.25 @ 36.1%
19.7%	£1.25 @ 35.8%
19.7%	£1.25 @ 35.8%



- ☐ Maltesers Box Small

Pack Size:	Buy At:
16 x 110g	£15.49

SELL AT

**£1.35**

You Make:	
On Promo	After Promo
13.9%	£1.95 @ 40.4%



- ☐ Budweiser Cans PMP £6.85

Pack Size:	Buy At:
6 x 4 x 568ml	£23.39

SELL AT

**£5.85**

You Make:	
On Promo	After Promo
20.0%	£6.85 @ 31.7%



- ☐ Foster's Cans PMP £4.99

Pack Size:	Buy At:
6 x 4 x 440ml	£16.69

SELL AT

**£3.99**

You Make:	
On Promo	After Promo
16.3%	£4.99 @ 33.1%



### Birra Moretti/Madri 12pk

- ☐ Birra Moretti Bottles
- ☐ Madri Bottles

Pack Size:	Buy At:
12 x 330ml	£8.99
12 x 330ml	£8.99

SELL AT

**£12  
EACH**

You Make:	
On Promo	After Promo
10.1%	£14.99 @ 28.0%
10.1%	£14.99 @ 28.0%

P16

Offers Available from 21st November - 11th December 2022








## THE FRONT PAGE DEALS AND POSTERS ARE HIGHLIGHTED IN GREEN



 Carlsberg Pilsner Cans 10pk

Pack Size: 2 x 10 x 440ml  
Buy At: £12.99




SELL AT

**£9**

You Make:  
On Promo 16.7%  
After Promo £10.99 @ 31.8%



Trivento Reserva

 Malbec  
 Malbec PMP £7.99  
 Malbec Rose  
 Pinot Grigio

Pack Size: 6 x 75cl  
Buy At: £28.99  
£28.99  
£28.99  
£28.99

SELL AT

**£6.99**  
EACH

You Make:  
On Promo 17.1%  
After Promo £7.99 @ 27.4%  
17.1%  
£7.99 @ 27.4%  
17.1%  
£7.99 @ 27.4%  
17.1%  
£7.99 @ 27.4%

## WIN GREAT PRIZES! SEE PAGE 4



 Diet Coke PMP £1.99




Pack Size: 6 x 1.75Ltr  
Buy At: £5.99

SELL AT

**£1.69**  
EACH

You Make:  
On Promo 29.1%  
After Promo £1.99 @ 39.8%

Coca-Cola Zero Sugar

 Zero Sugar PMP £1.99  
 Zero Sugar Cherry PMP £1.99  
 Zero Sugar Vanilla PMP £1.99

Pack Size: 6 x 1.75Ltr  
Buy At: £5.99  
£5.69  
£5.69

You Make:  
On Promo 29.1%  
After Promo £1.99 @ 39.8%  
32.6%  
£1.99 @ 42.8%  
32.6%  
£1.99 @ 42.8%

## Christmas Top Tips from Coca Cola

### Back the right categories

It's a busy time of year, with high footfall so back the right categories. Last Christmas soft drinks had a successful year across all markets, so soft drinks is a category to support in your store this season.

### Make it easy for your customers

Place associated products near popular categories, such as beer, wine and soft drinks to drive bigger basket spend. Cross category displays that are complimentary help inspire shoppers and offer ideas on how to prepare for the day.

### Incremental displays

Create some theatre with your faster selling lines and build front-of-store displays to capture shoppers' attention right from the start. Coca-Cola over indexes at Christmas so use the large PET to create an eye-catching display and protect availability.

Nielsen ScanTrack | CCEP ISoft Drinks | WE010122 | Total GB, Multiple Grocers & Total Impulse and breakdown  
Source: IGD Research 2021







The NEW Plan for Profit Grocery guide is **AVAILABLE NOW!**

Visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) or download the 'Plan for Profit' app today!



PPF BESTSELLER



#### Red Bull

- ☐ Energy PMP £1.45
- ☐ Sugarfree PMP £1.39

Pack Size:	Buy At:
24 x 250ml	<b>£18.79</b>
24 x 250ml	<b>£16.69</b>

You Make:	
On Promo	After Promo
21.1%	£1.45 @ 35.2%
29.9%	£1.39 @ 39.9%



#### Red Bull Flavours

- ☐ Apricot & Strawberry PMP £1.45
- ☐ Cactus PMP £1.45
- ☐ Coconut Berry Energy PMP £1.45
- ☐ Tropical Energy PMP £1.45
- ☐ Watermelon PMP £1.45

Pack Size:	Buy At:
12 x 250ml	<b>£9.19</b>
12 x 250ml	<b>£9.19</b>
12 x 250ml	<b>£9.19</b>
12 x 250ml	<b>£9.19</b>
12 x 250ml	<b>£9.19</b>

SELL AT

**£1.19**  
EACH

You Make:	
On Promo	After Promo
22.7%	£1.45 @ 36.6%
22.7%	£1.45 @ 36.6%
22.7%	£1.45 @ 36.6%
22.7%	£1.45 @ 36.6%
22.7%	£1.45 @ 36.6%

## Red Bull Editions

Red Bull shoppers are eager to try new flavours of Energy Drinks. Flavour is the top characteristic to influence purchases within the sports and energy category.

Tropical flavours are outperforming the category, with almost 9x faster growth than other mainstream flavours. Red Bull Editions intentionally have their own specific look. This way, customers are able to distinguish them clearly from Red Bull® Energy Drink and its sugar free variations. Stock up today!



P16

Offers Available from 21st November - 11th December 2022



POP BESTSELLER



#### Rockstar

<input type="checkbox"/>	Energy Original PMP £1.29
<input type="checkbox"/>	Energy Original Sugar Free PMP £1.29
<input type="checkbox"/>	Juiced El Mango PMP £1.29
<input type="checkbox"/>	Juiced Tropical Punch PMP £1.29
<input type="checkbox"/>	Juiced Tropical, Orange & Passion Fruit PMP £1.29
<input type="checkbox"/>	Punched Sour Bubble Burst PMP £1.29
<input type="checkbox"/>	Punched Sour Raspberry PMP £1.29
<input type="checkbox"/>	Punched Tropical Guava PMP £1.29

#### Pack Size: Buy At:

12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>
12 x 500ml	<b>£6.39</b>

SELL AT

**89p**  
EACH

You Make:	
On Promo	After Promo
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%
28.2%	£1.29 @ 50.4%

## Rockstar on pack promotion

52% of the UK are gamers, engage them today by stocking up on Rockstar which includes

**1 MONTH  
FREE  
XBOX GAME  
PASS ULTIMATE  
WITH A CAN**



**Plus the chance to WIN Xbox Series S  
and other prizes!**

IGN Segmentation Study, Newzoo Market Statistics







## WIN GREAT PRIZES! SEE PAGE 4



### Boost Energy

- ☐ Original PMP 95P
- ☐ Red Berry PMP 95P

Pack Size:	Buy At:
12 x 500ml	£5.19
12 x 500ml	£5.19

**SELL AT**  
**69P**  
EACH

	You Make:
On Promo	After Promo
24.8%	95P @ 45.4%
24.8%	95P @ 45.4%



### Emerge

- ☐ Mixed Berry PMP 65P OR 2 FOR £1
- ☐ Original PMP 65P OR 2 FOR £1
- ☐ Zero Sugar PMP 65P OR 2 FOR £1

Pack Size:	Buy At:
24 x 250ml	£5.99
24 x 250ml	£5.99
24 x 250ml	£5.99

**SELL AT**  
**Any 2 for**  
**80P**

	You Make:
On Promo	After Promo
25.1%	65P @ 53.9%
25.1%	65P @ 53.9%
25.1%	65P @ 53.9%



### Walkers Crisps

- ☐ Cheese & Onion PMP £1.25
- ☐ Ready Salted PMP £1.25
- ☐ Salt & Vinegar PMP £1.25

Pack Size:	Buy At:
15 x 70g	£8.99
15 x 70g	£8.99
15 x 70g	£8.99

**SELL AT**  
**Any 2 for**  
**£2**

	You Make:
On Promo	After Promo
28.1%	£1.25 @ 42.4%
28.1%	£1.25 @ 42.4%
28.1%	£1.25 @ 42.4%



### Walkers Sensations

- ☐ Thai Sweet Chilli PMP £1.25
- ☐ Chicken & Thyme PMP £1.25

Pack Size:	Buy At:
15 x 65g	£8.99
15 x 65g	£8.99

	You Make:
On Promo	After Promo
28.1%	£1.25 @ 42.4%
28.1%	£1.25 @ 42.4%





### Walkers Sensations

- ☐ Roast Chicken & Thyme
- ☐ Thai Sweet Chilli

Pack Size:	Buy At:
12 x 150g	£11.79
12 x 150g	£11.79

SELL AT

£1.50 EACH

You Make:

On Promo	After Promo
21.4%	£1.99 @ 40.7%
21.4%	£1.99 @ 40.7%



### Walkers Snacks 6pk

- ☐ Monster Munch Beef
- ☐ Monster Munch Pickled Onion
- ☐ Cheese
- ☐ Wotsits Cheese

Pack Size:	Buy At:
18 x 6 x 20g	£17.99
18 x 6 x 20g	£17.99
12 x 6 x 16g	£11.99
12 x 6 x 16g	£11.99

SELL AT

£1.50 EACH

You Make:

On Promo	After Promo
20.0%	£2.15 @ 44.2%
20.0%	£2.15 @ 44.2%
20.0%	£2.15 @ 44.2%
20.0%	£2.15 @ 44.2%



### Mini Cheddars Grab Bag

- ☐ Banging Pizza
- ☐ Crinklys Cheese & Onion
- ☐ Original
- ☐ Ploughmans
- ☐ Red Leicester
- ☐ Smokey Bacon BBQ

Pack Size:	Buy At:
30 x 45g	£10.39
30 x 45g	£10.39
30 x 45g	£10.39
30 x 45g	£10.39
30 x 45g	£10.39
30 x 45g	£10.39

SELL AT

Any 2 for £1

You Make:

On Promo	After Promo
30.7%	79P @ 56.2%
30.7%	79P @ 56.2%
30.7%	79P @ 56.2%
30.7%	79P @ 56.2%
30.7%	79P @ 56.2%
30.7%	79P @ 56.2%



### New Ringo's Puffs

- ☐ BBQ PMP £1
- ☐ Sweet Chilli PMP £1

Pack Size:	Buy At:
15 x 60g	£6.99
15 x 60g	£6.99

SELL AT

Any 2 for £1.50

You Make:

On Promo	After Promo
25.4%	£1 @ 44.0%
25.4%	£1 @ 44.0%

### Golden Wonder Crisps

- ☐ Chargrilled Steak PMP £1
- ☐ Crispy Smoked Bacon PMP £1
- ☐ Mature Cheddar & Spring Onion PMP £1

Pack Size:	Buy At:
15 x 65g	£6.99
15 x 65g	£6.99
15 x 65g	£6.99

SELL AT

Any 2 for £1.50

You Make:

On Promo	After Promo
25.4%	£1 @ 44.0%
25.4%	£1 @ 44.0%
25.4%	£1 @ 44.0%





## WIN GREAT PRIZES! SEE PAGE 4



### Nestle Duos

- ☐ Kit Kat Chunky
- ☐ Yorkie Milk
- ☐ Yorkie Orange
- ☐ Yorkie Raisin & Biscuit
- ☐ Lion Milk
- ☐ Lion White

Pack Size:	Buy At:
24 x 64g	£11.49
24 x 72g	£11.49
24 x 75g	£11.49
24 x 66g	£11.49
28 x 60g	£13.39
28 x 60g	£13.39

SELL AT  
Any 2 for  
**£1.50**

You Make:	
On Promo	After Promo
23.4%	90P @ 36.2%
23.4%	90P @ 36.2%
23.4%	90P @ 36.2%
23.4%	90P @ 36.2%
23.5%	90P @ 36.2%
23.5%	90P @ 36.2%



- ☐ Crunch Block Milk PMP £1

Pack Size:	Buy At:
16 x 100g	£9.29

SELL AT

**85p**  
EACH

You Make:	
On Promo	After Promo
18.0%	£1 @ 31.5%



### Milkybar/Smarties Block

- ☐ Milkybar PMP £1
- ☐ Milkybar Cookies & Cream PMP £1
- ☐ Smarties Milk PMP £1
- ☐ Smarties Orange PMP £1

Pack Size:	Buy At:
14 x 90g	£8.09
14 x 90g	£8.09
14 x 90g	£8.09
14 x 90g	£8.09

You Make:	
On Promo	After Promo
18.4%	£1 @ 30.6%
18.4%	£1 @ 30.6%
18.4%	£1 @ 30.6%
18.4%	£1 @ 30.6%



### Rowntrees Pouches

- ☐ Fruit Gums PMP £1
- ☐ Fruit Pastilles PMP £1
- ☐ Mixed PMP £1
- ☐ Randoms PMP £1

Pack Size:	Buy At:
10 x 120g	£4.99
10 x 114g	£4.99
10 x 120g	£4.99
10 x 120g	£4.99

SELL AT

**75p**  
EACH

You Make:	
On Promo	After Promo
20.0%	£1 @ 40.0%
20.0%	£1 @ 40.0%
20.0%	£1 @ 40.0%
20.0%	£1 @ 40.0%



### McVitie's Jaffa Cakes

- ☐ Jaffa Cakes PMP £1 (Strikethrough from PMP £1.29)
- ☐ Orange & Cranberry

Pack Size:	Buy At:
12 x 122g	£8.29
12 x 122g	£8.29

SELL AT

**85p**  
EACH

You Make:	
On Promo	After Promo
18.7%	£1 @ 30.9%
18.7%	£1 @ 30.9%





### McVitie's Everyday Biscuits

- ☐ Fruit Shortcake PMP £1.39
- ☐ Ginger Nut PMP £1.39
- ☐ Hobnobs PMP £1.39

Pack Size:	Buy At:
12 x 300g	£10.19
12 x 250g	£10.19
12 x 255g	£10.19

SELL AT

**£1.10**  
EACH

You Make:

On Promo	After Promo
22.8%	£1.39 @ 38.9%
22.8%	£1.39 @ 38.9%
22.8%	£1.39 @ 38.9%



### Jammie Dodgers PMP £1.09

Pack Size:	Buy At:
15 x 140g	£6.19

SELL AT

**2 for**  
**£1.50**

You Make:

On Promo	After Promo
45.0%	£1.09 @ 62.1%



### San Miguel Cans 10pk

Pack Size:	Buy At:
2 x 10 x 440ml	£15.49

SELL AT

**£11**

You Make:

On Promo	After Promo
15.5%	£12.49 @ 25.6%



### San Miguel Bottles 12pk

Pack Size:	Buy At:
12 x 330ml	£7.99

SELL AT

**£11**

You Make:

On Promo	After Promo
12.8%	£12.49 @ 23.2%



### Strongbow Dark Fruit/Birra Moretti

- ☐ Strongbow Dark Fruit Ultra Cans
- ☐ Birra Moretti Bottles

Pack Size:	Buy At:
6 x 4 x 330ml	£19.59
6 x 4 x 330ml	£20.79

SELL AT

**£5.29**  
EACH

You Make:

On Promo	After Promo
25.9%	£5.45 @ 28.1%
21.4%	£6.25 @ 33.4%



### Tennent's Lager 10 Pack

Pack Size:	Buy At:
10 x 440ml	£6.75

SELL AT

**£9**

You Make:

On Promo	After Promo
10.0%	£10 @ 19.0%





# ENJOY TASTY SALES

## WITH ALL THE TRIMMINGS



8 X 170G



12 X 190G



2 X 12s



12 X 190G



2 X 12s



10 X 1.1KG



12 X 400G



12 X 400G



10 X 1.1KG

## STOCK THE NATION'S FESTIVE FAVOURITES

SOME OF THE MOST FORGOTTEN ITEMS AT CHRISTMAS ARE THE TRIMMINGS SO HIGHLIGHT THESE PRODUCTS AT THE FRONT OF YOUR STORE TO CAPTURE ATTENTION AND DRIVE EXTRA SALES THIS CHRISTMAS.





### Ambrosia

- ☐ Custard PMP £1.49
- ☐ Rice Pudding PMP £1.49
- ☐ Chocolate Custard
- ☐ Chocolate Orange Custard
- ☐ Strawberry Custard

Pack Size:	Buy At:
12 x 400g	£11.09
12 x 400g	£11.09
12 x 400g	£11.09
12 x 400g	£11.09
12 x 400g	£11.09



You Make:	
On Promo	After Promo
23.0%	£1.49 @ 37.9%
23.0%	£1.49 @ 37.9%
23.0%	£1.49 @ 37.9%
23.0%	£1.49 @ 37.9%
23.0%	£1.49 @ 37.9%



### Del Monte

- ☐ Fruit Cocktail In Juice 6pk
- ☐ Peach Slices In Juice 6pk
- ☐ Fruit Cocktail In Juice 12pk
- ☐ Peach Halves In Juice 12pk
- ☐ Peach Slices In Juice 12pk
- ☐ Pear Halves In Juice 12pk

Pack Size:	Buy At:
6 x 415g	£4.49
6 x 415g	£4.09
12 x 415g	£9.09
12 x 415g	£9.29
12 x 415g	£8.59
12 x 415g	£9.09



You Make:	
On Promo	After Promo
31.4%	£1.39 @ 46.2%
37.5%	£1.39 @ 50.9%
33.3%	£1.39 @ 45.5%
29.0%	£1.39 @ 44.3%
34.3%	£1.39 @ 48.5%
30.5%	£1.39 @ 45.5%



### Be-Ro Flour

- ☐ Plain PMP £2.29
- ☐ Self Raising PMP £2.29

Pack Size:	Buy At:
10 x 1.1kg	£11.79
10 x 1.1kg	£11.79



You Make:	
On Promo	After Promo
21.4%	£2.29 @ 48.5%
21.4%	£2.29 @ 48.5%



### Colmans Sauce Jar

- ☐ Bramley Apple
- ☐ Cranberry
- ☐ Horseradish
- ☐ Mint
- ☐ Seafood
- ☐ Tartare

Pack Size:	Buy At:
8 x 155g	£6.29
8 x 165g	£6.29
8 x 136g	£6.29
8 x 165g	£6.29
8 x 155g	£6.29
8 x 144g	£6.29



You Make:	
On Promo	After Promo
22.0%	£1.59 @ 53.7%
22.0%	£1.59 @ 53.7%
22.0%	£1.59 @ 53.7%
22.0%	£1.59 @ 53.7%
22.0%	£1.59 @ 53.7%
22.0%	£1.59 @ 53.7%



### Paxo Stuffing Sage & Onion PMP £1.89

Pack Size:	Buy At:
8 x 170g	£9.49

You Make:	
On Promo	After Promo
20.9%	£1.89 @ 37.2%



### Bisto Gravy Granules

- ☐ Chicken PMP £1.89
- ☐ Favourites PMP £1.89
- ☐ Chicken PMP £1.99 \*NEW PMP
- ☐ Favourites PMP £1.99 \*NEW PMP

Pack Size:	Buy At:
12 x 190g	£14.19
12 x 190g	£14.19
12 x 190g	£14.19
12 x 190g	£14.19



You Make:	
On Promo	After Promo
21.2%	£1.89 @ 37.4%
21.2%	£1.89 @ 37.4%
21.2%	£1.99 @ 40.6%
21.2%	£1.99 @ 40.6%



### Oxo

- ☐ Beef PMP £1.95
- ☐ Chicken PMP £1.95

Pack Size:	Buy At:
24 x 71g	£28.39
24 x 71g	£28.39

You Make:	
On Promo	After Promo
21.1%	£1.95 @ 39.3%
21.1%	£1.95 @ 39.3%





# OUR PRICE MARKED PACKS MIGHT NOT BE IN DEPOT RIGHT NOW

BUT YOUR FAVOURITES  
ARE STILL AVAILABLE  
IN STANDARD PACKS

Brought to you by **MARS**  
Petcare

**No.1**  
Oral Care  
Brand<sup>1</sup>  
in UK



**No.1**  
Cat Litter  
Brand<sup>2</sup>

**No.2**  
Dog Wet  
Brand<sup>3</sup>  
in the UK

## STOCK UP ON THESE HIGH FLYING SKUS NOW!

Sources: <sup>1</sup> Nielsen RMS Total Coverage MAT 14/11/20.

<sup>2</sup> 52W Nielsen Homescan April 2022. <sup>3</sup> 52W Nielsen Homescan April 2022.

© 2022 Mars or Affiliates.



# THE POWER OF PETCARE IN CONVENIENCE



**50%**  
of UK  
Households  
own a pet<sup>4</sup>



Pet Food  
& Litter  
worth  
**£2.9bn**<sup>5</sup>

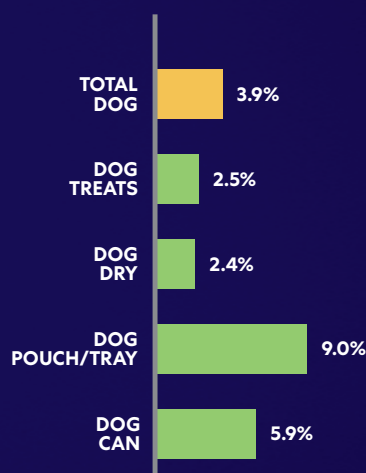
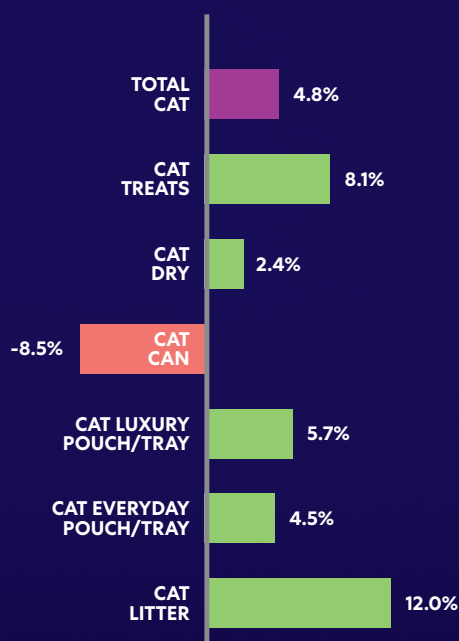


Pet owners  
spend  
**15% more**  
across other  
categories<sup>5</sup>



**57%**  
shoppers  
like Price  
Marked  
Packs<sup>6</sup>

## TOTAL GB VALUE CHANGE BY SEGMENT<sup>7</sup>



Sources: <sup>4</sup> 1 Mars Pet Ownership Study 2017. <sup>5</sup> Mars Petcare State of the Nation Pet Report 2020.

<sup>6</sup> IGD 2020. <sup>7</sup> Nielsen Homescan Total GB Purchase Value 52 Weekly WE 31.10.20

© 2022 Mars or Affiliates.





The NEW Plan for Profit Grocery guide is **AVAILABLE NOW!**

Visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) or download the 'Plan for Profit' app today!



☐ Andrex® 9 Roll Classic Clean PMP £5.49

Pack Size: Buy At:  
4 x 9Roll £12.79



You Make:  
On Promo After Promo  
20.9% £5.49 @ 30.1%



Dead Man's Fingers

☐ Passionfruit  
☐ Spiced

Pack Size: Buy At:  
1 x 70cl £12.99  
1 x 70cl £12.99



You Make:  
On Promo After Promo  
17.3% £22.99 @ 25.6%  
17.3% £22.99 @ 25.6%



Whitley Neill

☐ Blood Orange  
☐ Raspberry  
☐ Rhubarb & Ginger

Pack Size: Buy At:  
1 x 70cl £15.49  
1 x 70cl £15.49  
1 x 70cl £15.49



You Make:  
On Promo After Promo  
17.3% £24.99 @ 25.6%  
17.3% £24.99 @ 25.6%  
17.3% £24.99 @ 25.6%



☐ Southern Comfort Original PMP £19.99

Pack Size: Buy At:  
6 x 70cl £65.99



You Make:  
On Promo After Promo  
20.02% £19.99 @ 34.0%



☐ Tequila Rose

Pack Size: Buy At:  
6 x 70cl £61.99



You Make:  
On Promo After Promo  
17.3% £19.99 @ 38.0%

Print your own Christmas themed Point of Sale (POS) with the Plan for Profit POS Printer!

Scan the QR Code or visit  
[www.planforprofit.co.uk/pos-printer](http://www.planforprofit.co.uk/pos-printer)  
to get started!





# BRING THE CHEER

Plan for  
Profit  
Bestseller

£2.49



Plan for  
Profit  
Bestseller

£2.49



Plan for  
Profit  
Bestseller

£2.49



Plan for  
Profit  
Bestseller

£2.49





Kellogg's®

# happy SNACKING

Plan for  
Profit  
Bestseller



RICE KRISPIES SQUARES IS THE  
**NO.1 TREAT BRAND** IN CONVENIENCE\*





#### Irn Bru

- ☐ Irn-Bru PMP £1.69 or 2 for £3
- ☐ Irn Bru Sugar Free PMP £1.69 or 2 for £3
- ☐ Irn Bru Xtra PMP £1.69 or 2 for £3

Pack Size:	Buy At:
6 x 2ltr	<b>£5.29</b>
6 x 2ltr	<b>£5.29</b>
6 x 2ltr	<b>£5.29</b>

**SELL AT**  
Any 2 for  
**£2.50**

You Make:	
On Promo	After Promo
15.3%	£1.69 @ 37.3%
15.3%	£1.69 @ 37.3%
15.3%	£1.69 @ 37.3%



#### Irn Bru

- ☐ Irn-Bru PMP £1
- ☐ Irn Bru Sugar Free PMP £1
- ☐ Irn Bru Xtra PMP £1

Pack Size:	Buy At:
12 x 500ml	<b>£5.99</b>
12 x 500ml	<b>£5.99</b>
12 x 500ml	<b>£5.99</b>

**SELL AT**  
Any 2 for  
**£1.50**

You Make:	
On Promo	After Promo
20.3%	£1 @ 40.1%
20.3%	£1 @ 40.1%
20.3%	£1 @ 40.1%



- ☐ Pepsi Regular 8 Pack

Pack Size:	Buy At:
1 x 8 x 330ml	<b>£7.99</b>

**SELL AT**  
**£4**

You Make:	
On Promo	After Promo
20.1%	£4.99 @ 35.9%



#### Pepsi Max/Diet

- ☐ Pepsi Max 8 Pack
- ☐ Pepsi Diet 8 Pack

Pack Size:	Buy At:
1 x 8 x 330ml	<b>£5.99</b>
1 x 8 x 330ml	<b>£5.99</b>

**SELL AT**  
**£2.99 EACH**

You Make:	
On Promo	After Promo
19.8%	£3.99 @ 39.9%
19.8%	£3.99 @ 39.9%



#### Tropicana

- ☐ Orange & Mango PMP £2.75
- ☐ Original PMP £2.75
- ☐ Smooth PMP £2.75

Pack Size:	Buy At:
6 x 850ml	<b>£7.19</b>
6 x 850ml	<b>£7.19</b>
6 x 850ml	<b>£7.19</b>

**SELL AT**  
**£2.25 EACH**

You Make:	
On Promo	After Promo
36.1%	£2.75 @ 47.7%
36.1%	£2.75 @ 47.7%
36.1%	£2.75 @ 47.7%



## WIN with Lucozade Sport

Get match ready with Lucozade Sport.  
'WIN £90 Every 90 Minutes'.

1. Purchase your Lucozade Sport & keep receipt
2. Text 'CASH' to 62132 for a chance to win
3. Kick back and wait for the text.

T&Cs apply, max one entry per person per day per mobile phone number. Monday to Friday, between 9am-6pm during the promotional period.





# Don't know your *fat* from fiction?

# *Sugar & salt* got you in a sales spin?

Don't panic we've got you covered.

Independent convenience store retailers need to be ready for the new High Fat Sugar & Salt (HFSS) legislation coming into effect from October 2022.

**Our brand new HFSS product check tool** allows independent retailers to identify which of their stocked lines are compliant or not, and make informed decisions about potential changes to the range and location of products in their store.



Now Live!

[www.hfssproductcheck.co.uk](http://www.hfssproductcheck.co.uk)





☐ Chocomel

Pack Size: 12 x 250ml  
Buy At: £7.49

SELL AT

£1

You Make:  
On Promo 37.6%  
After Promo £1.49 @ 58.1%



Kellogg's Cereal Bars Multipack

☐ Coco Pops PMP £1.39  
☐ Frosties PMP £1.39  
☐ Rice Krispies PMP £1.39

Pack Size: 14 x 6 x 20g  
Buy At: £9.39  
14 x 6 x 25g £9.39  
14 x 6 x 20g £9.39

SELL AT

£1 EACH

You Make:  
On Promo 19.5%  
After Promo £1.39 @ 42.1%  
19.5% £1.39 @ 42.1%  
19.5% £1.39 @ 42.1%



Rice Krispies Squares Multipack

☐ Chocolate Carmel PMP £1.99  
☐ Marshmallow PMP £1.99  
☐ Totally Chocolatey PMP £1.99

Pack Size: 11 x 4 x 36g  
Buy At: £8.99  
11 x 4 x 28g £8.99  
11 x 4 x 36g £8.99

SELL AT

£1.50 EACH

You Make:  
On Promo 34.6%  
After Promo £1.99 @ 59.5%  
34.6% £1.99 @ 59.5%  
34.6% £1.99 @ 59.5%



Kit Kat Chunky

☐ Milk PMP 60P  
☐ Peanut Butter PMP 60P  
☐ New Runny Caramel PMP 60P

Pack Size: 24 x 40g  
Buy At: £8.29  
24 x 42g £8.29  
24 x 43.5g £8.29

SELL AT

50P EACH

You Make:  
On Promo 17.1%  
After Promo 60P @ 30.9%  
17.1% 60P @ 30.9%  
17.1% 60P @ 30.9%



Maynard Bassetts

☐ Cherry Drops  
☐ Wine Gums Roll

Pack Size: 40 x 45g  
Buy At: £10.49  
40 x 52g £9.99

SELL AT

Any 2 for 80P

You Make:  
On Promo 21.3%  
After Promo 64P @ 50.8%  
25.0% 56P @ 46.5%



Kellogg's Cereal

☐ Frosties PMP £3.29  
☐ Crunchy Nut Granola PMP £2.99  
☐ Krave Cookies & Cream PMP £3.29

Pack Size: 8 x 500g  
Buy At: £15.49  
6 x 380g £11.49  
5 x 410g £9.89

SELL AT

£2.50 EACH

You Make:  
On Promo 22.6%  
After Promo £3.29 @ 41.2%  
23.4% £2.99 @ 35.9%  
20.9% £3.29 @ 39.9%

PPP BESTSELLER





PFP BESTSELLER



☐ Kellogg's Variety PMP £2.49

Pack Size: 6 x 190g  
Buy At: £5.99

SELL AT

£1.25

You Make:  
On Promo 20.1%  
After Promo £2.49 @ 59.9%

PFP BESTSELLER



☐ Kellogg's Cereal  
☐ Bran Flakes PMP £2.99  
☐ Crunchy Nut Bites PMP £2.99  
☐ Cornflakes PMP £2.99

Pack Size: 6 x 500g  
Buy At: £9.59  
6 x 375g  
Buy At: £9.89  
7 x 500g  
Buy At: £11.19

SELL AT

£2 EACH

You Make:  
On Promo 20.1%  
After Promo £2.99 @ 46.5%  
17.6%  
£2.99 @ 44.9%  
20.1%  
£2.99 @ 46.5%

PFP BESTSELLER



☐ Yorkshire Tea 80's PMP £3.29

Pack Size: 5 x 80's  
Buy At: £9.49

SELL AT

£2.50

You Make:  
On Promo 23.8%  
After Promo £3.29 @ 42.9%

PFP BESTSELLER



☐ Dolmio Bolognese Sauce  
☐ Extra Mushroom  
☐ Extra Onion & Garlic  
☐ Low Fat  
☐ Original

Pack Size: 6 x 500g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59

You Make:  
On Promo 26.8%  
After Promo £2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%

PFP BESTSELLER



☐ Dolmio Lasagne Sauce  
☐ Original Creamy  
☐ Original Tomato

Pack Size: 6 x 470g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59

SELL AT

£1.50 EACH

You Make:  
On Promo 26.8%  
After Promo £2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%



☐ Dolmio Pasta Bake  
☐ Carbonara  
☐ Creamy Tomato  
☐ Tomato & Cheese

Pack Size: 6 x 480g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59  
6 x 500g  
Buy At: £6.59

You Make:  
On Promo 26.8%  
After Promo £2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%  
26.8%  
£2.09 @ 47.5%



☐ Dolmio Meat Ball Sauce Tomato & Basil

Pack Size: 6 x 500g  
Buy At: £6.59

You Make:  
On Promo 26.8%  
After Promo £2.09 @ 47.5%



Schweppes®

# Now available in Price Mark Pack.



Scan to sign up  
to MYCCEP



and find out other ways  
we can support you

SCHWEPES IS THE  
**NO.1 BRAND  
OF CHOICE**  
IN INDIES & SYMBOLS<sup>1</sup>

**SCHWEPES  
PMPs SELL FASTER!**  
FOR EVERY TWO  
PACKS OF SCHWEPES  
LEMONADE SOLD, THE PMP  
VERSION SELLS 4!<sup>2</sup>

**7 OF THE  
10 FASTEST**  
SELLING SOFT DRINKS  
IN INDIES AND  
SYMBOLS ARE PMP!<sup>2</sup>

Source: 1. CGA and Nielsen DataMA to May 2022.  
2. Nielsen Indies & Symbols, Soft drinks 12 w.e. Jan'22

for the facts **drinkaware.co.uk**

© 2022 European Refreshments UC. SCHWEPES is a registered trade mark of European Refreshments UC



PPP BESTSELLER



### Batchelors Super Noodles

- ☐ Bacon PMP £1.19
- ☐ BBQ PMP £1.19
- ☐ Chicken PMP £1.19
- ☐ Mild Curry PMP £1.19

Pack Size:	Buy At:
8 x 90g	<b>£5.59</b>
8 x 90g	<b>£5.59</b>
8 x 90g	<b>£5.59</b>
8 x 90g	<b>£5.59</b>

You Make:	
On Promo	After Promo
22.4%	£1.19 @ 42.3%
22.4%	£1.19 @ 42.3%
22.4%	£1.19 @ 42.3%
22.4%	£1.19 @ 42.3%

PPP BESTSELLER



### Batchelors Pasta And Sauce

- ☐ Cheese And Broccoli PMP £1.19
- ☐ Cheese Leek And Ham PMP £1.19
- ☐ Chicken & Mushroom PMP £1.19
- ☐ Mac N Cheese PMP £1.19

Pack Size:	Buy At:
7 x 99g	<b>£4.99</b>
7 x 99g	<b>£4.99</b>
7 x 99g	<b>£4.99</b>
7 x 99g	<b>£4.99</b>

**SELL AT**  
**90p**  
**EACH**

You Make:	
On Promo	After Promo
21.8%	£1.19 @ 42.5%
21.8%	£1.19 @ 42.5%
21.8%	£1.19 @ 42.5%
21.8%	£1.19 @ 42.5%



### Batchelors Super Rice

- ☐ Chicken PMP £1.19
- ☐ Golden Vegetable PMP £1.19

Pack Size:	Buy At:
11 x 90g	<b>£6.59</b>
11 x 90g	<b>£6.59</b>

You Make:	
On Promo	After Promo
33.4%	£1.19 @ 49.7%
33.4%	£1.19 @ 49.7%

PPP BESTSELLER



### Batchelors Cup A Soup

- ☐ Chicken PMP £1.75
- ☐ Chicken And Vegetable PMP £1.75
- ☐ Cream Of Vegetable PMP £1.75
- ☐ Minestrone PMP £1.75
- ☐ Tomato PMP £1.75

Pack Size:	Buy At:
9 x 81g	<b>£6.19</b>
9 x 110g	<b>£6.19</b>
9 x 122g	<b>£6.19</b>
9 x 94g	<b>£6.19</b>
9 x 93g	<b>£6.19</b>

**SELL AT**  
**90p**  
**EACH**

You Make:	
On Promo	After Promo
24.2%	£1.75 @ 61.9%
24.2%	£1.75 @ 61.9%
24.2%	£1.75 @ 61.9%
24.2%	£1.75 @ 61.9%
24.2%	£1.75 @ 61.9%



### Batchelors Big Pasta N Sauce Pots

- ☐ Cheese & Broccoli PMP £1.59
- ☐ Mac & Cheese PMP £1.59

Pack Size:	Buy At:
4 x 85g	<b>£2.89</b>
4 x 85g	<b>£2.89</b>

**SELL AT**  
**£1**  
**EACH**

You Make:	
On Promo	After Promo
27.8%	£1.59 @ 54.6%
27.8%	£1.59 @ 54.6%



### Batchelors Big Super Noodle Pots

- ☐ BBQ PMP £1.59
- ☐ Chicken PMP £1.59

Pack Size:	Buy At:
8 x 100g	<b>£5.89</b>
8 x 100g	<b>£5.89</b>

You Make:	
On Promo	After Promo
26.4%	£1.59 @ 53.7%
26.4%	£1.59 @ 53.7%



### Batchelors Pasta N Sauce Pots

- ☐ Cheese And Broccoli PMP 89P
- ☐ Chicken & Mushroom PMP 89P

Pack Size:	Buy At:
6 x 65g	<b>£3.59</b>
6 x 65g	<b>£3.59</b>

**SELL AT**  
**Any 2 for**  
**£1.50**

You Make:	
On Promo	After Promo
20.2%	89P @ 32.8%
20.2%	89P @ 32.8%



### Batchelors Super Noodle Pots

- ☐ BBQ PMP 89P
- ☐ Chicken PMP 89P
- ☐ Mild Curry PMP 89P

Pack Size:	Buy At:
8 x 75g	<b>£4.79</b>
8 x 75g	<b>£4.79</b>
8 x 75g	<b>£4.79</b>

You Make:	
On Promo	After Promo
20.2%	89P @ 32.7%
20.2%	89P @ 32.7%
20.2%	89P @ 32.7%





PPP BESTSELLER



#### Ben's Original

- ☐ Basmati
- ☐ Long Grain
- ☐ Wholegrain

Pack Size:	Buy At:
6 x 250g	£5.59
6 x 250g	£5.59
6 x 250g	£5.59

**SELL AT**  
**£1.50 EACH**

You Make:	
On Promo	After Promo
37.9%	£1.69 @ 44.9%
37.9%	£1.69 @ 44.9%
37.9%	£1.69 @ 44.9%



#### Cesar Selection

- ☐ Classics Terrine Mixed
- ☐ Country Stew Special

Pack Size:	Buy At:
3 x 8 x 150g	£11.09
3 x 8 x 150g	£11.09

**SELL AT**  
**£5.50 EACH**

You Make:	
On Promo	After Promo
19.4%	£6.47 @ 31.4%
19.4%	£6.47 @ 31.4%

PPP BESTSELLER



#### Winalot Mixed Selection Pouch 12pk

- ☐ Chunks In Gravy PMP £3.99
- ☐ Chunks In Jelly PMP £3.99

Pack Size:	Buy At:
4 x 12 x 100g	£8.59
4 x 12 x 100g	£8.59

**SELL AT**  
**£3.49 EACH**

You Make:	
On Promo	After Promo
26.4%	£3.99 @ 37.7%
26.4%	£3.99 @ 37.7%



- ☐ Fairy All In One Dishwasher Tablets Original PMP £3.49

Pack Size:	Buy At:
5 x 17ct	£9.79

**SELL AT**  
**£2.99**

You Make:	
On Promo	After Promo
21.4%	£3.49 @ 33.4%



#### Surf Powder 10W

- ☐ Coconut Bliss PMP £2.99
- ☐ Lavender PMP £2.99
- ☐ Tropical PMP £2.99

Pack Size:	Buy At:
7 x 500g	£9.49
7 x 500g	£9.49
7 x 500g	£9.49

**SELL AT**  
**£2.50 EACH**

You Make:	
On Promo	After Promo
35.0%	£2.99 @ 46.2%
35.0%	£2.99 @ 46.2%
35.0%	£2.99 @ 46.2%

PPP BESTSELLER



- ☐ Lynx Africa Shower Gel PMP £1

Pack Size:	Buy At:
6 x 225ml	£3.49

**SELL AT**  
**90P**

You Make:	
On Promo	After Promo
22.4%	£1 @ 30.2%



- ☐ Andrexx® Washlets

Pack Size:	Buy At:
4 x 3 x 36's	£6.79

**SELL AT**  
**£1**

You Make:	
On Promo	After Promo
32.1%	£1.50 @ 54.7%

PPP BESTSELLER



#### Blossom Hill Classics

- ☐ Red (Spain)
- ☐ Rose (Spain)
- ☐ White (Spain)

Pack Size:	Buy At:
6 x 75cl	£21.49
6 x 75cl	£21.49
6 x 75cl	£21.49

**SELL AT**  
**£5.75 EACH**

You Make:	
On Promo	After Promo
25.2%	£6.79 @ 36.7%
25.2%	£6.79 @ 36.7%
25.2%	£6.79 @ 36.7%



# The NEW Plan for Profit Grocery guide is AVAILABLE NOW!

Visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) or download the 'Plan for Profit' app today!



★ PFP BESTSELLER



## Casillero Del Diablo

- ☐ Cabernet Sauvignon
- ☐ Carmenere
- ☐ Chardonnay
- ☐ Malbec
- ☐ Merlot
- ☐ Pinot Grigio
- ☐ Rose
- ☐ Sauvignon Blanc
- ☐ Shiraz

Pack Size:	Buy At:
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99
6 x 75cl	£29.99

SELL AT

£7.49 EACH

You Make:	
On Promo	After Promo
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%
19.9%	£8.49 @ 29.3%



## Wolf Blass Yellow Label

- ☐ Cabernet Sauvignon
- ☐ Chardonnay
- ☐ Malbec
- ☐ Merlot
- ☐ Sauvignon Blanc

Pack Size:	Buy At:
6 x 75cl	£29.79
6 x 75cl	£29.79
6 x 75cl	£29.79
6 x 75cl	£29.79
6 x 75cl	£29.79
6 x 75cl	£29.79

SELL AT

£7.49 EACH

You Make:	
On Promo	After Promo
20.4%	£8.99 @ 33.7%
20.4%	£8.99 @ 33.7%
20.4%	£8.99 @ 33.7%
20.4%	£8.99 @ 33.7%
20.4%	£8.99 @ 33.7%
20.4%	£8.99 @ 33.7%



## Lindemans Bins Range

- ☐ Bin 35 Rose
- ☐ Bin 40 Merlot
- ☐ Bin 45 Cab Sauv
- ☐ Bin 50 Shiraz
- ☐ Bin 65 Chardonnay
- ☐ Bin 85 Pinot Grigio
- ☐ Bin 95 Sauvignon Blanc

Pack Size:	Buy At:
6 x 75cl	£25.99
6 x 75cl	£25.99
6 x 75cl	£25.99
6 x 75cl	£25.99
6 x 75cl	£25.99
6 x 75cl	£25.99
6 x 75cl	£25.99

SELL AT

£6.99 EACH

You Make:	
On Promo	After Promo
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%
25.6%	£7.50 @ 30.7%

★ PFP BESTSELLER



## Leasingham Jam Shed

- ☐ Chardonnay
- ☐ Malbec
- ☐ Rose
- ☐ Shiraz

Pack Size:	Buy At:
6 x 75cl	£26.49
6 x 75cl	£26.49
6 x 75cl	£26.49
6 x 75cl	£26.49

SELL AT

£6.59 EACH

You Make:	
On Promo	After Promo
19.6%	£7.59 @ 30.2%
19.6%	£7.59 @ 30.2%
19.6%	£7.59 @ 30.2%
19.6%	£7.59 @ 30.2%



## Smirnoff Vodka PMP £21.49

Pack Size:	Buy At:
6 x 1ltr	£84.99

SELL AT

£19.99

You Make:	
On Promo	After Promo
15.0%	£21.49 @ 20.9%



## Gordon's Original/Morgan's Spiced

- ☐ Gordon's Original
- ☐ Morgan's Spiced

Pack Size:	Buy At:
6 x 1ltr	£84.99
6 x 1ltr	£84.99

SELL AT

£19.99 EACH

You Make:	
On Promo	After Promo
15.0%	£21.49 @ 20.9%
15.0%	£21.49 @ 20.9%

P16

Offers Available from 21st November - 11th December 2022



# HAVE A VERY JAMMY CHRISTMAS

STOCK UP  
NOW



THE FASTEST  
GROWING BRAND  
IN CONVENIENCE  
IMPULSE\*

JAM SHED

A SHEDLOAD OF BOTTLE

\*(Indy's & Symbols) 52 we 13.08.12 Nielsen.  
Enjoy Jam Shed responsibly.  
be [drinkaware.co.uk](http://drinkaware.co.uk)





The NEW Plan for Profit Grocery guide is **AVAILABLE NOW!**

Visit [www.planforprofit.co.uk](http://www.planforprofit.co.uk) or download the 'Plan for Profit' app today!



## Whats New!

Checkout these great new products to drive incremental sales in your store!

### New-look Ribena Sparkling

*Ribena Sparkling has a brand-new look for shelf appeal and offers better value than ever!*

*With a fresh new design to catch consumers' eyes, Ribena Sparkling also has reduced PMPs.*

*Available: New Blackcurrant Sparkling  
500ml £1 PMP and 2l £1.29 PMP*



### KitKat Chunky Caramel

*The latest addition to the Chunky line up is Caramel – the number one flavour in the UK\* so prepare for customer demand to be high. KitKat Chunky Caramel features a layer of runny caramel on top of the brand's classic wafer, all covered in delicious milk chocolate.*

*Available: 60p Price Marked Pack (PMP) and standard packs.*



\* Kantar Worldpanel | Household Penetration | 52 w/e 20th March 2022

### Strongbow Ultra Dark Fruit Cider

*The latest launch from Strongbow is an exciting new kind of lower calorie cider and a new twist on the classic Dark Fruit. Strongbow Ultra Dark Fruit Cider doesn't compromise on great taste and has 30% fewer calories than the classic Dark Fruit. Just 95 calories, 4% ABV and natural berry flavours, all served up in a new slimline can.*

*Available: 330ml slimline cans*







## Promotions



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Grocery & Non Food

## Promotions



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Special Offers Special Offers Special Offers Special Offers



Licensed & Impulse

**When it comes to getting the most out of your promotion, are you ticking all the boxes?**

- ☐ **Product** – get behind the biggest brands that your customers look for in-store – use the Plan for Profit Bestsellers flags to pick out the top sellers!
- ☐ **Price** – every offer reinforces store value, particularly on discounted PMPs – make a big noise about your strongest deals!
- ☐ **Place** – shoppers often do not have time to casually browse every fixture – aisle end displays focus the consumer on your best deals!
- ☐ **Promotion** – use leaflets, point-of-sale materials, digital and social media to get the word out – you need to draw customers in, not just rely on impulsive 'pick-ups'!

### IMPORTANT

High Fat Sugar & Salt (HFSS) 'Location Restrictions' may influence where you can display certain promoted products – go to [hfssproductcheck.co.uk](http://hfssproductcheck.co.uk) or scan the QR code to check how the law affects you!





# Budweiser®



OFFICIAL BEER OF



FIFA WORLD CUP  
Qatar 2022

## 4x440ML UP TO 32% POR

©2022 AB InBev UK Limited, all rights reserved. [be.drinkaware.co.uk](http://be.drinkaware.co.uk)



All products receive: COLOUR SHELF TALKERS & WINDOW POSTERS AS SPECIFIED. These will be included in your consumer leaflet.

Club Retailer:

Account Number:

Signed:

Date:

IF RETAILERS REQUIRE ADDITIONAL INFORMATION PLEASE CONTACT YOUR UNITAS WHOLESALE LTD MEMBER WHOLESALER.  
GOVERNMENT DUTY CHANGES ARE APPLICABLE FROM STATUTORY SET DATES AND PRICES MAY DIFFER FROM THOSE SHOWN AT TIME OF PRESS.  
All offers subject to availability and VAT where applicable. All details are correct at the time of going to press. Varieties as stocked.  
See in depot for full details of all offers. Unitas Wholesale Ltd accept no responsibility for printing errors. Errors and omissions excepted.  
Residual Stock POR% = Margin available on any remaining promotional stock sold at full RSP/PMP when the promotion has finished.

Please complete this section  
and return to:

at:

Tel:

Fax:

Please photocopy this form  
for your reference.

P16

Offers Available from 21st November - 11th December 2022

 Unitas