

# CATEGORY ADVICE 2022

## BEER



- Market Insights
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**Beer has grown 41.4% in the last year and is now worth £2.4bn in the Impulse Channel.**

This represents 43.3% of all alcohol sales. In the Grocery Channel this is only 29.3%.

(Nielsen Scantrack, MAT to 20/03/21)

**Beer shoppers in the Impulse Channel have grown by 47.9%, or an additional 838,000 shoppers in the past year.**

(Kantar WPO Impulse 52wk to 21/02/21)

**Lager is worth £1.7bn in the Impulse Channel, growing at 42% year on year.**

Premium segments are the biggest, accounting for almost 70% of total sales.

(Nielsen Scantrack, MAT to 20/03/21)

**71% of Lager sales are in Canned format, although Bottle sales are growing at almost double the rate +62% vs Can +35%. Lager mid pack bottles sales have grown the most share +2.6% of Total Lager, however, single & small pack bottles make up over 72% of bottled Lager sales.**

(Nielsen Scantrack, MAT to 20/03/21)



# Market Insight

CATEGORY ADVICE  
2022

**Impulse purchasing has risen in the past year +10%, retailers can boost sales through impactful displays to tempt their shoppers especially around key events.**

50% of shoppers say they would be likely to purchase more Premium products around key event and holidays, retailers need to make sure they have a good Premium Beer & Cider offering.



Convenience basket size has increased this year. Tempt shoppers with displays of Crisps & Snacks next to Beer & Cider.



Over 1/5th of UK consumers are teetotal – make sure you stock a small range of No Alcohol Beer & Cider.

(Source: Lumina Intelligence, UK Convenience Market Report 2020)



# 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.

## LAGER

VALUE Multipack Cans	SUPER STRENGTH	STANDARD				LARGE BOTTLES									
		Cans	Cans	Multipack Cans											
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	

## LAGER

### PREMIUM

Cans							Multipack Cans				Bottles			
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

## LAGER

### PREMIUM

#### Multipack Bottles

LAGER PREMIUM Multipack Bottles			CRAFT			ALES / STOUT					ALCOHOL FREE		
31	32	33	34	35	36	37	38	39	40	41	42	43	44



# Must Stock Lines

CATEGORY ADVICE  
2022

1



**SKOL 4 PACK  
500ML**  
SKU CODE: 781246

5



**CARLSBERG PM 4 FOR £5.25  
500ML**  
SKU CODE: 774792

2



**CARLSBERG SPECIAL BREW 7.5%  
500ML**  
SKU CODE: 611931

6



**FOSTERS PM 10 FOR £10  
440ML**  
SKU CODE: 402177

3



**FOSTERS PM 4 FOR £4.85  
440ML**  
SKU CODE: 733212

7



**PERONI  
620ML**  
SKU CODE: 211247

4



**CARLING PM 4 FOR £5.25  
500ML**  
SKU CODE: 746518

8



**STELLA ARTOIS 4.6%  
660ML**  
SKU CODE: 727187



# Must Stock Lines

CATEGORY ADVICE  
2022

9



**DESPERADOS**  
**650ML**  
SKU CODE: 55484

13



**CORONA EXTRA**  
**620ML**  
SKU CODE: 743304

10



**BUDWEISER 4.5% ABV**  
**660ML**  
SKU CODE: 407910

14



**SAN MIGUEL**  
**660ML**  
SKU CODE: 458337

11



**COBRA 4.5%**  
**620ML**  
SKU CODE: 645243

15



**BIRRA MORETTI NRB**  
**660ML**  
SKU CODE: 274617

12



**HEINEKEN NRB**  
**650ML**  
SKU CODE: 775391

16



**STELLA ARTOIS PM 4 FOR £6.85**  
**568ML**  
SKU CODE: 779923



# Must Stock Lines

CATEGORY ADVICE  
2022

17



**HEINEKEN PM 4 FOR £5.50**  
440ML  
SKU CODE: 779534

21



**COORS LIGHT PM 4 FOR £5.75**  
500ML  
SKU CODE: 774457

18



**BUDWEISER PM 4 FOR £6.70**  
568ML  
SKU CODE: 779891

22



**SAN MIGUEL**  
500ML  
SKU CODE: 413634

19



**RED STRIPE PM 4 FOR £5.50**  
440ML  
SKU CODE: 779434

23



**STELLA ARTOIS 10 PACK PM £11.49**  
440ML  
SKU CODE: 750583

20



**HOLSTEN PILS PM 4 FOR £6.25**  
500ML  
SKU CODE: 781170

24



**BUDWEISER 4.5% 10 PACK**  
440ML  
SKU CODE: 690163



# Must Stock Lines

CATEGORY ADVICE  
2022

25



**CARLING 10 PACK PM £10  
440ML**  
SKU CODE: 774481

29



**DESPERADOS 3 PACK  
330ML**  
SKU CODE: 12665

26



**SAN MIGEL 10 PACK  
440ML**  
SKU CODE: 544200

30



**PERONI SECONDA 4 PACK  
330ML**  
SKU CODE: 579924

27



**BUDWEISER 4.5% PM 6 FOR £6.85  
300ML**  
SKU CODE: 779901

31



**BUDWEISER 4.5% 12 PACK  
300ML**  
SKU CODE: 407908

28



**CORONA EXTRA 4 PACK PM £5.99  
330ML**  
SKU CODE: 750572

32



**CORONA 10 PACK  
330ML**  
SKU CODE: 689871





# Must Stock Lines

CATEGORY ADVICE  
2022

33



**HEINEKEN NRB 12 PACK**  
**330ML**  
SKU CODE: 229754

37



**JOHN SMITH'S PM 4 FOR £4.95**  
**440ML**  
SKU CODE: 779545

34



**BREWDOG PUNK IPA**  
**330ML NRB**  
SKU CODE: 724251

38



**GUINNESS DRAUGHT PM 4 FOR £5.49**  
**440ML**  
SKU CODE: 787265

35



**BREWDOG DEAD PONY CLUB**  
**330ML NRB**  
SKU CODE: 343444

39



**SHARP'S DOOM BAR AMBER ALE**  
**500ML**  
SKU CODE: 66752

36



**LEFFE BLONDE**  
**330ML**  
SKU CODE: 105031

40



**OLD SPECKLED HEN 5%**  
**500ML**  
SKU CODE: 11991



# Must Stock Lines

CATEGORY ADVICE  
2022

41



**NEWCASTLE BROWN ALE NRB**  
**550ML**  
SKU CODE: 180300

43



**BECK'S BLUE 6 PACK**  
**275ML**  
SKU CODE: 577460

42



**FULLERS LONDON PRIDE**  
**500ML**  
SKU CODE: 498230

44



**HEINEKEN 0.0% 4 PACK**  
**330ML**  
SKU CODE: 346414



# Planogram 1.25m x 5 Shelf

CATEGORY ADVICE  
2022

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 1 SKUs

### BESTWAY BATLEYS

171001	180300	NEWCASTLE BROWN NRB 550ML
11991	11991	OLD SPECKLED HEN 5% 500ML
652645	652645	WYCHWOOD HOBGOBLIN NRB 500ML
724251	724251	PUNK IPA 5.4% 330ML NRB
145703	145703	STELLA ARTOIS 4.8% NRB 660ML
775391	775391	HEINEKEN NRB 650ML
211247	211247	PERONI NA 620ML
55484	55484	DESPERADOS 650ML
458337	458337	SAN MIGUEL 660ML
274617	274617	BIRRA MORETTI 660ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
503284	503284	JACK DANIELS & COLA 330ML
507822	507822	GORDONS & TONIC P/M 250ML
507722	507722	SMIRNOFF & COLA P/M 250ML
507711	507711	CAPTAIN MORGAN & COLA P/M 250ML
779956	779956	WKD BLUE £3.39 2/£6 70CL
66936	520618	SMIRNOFF ICE 70CL

## SHELF 2 SKUs

### BESTWAY BATLEYS

579924	579924	PERONI ITALIAN LAGER 4PK 330ML
744370	744370	BUDWEISER 6/£6.59 300ML
746631	746631	COORS 6/£6.49 330ML NRB
750572	750572	CORONA EXTRA 4/£5.99 330ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
666547	546856	HENRY WESTONS VINTAGE 8.2% 500ML NRB
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
186614	186614	WKD BLUE 4PK P/M 275ML
407110	407110	SMIRNOFF ICE 4 FOR P/M 275ML



# Planogram 1.25m x 5 Shelf

CATEGORY ADVICE  
2022

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 3 SKUs

### BESTWAY BATLEYS

774457	774457	COORS 4/£5.75 500ML
744392	744392	STELLA ARTOIS 4/£5.19 440ML
779880	779880	BUDWEISER 4/£5.29 440ML
733234	733234	HEINEKEN 4/£5.25 440ML
780737	780737	STELLA ARTOIS 4 PACK 330ML
12665	12665	DESPERADOS NRB 3PK 330ML
576351	576351	COUNTRY CHOICE APPLE 5% 500ML
411495	411495	ACE CIDER 500ML
721413	721413	K CIDER ABV 7.5% 500ML
780526	780526	MAGNERS CIDER 4/£4.59 440ML

## SHELF 4 SKUs

### BESTWAY BATLEYS

733212	733212	FOSTERS 4/£4.85 440ML
746518	746518	CARLING 4/£5.25 500ML
774792	774792	CARLSBERG PILSNER 4/£5.25 500ML
779423	779423	KRONENBOURG 1664 4/£5.50 440ML
781170	781170	HOLSTEN PILS 4/£6.25 500ML
779434	779434	RED STRIPE 4/£5.50 440ML
413634	413634	SAN MIGUEL 4 FOR P/M 500ML
733167	733167	STRONGBOW 4.5% 4/£4.65 440ML
733156	733156	STRONGBOW DARK FRUIT 4/£5.75 440ML

## SHELF 5 SKUs

### BESTWAY BATLEYS

779523	779523	FOSTERS 4/£5.95 568ML
774492	774492	CARLING PINT 4/£5.85 568ML
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
779923	779923	STELLA ARTOIS 4/£6.85 568ML
779891	779891	BUDWEISER 4/£6.70 568ML
779545	779545	JOHN SMITHS SMOOTH 4/£4.95 440ML
787265	787265	GUINNESS DRAUGHT 4/£5.49 440ML
379744	379774	THATCHERS GOLD 4 PACK 500ML
779567	779567	STRONGBOW 4/£5.95 568ML



# Planogram 2.5m x 5 Shelf

CATEGORY ADVICE  
2022

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5





# Planogram 2.5m x 5 Shelf

CATEGORY ADVICE  
2022

SHELF  
1



SHELF  
2



## SHELF 1 SKUs

### BESTWAY BATLEYS

66752	66752	DOOM BAR AMBER ALE 500ML
11991	11991	OLD SPECKLED HEN 5% 500ML
498230	498230	FULLERS LONDON PRIDE 500ML
171001	180300	NEWCASTLE BROWN NRB 550ML
724251	724251	PUNK IPA 5.4% 330ML NRB
207596	207596	GOOSE ISLAND IPA 355ML
645243	645243	COBRA 4.5% 620ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
145703	145703	STELLA ARTOIS 4.8% NRB 660ML
775391	775391	HEINEKEN NRB 650ML
211247	211247	PERONI NA 620ML
458337	458337	SAN MIGUEL 660ML
55484	55484	DESPERADOS 650ML
743304	743304	CORONA EXTRA 620ML
419942	419942	TYSKIE 5% NRB 500ML
274617	274617	BIRRA MORETTI 660ML NRB
503284	503284	JACK DANIELS & COLA 330ML
340730	340730	GORDONS & TONIC P/M 250ML
340752	340752	SMIRNOFF & COLA P/M 250ML
340717	340717	CAPTAIN MORGAN & COLA P/M 250ML
779956	779956	WKD BLUE £3.39/2 FOR £6 70CL
317567	317567	SMIRNOFF ICE P/M 70CL

## SHELF 2 SKUs

### BESTWAY BATLEYS

744370	744370	BUDWEISER 6/£6.59 300ML
967426	967426	STELLA ARTOIS 4/£5.49 500ML
346414	346414	HEINEKEN 0.0% 4PK 330ML
746631	746631	COORS 6/£6.49 330ML NRB
781157	781157	BECKS 6 PACK 275ML
751681	751681	SAN MIGUEL 4 PACK 330ML
424413	424413	BIRRA MORETTI 4PK 330ML
579924	579924	PERONI ITALIAN LAGER 4PK 330ML
676968	676968	CORONA EXTRA 4PK NRB 330ML
12665	12665	DESPERADOS 3 PACK 330ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
666547	546856	HENRY WESTONS VINTAGE 8.2% 500ML NRB
186614	186614	WKD BLUE 4PK P/M 275ML
407110	407110	SMIRNOFF ICE 4FP/M 275ML



# Planogram 2.5m x 5 Shelf

CATEGORY ADVICE  
2022

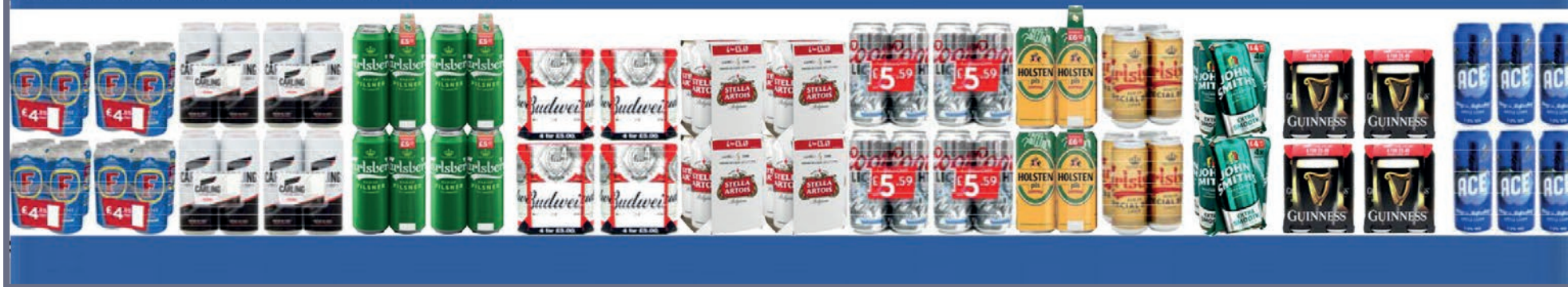
SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 3 SKUs

BESTWAY BATLEYS		
733234	733234	HEINEKEN 4/£5.25 440ML
779434	779434	RED STRIPE 4/£5.50 440ML
419931	419931	TYSKIE 4PK 5% 500ML
413634	413634	SAN MIGUEL 4FP/M 500ML
235591	235591	DESPERADOS 4PK CAN 500ML
733256	733256	KRONENBOURG 1664 4/£5.25 440ML
413678	413678	CARLSBERG EXPORT 4FP/M 500ML
576351	576351	COUNTRY CHOICE APPLE 5% 500ML
379774	379774	THATCHERS GOLD 4PK 500ML
733178	733178	STRONGBOW 4.5% 4/£5.75 568ML
733156	733156	STRONGBOW DARK FRUIT 4/£5.75 440ML
643360	643360	STRONGBOW DARK FRUIT 4/£6.75 568ML

## SHELF 4 SKUs

BESTWAY BATLEYS		
779523	779523	FOSTERS 4/£5.95 568ML
677672	677672	CARLING PINT 4/£5.75 568ML
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
610244	610244	COORS LIGHT 4FP/M 568ML
744381	744381	BUDWEISER 4/£6.39 568ML
744402	744402	STELLA ARTOIS 4/£6.59 568ML
614191	614191	HEINEKEN 4FP/M 568ML
669406	669406	RED STRIPE 4/£6.50 568ML CAN
733267	733267	KRONENBOURG 1664 4/£6.50 568ML
623717	623717	SAN MIGUEL 4 PK 568ML
721413	721413	K CIDER ABV 7.5% 500ML
630952	630952	MAGNERS CIDER 4/£4.49 440ML
189000	510070	SCRUMPY JACK 500ML CAN
733167	733167	STRONGBOW 4.5% 4/£4.65 440ML

## SHELF 5 SKUs

BESTWAY BATLEYS		
733212	733212	FOSTERS 4/£4.85 440ML
746518	746518	CARLING 4/£5.25 500ML
721335	721335	CARLSBERG PILSNER 4/£5 500ML
779880	779880	BUDWEISER 4/£5.29 440ML
744392	744392	STELLA ARTOIS 4/£5.19 440ML
774457	774457	COORS 4/£5.75 500ML
781170	781170	HOLSTEN PILS 4/£6.25 500ML
611931	611931	CARLSBERG SPEC BREW 7.5% 500ML
779545	779545	JOHN SMITHS EXTRA SMOOTH 4/£4.95
716253	716253	GUINNESS DRAUGHT 4PK 470ML
411495	411495	ACE CIDER 500ML



**For more information including planograms  
and advice on other key ranges, go to  
[www.bestwaywholesale.co.uk/categoryadvice](http://www.bestwaywholesale.co.uk/categoryadvice)**