

CATEGORY ADVICE 2022



BEER



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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

SUPER STRENGTH



1

STANDARD

Cans



2

3

4

5

6

Multipack Cans



7

8

LARGE BOTTLES



9

10

11

12

13

14

15

16

LAGER

PREMIUM

Cans



17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

Multipack Cans



Bottles



Multipack Bottles



CRAFT



33

34

35

36

STANDARD ALE



37

38

PREMIUM ALE



39

40

STOUT



41

ALCOHOL FREE



42

43

An average of 1.7 Craft beers are available in most independent retailers. These are our recommendations should you wish to expand your offer of Craft beer.



Must Stock Lines

CATEGORY ADVICE
2022

1



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

5



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

2



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

6



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

3



**INNIS & GUNN PM 4 FOR £5.79
500ML**
SKU CODE: 397218

7



**TENNENTS PM 8 FOR £8
440ML**
SKU CODE: 752400

4



**TENNENTS PM 4 FOR £4.90
500ML**
SKU CODE: 752411

8



**TENNENTS 4 PACK
568ML**
SKU CODE: 598729



Must Stock Lines

CATEGORY ADVICE
2022

9



PERONI
620ML
SKU CODE: 211247

13



COBRA 4.5%
620ML
SKU CODE: 645243

10



STELLA ARTOIS 4.6%
660ML
SKU CODE: 727187

14



HEINEKEN NRB
650ML
SKU CODE: 775391

11



DESPERADOS
650ML
SKU CODE: 55484

15



CORONA EXTRA
620ML
SKU CODE: 743304

12



BUDWEISER 4.5% ABV
660ML
SKU CODE: 407910

16



SAN MIGUEL
660ML
SKU CODE: 458337



Must Stock Lines

CATEGORY ADVICE
2022

17



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

21



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

18



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

22



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

19



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

23



SAN MIGUEL
500ML
SKU CODE: 413634

20



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

24



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



Must Stock Lines

CATEGORY ADVICE
2022

25



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

29



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

26



**BUDWEISER 4.5% PM 6 FOR £6.85
330ML**
SKU CODE: 779901

30



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

27



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

31



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

28



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

32



**HEINEKEN NRB 12 PACK
330ML**
SKU CODE: 642105



Must Stock Lines

CATEGORY ADVICE
2022

33



BREWDOG PUNK IPA
330ML NRB
SKU CODE: 724251

36



INNIS & GUNN ORIGINAL
330ML
SKU CODE: 327983

34



BREWDOG DEAD PONY CLUB
330ML NRB
SKU CODE: 343444

37



BELHAVEN BEST 4 PACK
440ML
SKU CODE: 976192

35



BREWDOG PUNK IPA 4 PACK
330ML
SKU CODE: 724273

38



MCEWANS EXPORT 4.5%
500ML CAN
SKU CODE: 773936



Must Stock Lines

CATEGORY ADVICE
2022

39



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

42



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

40



NEWCASTLE BROWN ALE NRB
550ML
SKU CODE: 180300

43



HEINEKEN 0.0% 4 PACK
330ML
SKU CODE: 346414

41



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



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

411505	411505	ACE CIDER 1LTR
497176	497176	FROSTY JACKS CIDER S/PK 1LTR
678935	678935	STRONGBOW 4.5% 2LTR

SHELF 2 SKUs

BESTWAY BATLEYS

129853	129853	STRONGBOW DARK FRUIT 10 PACK 440ML
212080	212080	KOPPARBERG MIXED FRUIT 10 PACK 330ML

SHELF 3 SKUs

BESTWAY BATLEYS

407908	407908	BUDWEISER 4.5% ABV 12 PACK 300ML
727308	727308	STELLA ARTOIS 4.6% 12 PACK 284ML
642105	642105	HEINEKEN 12 PACK 330ML

SHELF 4 SKUs

BESTWAY BATLEYS

690163	690163	BUDWEISER 4.5% 10 PACK 440ML
750583	750583	STELLA ARTOIS 10 PACK £11.49 440ML
752400	752400	TENNENTS 8/£8.00 440ML

SHELF 5 SKUs

BESTWAY BATLEYS

402177	402177	FOSTERS 10 PACK P/M 440ML
755960	755960	TENNENTS 12 PACK 440ML



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
327983	327983	INNIS & GUNN ORIGINAL 330ML (SCOT)
343455	343455	BREWDOG PUNK IPA 330ML
724251	724251	PUNK IPA 5.4% 330ML NRB
407910	407910	BUDWEISER 4.5% ABV 660ML
727187	727187	STELLA ARTOIS 4.6% 660ML
211247	211247	PERONI NA 620ML
55484	55484	DESPERADOS 650ML
743304	743304	CORONA EXTRA 620ML
458337	458337	SAN MIGUEL 660ML
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/£6 70CL
66936	520618	SMIRNOFF ICE 70CL

SHELF 2 SKUs

BESTWAY BATLEYS

610290	610290	MILLER 6 PACK 330ML
579924	579924	PERONI ITALIAN LAGER 4 PACK 330ML
750572	750572	CORONA EXTRA 4/£5.99 330ML
779901	779901	BUDWEISER 6/£6.85 300ML
293373	293373	BULMERS RED BERRIES & LIME 500ML
311720	557463	MAGNERS IRISH CIDER 568ML NRB
630733	630733	KOPPARBERG STRAWBERRY & LIME 500ML
471202	471202	KOPPARBERG MIXED FRUIT 500ML
778271	778271	REKORDERLIG STRAWBERRY & LIME 500ML
186614	186614	WKD BLUE 4 PACK 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
752400	752400	TENNENTS 8/£8.00 440ML
780737	780737	STELLA ARTOIS 4 PACK 330ML
346414	346414	HEINEKEN 0.0% 4 PACK 330ML
724273	724273	BREWDOG PUNK IPA 4 PACK 5.4% 330ML CAN
976192	976192	BELHAVEN BEST 3.2% 4 PACK (SCOT)
411495	411495	ACE CIDER 500ML

SHELF 4 SKUs

BESTWAY BATLEYS

733212	733212	FOSTERS 4/£4.85 440ML
397218	397218	INNIS & GUNN LAGER 4/£5.79 500ML
752411	752411	TENNENTS 4/£4.90 500ML CAN
721335	721335	CARLSBERG PILSNER 4/£5 500ML
787265	787265	GUINNESS DRAUGHT 4/£5.49 440ML
10609	773936	MCEWANS EXPORT 4.5% 500ML CAN
779545	779545	JOHN SMITHS SMOOTH 4/£4.95 440ML
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
677672	677672	CARLING PINT 4/£5.75 568ML
752411	752411	TENNENTS 4/£4.90 500ML CAN
774802	774802	CARLSBERG PILSNER 4/£5.85 568ML
744402	744402	STELLA ARTOIS 4/£6.59 568ML
744381	744381	BUDWEISER 4/£6.39 568ML
721413	721413	K CIDER ABV 7.5% 500ML
189000	510070	SCRUMPY JACK 500ML CAN
779567	779567	STRONGBOW 4/£5.95 568ML



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