

CATEGORY ADVICE

best-one

OWN
LABEL

Improve your sales Market insight
Market Trends Must stocks
New products Increase your footfall
Top sellers Retail planograms



Best-one Own Label offers a comprehensive range of top selling products

Permanent price mark packs offer shoppers confidence

Typically 30% or more guaranteed margins from Best-one Own Label products

Market share for Own Label is increasing,

because the quality of these products has got better and shoppers now trust these brands and repeat purchase

Premium Own Label is growing in value by 13% year on year

Kantar 2016

New Premium Best-one Inspired Range available Summer 2017

Own Label Total Share in the Grocery Market is 51.8% of all UK spend (£92 Billion)

IRI 2016

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MARKET INSIGHT

All Best-one Own Label products are quality tested ongoing to the highest standards

Best-one Own Label does not compromise on quality and offers competitive price marks to attract shoppers to your store

Standard Own Label is 35.6% of all Grocery in Grocery Multiples
Nielsen 2016

Complements brand leaders and will reduce your stock holding, in most cases all you need is the brand and Best-one Own Label

Best-one Own Label offers bright, modern, clearly labelled packaging for good stand out visibility

Own Label is often particularly strong in Fresh & Ambient Food categories. Own Label has a larger share than Branded products e.g. Own Label Pasta has a 64% value share of the category
Nielsen 2016



AMBIENT & GROCERY MUST STOCK LINES

These are the 'Must Stock' lines which customers expect to see in a convenience store. By stocking these lines, you will be meeting your customers' needs and therefore they will visit your store again.

We suggest you stock the following range:

SOFT DRINKS & WATER



BISCUITS & SNACKS



HOUSEHOLD & BABY CARE



GROCERY



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AMBIENT & GROCERY MUST STOCK LINES

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1



ENERGY DRINK CAN
24 x 250ml
SKU Code: 304815

5



MULTIPACK ENERGY DRINK
6 x 4 x 250ml
SKU Code: 304804

2



BLUE ISOTONIC
12 x 500ml
SKU Code: 304826

6



ENERGY DRINK BOTTLE
12 x 500ml
SKU Code: 304794

3



ORANGE ISOTONIC
12 x 500ml
SKU Code: 304848

7



ENERGY DRINK CAN
12 x 500ml
SKU Code: 332808

4



CHERRY ISOTONIC
12 x 500ml
SKU Code: 304837

8



SUGAR FREE ENERGY DRINK CAN
12 x 500ml
SKU Code: 332798

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AMBIENT & GROCERY MUST STOCK LINES

CATEGORY ADVICE

9



LEMONADE
6 x 2ltr
SKU Code: 327704

13



APPLE JUICE
12 x 1ltr
SKU Code: 338438

10



CHERRYADE
6 x 2ltr
SKU Code: 327683

14



CUSTARD CREAMS
12 x 150g
SKU Code: 327315

11



MINERAL WATER
24 x 500ml
SKU Code: 334983

15



BOURBON CREAMS
12 x 150g
SKU Code: 327304

12



ORANGE JUICE
12 x 1ltr
SKU Code: 338427

16



MILK CHOCOLATE DIGESTIVES
12 x 300g
SKU Code: 335081

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AMBIENT & GROCERY MUST STOCK LINES

CATEGORY ADVICE

17



JAMMIE WHEELS
20 x 140g
SKU Code: 335068

21



BABY WIPES
6 x 72
SKU Code: 330847

18



CHOCOLATE CHIP COOKIES
12 x 200g
SKU Code: 335057

22



STRAWBERRY JAM
6 x 454g
SKU Code: 327048

19



SWEET POPCORN
10 x 90g
SKU Code: 330958

23



BLACKCURRANT JAM
6 x 454g
SKU Code: 327026

20



WASHING POWDER SPRING
8 x 10 Wash
SKU Code: 340363

24



PLAIN FLOUR
8 x 1.5kg
SKU Code: 327150

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AMBIENT & GROCERY MUST STOCK LINES

CATEGORY ADVICE

25



SUNFLOWER OIL
6 x 500ml
SKU Code: 336055

29



CHOPPED TOMATOES
12 x 400g
SKU Code: 315895

26



VEGETABLE OIL
6 x 500ml
SKU Code: 336022

30



SLICED CARROTS
12 x 300g
SKU Code: 326952

27



RICH ROAST COFFEE
6 x 100g
SKU Code: 322927

31



GARDEN PEAS
12 x 300g
SKU Code: 327226

28



BAKED BEANS
12 x 410g
SKU Code: 327448

32



CHICK PEAS
12 x 400g
SKU Code: 318054

33



CORNER BEEF
6 x 340g
SKU Code: 315916

Go to
www.bestway.co.uk/categoryadvice
for more information and other
key ranges we provide