



salesout
actionable insight

Newsletter

Upcoming Training Courses

- Booker —12th Jan & 2nd Feb
- Nisa —18th & 25th Jan
- DBC —20th Jan & 14th Feb
- 3663 —24th Jan & 21st Feb
- Musgrave —31st Jan & 28th Feb
- Course cost is £230 + vat per person
- For more details email support@salesout.co.uk

Top Tips for Users...

Configure your KBI page to display measures important to you

Auto email reports to others in the business

Any queries? Email support@salesout.co.uk

Maximise data potential by attending a training course!!

Register unlimited new users free of charge

Track & analyse promotions ROI under Promotions Tab

Check out Insight Off-site products & services on the homepage

Issue 1, January 2012

2011 Highlights

SalesOut at FWD Awards...

Last year's FWD Gold Awards Dinner was a glittering occasion hosted in the spectacular setting of Old Billingsgate, a Grade II listed building overlooking the Thames close to Tower Bridge. The outside terrace boasted impressive views of the waterfront including London's latest eye catching architectural masterpiece The Shard.

The Dinner was attended by many familiar faces as well as a number of new ones including guest speaker Ellis Watson who made quite an impact during his entertaining speech by making a personal phone call on loudspeaker to Brian Blessed, a previous Gold



Awards after dinner speaker who last year opted not to entertain his expectant audience.

SalesOut were proud once more to be a core sponsor at this year's event with Marcus Vallance (CEO) presenting the Gold Award for Actionable In-

sight to Coca Cola Enterprises.

A great night out was enjoyed by everyone attending and we at SalesOut are already looking forward to next year's Gold Awards Dinner.

Have you checked out the new website? Let us know what you think...

SalesOut have recently launched our new website designed to be more interactive for users and easier to navigate. We want to know what you think of the changes! Leave a comment on the blog, follow us on Facebook, or simply email us at support@salesout.co.uk with your comments and feedback.





Silverstone Innovation Centre
Silverstone Circuit
Silverstone
Northants
NN12 8GX

Phone: 01327 856080
E-mail: support@salesout.co.uk

Meet the team ...



www.salesout.co.uk

Market Insights

SalesOut are increasingly viewed by Wholesalers, Suppliers and the Trade Press as the automatic partner of choice for providing Market Data, Trends and Actionable Insights for the Wholesale, Convenience and Foodservice routes to market. Below, as examples of our market coverage and analytics, are a couple of SalesOut Convenience Market Impulse Category Brand ranking and performance tables recently produced for the Wholesale News 2012 Retail Review.

CHOCOLATE CONFECTIONERY								
Year ago Rank	Latest Rank	Brand	Year Ago MAT	Latest MAT	MAT Change	Year ago MAT share	Latest MAT Share	
1	1	CADBURY DAIRY MILK	£78,512,379	£86,943,843	10.7%	15.4%	16.8%	
2	2	MARS GALAXY	£38,712,205	£34,513,394	-10.8%	7.6%	6.7%	
3	3	NESTLE AERO	£19,984,169	£24,208,512	21.1%	3.9%	4.7%	
5	4	MARS SNICKERS	£16,767,086	£19,802,010	18.1%	3.3%	3.8%	
4	5	MARS MALTESERS	£17,072,692	£17,634,848	3.3%	3.4%	3.4%	
6	6	MARS BAR	£16,736,006	£17,131,139	2.4%	3.3%	3.3%	
10	7	MARS TWIX	£12,417,729	£14,815,883	19.3%	2.4%	2.9%	

LAGER & BEER								
Year ago rank	Latest rank	Brand	Year ago MAT	Latest MAT	MAT change	Year ago MAT share	Latest MAT share	
1	1	FOSTER'S	£61,360,023	£74,040,043	20.7%	13.4%	15.1%	
2	2	CARLING	£61,143,125	£72,660,465	18.8%	13.3%	14.8%	
3	3	STELLA ARTOIS	£53,272,377	£56,189,951	5.5%	11.6%	11.5%	
4	4	CARLSBERG	£43,676,594	£48,132,198	10.2%	9.5%	9.8%	
5	5	BUDWEISER	£20,645,801	£21,218,705	2.8%	4.5%	4.3%	
6	6	CARLSBERG EXPORT	£17,134,876	£17,696,977	3.3%	3.7%	3.6%	
8	7	TENNENT'S	£10,999,998	£12,092,753	9.9%	2.4%	2.5%	
7	8	KRONENBOURG 1664	£11,181,059	£11,504,852	2.9%	2.4%	2.3%	
9	9	GUINNESS DRAUGHT	£9,642,760	£9,344,151	-3.1%	2.1%	1.9%	
10	10	JOHN SMITH'S EXTRA SMOOTH	£8,715,604	£8,946,120	2.6%	1.9%	1.8%	

SalesOut for year to August 31st 2011 - based on Wholesale sales to more than 30,000 independent stores

Meet the team...

At SalesOut we want to become more interactive with our users to help you get the most out of the site but also help us to improve the site by listening to your ideas. If there is something on your mind, let us know at support@salesout.co.uk

On our website you can meet the team and find out more about the company, just visit www.salesout.co.uk

Marcus Vallance is the CEO (left, above) and **Steve Collins** is the Commercial



Director (left, below). **Roger Suddaby** is the **Sales Manager** (left) so for queries on Market Insight Reports or strategy planning using data in order to achieve your business objectives you can reach him at rsuddaby@salesout.co.uk or call him on **07717 217822**.

As a result of hard work SalesOut has expanded considerably over the past 12 months and is positioned for further growth as we enter 2012. We look forward to working closely with you to help all our clients achieve your own growth objectives. Happy New Year!

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