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Independent Sales Health Check – Powered by SalesOut

June 2009 – Category Health Check – Canned Fruit and Dessert and Biscuit

The column is based on data for:
 5,000 independent stores
 3,000 of which are symbol stores

The check lists show:
 Top selling products in the Canned Fruit and Dessert category for the year ending May 2009
 Top selling products in the Biscuit category for the year ending May 2009

| DESSERTS CATEGORY HEALTH CHECK | |
|------------------------------------|---------------|
| TOP SELLERS | My Check List |
| CARNATN EVAPORATED MILK 410G | |
| AMBROSIA CREAMED RICE 425G | |
| AMBROSIA DEVON CUSTARD 425G | |
| DELMONTE FRUIT COCKTAIL SYRUP 420G | |
| DELMONTE PEACH SLICES JUICE 415G | |
| DELMONTE PEAR HALVES JUICE 415G | |
| DELMONTE PINE CHUNKS JCE 432G | |
| AMBROSIA DEVON CUSTARD POTS 150G | |
| HARTLEYS RTE JELLY POTS STRAW 125G | |
| HEINZ S/PUDD CHOCOLATE 300G | |

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| BISCUIT CATEGORY HEALTH CHECK | |
|-------------------------------------------|---------------|
| TOP SELLERS | My Check List |
| MCVITIES HOMEWHEAT MILK CHOC 400G or 300G | |
| MCVITIES JAFFA CAKES 12S | |
| MCVITIES DIGESTIVE 400G OR 300G | |
| MCVITIES HOBNOB 300G | |
| OWN LABEL CUSTD CRMS 400G | |
| BURTONS JAMMIE DODGERS * 150G | |
| MARYLAND CHOC CHIP COOKIES 150G | |
| KIT KAT 2FINGER 6PK or 9PK | |
| RYVITA ORIGINAL 250G | |
| CADBURY FINGERS 150G | |

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Steve Collins, Commercial Director, SalesOut

The independent sector saw 4.7% growth in like for like sales in May, continuing to demonstrate resilience in the recession and also attributable to the good weather and bank holiday weekends.

In the last column, we detailed the top growth categories for convenience stores to focus on, to meet consumer demand and to ensure the continued growth of the independent sector. 'Biscuits' was one of the top 12 growth categories, which saw 10.9% growth in year on year sales, as was 'Canned Fruit and Desserts' which saw 8.7% growth.

As the trend towards shopping locally continues – which is typical in a recession as consumers look to reduce unnecessary purchases and fresh food wastage – convenience stores must prepare for growing demand on stock and store standards. The warm and humid weather that we have recently been experiencing will also typically increase footfall in convenience stores, as consumers satisfy needs for small shopping baskets containing ice creams, cold drinks, alcohol and other goods for outdoor entertaining.

It is vital to have the right products in store to meet consumer needs. With this in mind, SalesOut has created a check list for the top selling products in the 'Canned Fruit and Dessert' and 'Biscuits' categories for the year ending May 2009. The top selling products in all categories will soon be available online through a new Retailer Portal, exclusive details of which will be announced in Convenience Store.

The SalesOut Category Health Check is derived from sales data for more than 5,000 independent stores, 3,000 of which are symbol stores, to ensure that convenience stores have access to the most credible and reliable sales data and advice on how to capitalise on opportunities in the FMCG market.

Every month we will look in more detail at the top selling products in the top growth categories to help the independent sector to meet consumer demand and ensure its continued growth.

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