

FINAL APPROVED

Independent Sales Health Check – Powered by SalesOut

October 2009 – Category Health Check – Frozen

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

The column describes:
Trends in the Frozen category for the year ending mid-October 2009

The table shows:
Minimum recommended range of Frozen products in the independent sector, taking a cross-category approach to ensure the inclusion on single meal solutions and meal components.

SALESOUT CATEGORY HEALTH CHECK
FROZEN
PRODUCT
AUNT BESSIE YORKSHIRE PUDDINGS 12s
MCCAIN OVEN CHIPS S/CUT 907g
MCCAIN HOME FRIES OVEN CHIPS 1.5kg
MCCAINS FRIES TO GO (3X90G) 270G
B/EYE GARDEN PEAS 454g
MCCAIN HOME FRIES 750g
B/EYE GARDEN PEAS 900G
AUNT BESSIE ROAST POTATOES 907g
AUNT BESSIE HOMESTYLE OVEN CHIPS 1KG
OWN LABEL 2 GARLIC BAGUETTES
B/EYE FISH FINGER COD FILLET 10s
B/EYE ORIGINAL BEEFBURGERS 4s
YOUNGS GS ADMIRAL PIE 340G
CH/TOWN D/DISH P/RONI PIZZA 2x170g
B/EYE CRISPY CHICKEN DIPPERS 275g
B/EYE 8 FISH FINGER IN BATTER 240G
B/EYE CRISPY CHICKEN 2s
D/OETKER RISTORANTE M/RELLA 335g
G/FELLAS PIZZA T/C PEPPERONI 328g
B/EYE PLATTER ROAST BEEF 340g
B/EYE CURRY/RICE CHICKEN 312g
B/EYE CHICKEN BURGERS 4s
G/TEXAS PIZ P/RONI 9" 420g
B/EYE PLATTER ROAST CHICKEN 368g
CH/TOWN D/DISH CHEESE PIZZA 2x160g
D/OETKER RISTORANTE SPECIAL 330g
OWN LABEL 10 GARLIC BREAD SLICES 260G
G/FELLAS PIZZA T/C CHEESE 296g
MCCAIN OVEN CHIPS S/CUT 1.81kg

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B/EYE 100% BEEF QUARTER POUNDER 4s
B/EYE 10 OMEGA 3 FISH FINGERS 300G
OWN LABEL C/CUT OVEN CHIPS 1kg
B/EYE 12 POTATO WAFFLES 680G
B/EYE POTATO WAFFLES 4s
OWN LABEL GARDEN PEAS 907G

Steve Collins, Commercial Director, SalesOut

SalesOut can report that Frozen food sales in the independent retail sector are flat, unlike the independent sector as a whole which is experiencing 6.35% Moving Annual Total growth in like for like sales and outperforming the total market.

This is in contrast to the Frozen food category as a whole, which has seen a revival during the recession as it answers to consumer demand for best value, practicality and a way to reduce fresh food wastage to reduce grocery spend. Interestingly, the value proposition of Frozen food together with the availability of Frozen food retailers has seen people making Frozen food trips, and this has reduced the number of sales opportunities for other retailers.

Despite this, there is still an opportunity for the independent sector. Indeed, a well-stocked and well-presented freezer, with clear labelling and neat merchandising, presents a significant sales opportunity to every independent retailer. Consumers continue to expand their shopping in independent stores to include traditional groceries, and the locality of the store supports spontaneous quick meal solutions that are synonymous with the Frozen category.

SalesOut has produced a Category Health Check for the independent retail community, taking a cross-category approach to produce the recommended minimum range. These 35 products, which can be found on thegrocer.co.uk/independents, include Chicago Town dual pack individual pizzas which are a great example of a single meal / snack solution that is performing extremely well in the independent sector. Furthermore, consumers are said to have returned to family meal times including the traditional Sunday Roast Dinner as comforts and nostalgia have become increasingly important in the recession, and these meal components also feature heavily in the Category Health Check.

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