

# FINAL APPROVED

## Wholesale News

### June 2010 – Lager

This column is based on data for over 11,000 independent stores 5,000 of which are symbol stores.

TOP SELLERS	% CHANGE
CARLING 4x440/500ml	-8.2%
FOSTERS 4x440/500ml	-2.3%
STELLA ARTOIS 4x440/500ml	-22.7%
FOSTERS 8x440/500ml	46.9%
CARLSBERG 8x440/500ml	-1.6%
STELLA ARTOIS 4xPint CAN	1.2%
OWN LABEL SUPER 4x440/500ml	-31.0%
CARLSBERG 4x440/500ml	8.6%
CARLING 8x440/500ml	-25.7%
CARLSBERG SUPER 4x440/500ml	-15.2%

FASTEST GROWING PRODUCTS	% CHANGE
CARLSBERG 4xPint CAN	265.1%
CARLSBERG 8x275/330ml NRB	172.8%
STELLA ARTOIS 4% 4x440/500ml	163.3%
BUDWEISER 15x275/330ml NRB	140.1%
CARLING 15x440/500ml	137.9%
CARLSBERG 12x440/500ml	122.1%
FOSTERS 4xPint CAN	95.2%
STELLA ARTOIS 18x275/330ml NRB	81.3%
BUDWEISER 6x275/330ml NRB	57.2%
FOSTERS 8x440/500ml	46.9%

BRAND PERFORMANCE	PREV RANK	CURRENT RANK	% CHANGE
FOSTERS	3	1	22.9%
CARLING	1	2	-16.4%
STELLA ARTOIS	2	3	-9.0%
CARLSBERG	4	4	27.0%
BUDWEISER	6	5	8.0%
CARLSBERG EXPORT	5	6	1.8%
TENNENTS	8	7	0.9%
KRONENBOURG 1664	11	8	-5.8%
OWN LABEL SUPER	7	9	-31.0%
OWN LABEL PREMIUM	9	10	-18.0%

	MAT 52 WEEKS		% CHANGE
	LY	TY	
<b>CATEGORY TOTAL</b>	<b>£153.0M</b>	<b>£148.4M</b>	<b>-3.0%</b>

# FINAL APPROVED

## **Robert Moore, Insight Manager, SalesOut**

Lager and Ale have suffered a decline in independent sales, currently down 3% and 2.3% respectively for the 52 wks to 24 May 2010. This is most likely caused by heavy promoting by the multiples, often below cost, and the continuing effects of duty fraud. The category has also lost some sales due to the late arrival of summer this year.

Despite this, there are significant opportunities for independent retailers to capitalise on the trend that SalesOut has seen in home-based entertainment as people try to save money in the recession, as well as the recent warm weather and the approaching World Cup. This requires them to be smart with ranging decisions and meeting local customer needs.

It is interesting to note that a lot of the fastest growing products in these categories are being purchased in multi-packs, which are generally performing better than smaller pack sizes.. This is because consumers are more inclined to sacrifice the "big night out" in favour of staying at home to drink in the current economic climate. The decline in performance of premium lagers such as Stella Artois is being offset by the rise in popularity of standard larger alternatives such as the lower strength Stella Artois 4% which has seen massive take up since its launch in 2008. This may again be a circumstance of the economic situation with consumers constantly seeking better value for money. The importance of stocking the best known brands continues to be evident with the top four accounting for 60% of total sales. Fosters continues its phenomenal growth, achieving the number one brand status in the independent sector.

With shoppers gearing up for the World Cup, the wholesale channel needs to prepare for a sustained period of heightened demand for alcoholic beverages, including lager and ale. The games will be screened in the evening, so consumers will be shopping on impulse or on their direct route home from work, and for half time replenishments, meaning wholesalers and independent retailers need to be ready. Key to maximising sales in these categories will be chilled merchandising and stocking multipacks for those consumers buying for an audience. There is also an opportunity to widen shopping baskets by positioning snacks including crisps, dips, nuts and other sharing packs next to the chilled cabinets and lager and ale fixtures.

ENDS