

David Sands Ltd BWS Supplier Forum

15TH AUGUST 2006



REPRESENTATIVES ATTENDING FROM:

InBev, Scottish & Newcastle, Carlsberg, The Famous Grouse, Ernest & Julio Gallo, Coors Brewers, Freespirit Brands, Diageo, Enotria, Halewood and Circuit break



BACKGROUND INFORMATION:

- CTP highlighted that David Sands Ltd was under indexing in BWS sales penetrations versus other convenience groups
- 70% of David Sands Ltd shoppers are women. This may explain the under indexing sales penetrations
- CTP has shown that BWS is a massive footfall driver. The average BWS shopper in convenience stores visits 33% more frequently than the average c-shopper
- Suppliers should consider the implications of the typical cross purchases with alcohol (chilled, grocery & milk are the top cross purchase categories). Missed opportunity with snacks?
- Most David Sands Ltd shoppers are on a top-up, distress or "newsagent" mission. Only few are on an 'entertaining' mission
- 90% of David Sands Ltd shoppers are heading home upon leaving the Sands shop. The alcohol therefore has to be "ready to drink"

Delegates were then split into 3 groups, with each group assigned a discussion topic: macro & micro space issues; legislation & learning from the competition; promotion & marketing. Each group then presented their discussion points before opening the debate to the entire group.

In total, over 35 ideas were put forward for consideration from the delegates. Here are just a handful:

- Have a poster listing the top 10 white and a top 10 red wine sellers in the region or in David Sands Ltd. This will help remove some of the mystique of buying wine.
- Use leaflets to highlight the wine range rather than simply communicate price reductions.
- Remove the sale of single bottles/cans (other than specialist ales) to deter under-age drinkers and 'winos'
- All stores to have an events calendar for staff and shoppers highlighting dates for sporting events, mother's day, national festivals, TV one-offs like X Factor final...
- Gifting is a huge opportunity for c-stores: beers of the world gift pack for men, champagne wrapped nicely for women...
- Move spirits from behind the counter in a two store trial
- Have monthly themes – e.g. Italian wine week...

The Board of David Sands Ltd is committed to implementing trials and initiatives this autumn and will report back to all suppliers on the trial results.

HIM is a research-based shopper consultancy who speaks to 50,000 retail customers each year face-to-face, moment-of-truth, to help retailers and their suppliers grow sales. HIM plans to launch a pub/bar customer tracking programme to provide the industry with actionable customer insight to grow sales.

For further information on facilitating forums please contact Georgina Wild on 020 7428 4976 or georgina.wild@him.uk.com

