

Crisps are the UK's most popular snack!



With 50% of pub visitors saying selling snacks was a characteristic of their ideal pub* it's important to stock the right range. In addition the crisps, snacks and nuts category is growing with snacking occasions up +2.1ppt in pubs**.

Grow your sales with crisps & snacks...

- Crisps & Snacks are a large & growing category, with sales of £158M growing at +6%***
- 63% of out of home customers buy crisps*
- Snacks are highly impulsive & purchased as add on items to core meals increasing sales



40% of crisps & snacks customers drink 3 or more drinks vs. 28% of main meal eaters***



Driving outlet sales:

- Crisp, snacks and nuts consumers **spend +£2.35** more per visit vs main meal consumers****

What snacks should I stock to maximise my sales?

- Ensure the offering reflects the relevant customer profile in the Pub or Bar
- Stock in order of ranking to maximise sales

EVERYDAY PUB

CRISPS



SNACKS / NUTS / OTHER



PREMIUM PUB

CRISPS



SNACKS & NUTS



SNACKING IN PUBS & BARS

How should I merchandise snacks?

Ensure snacks are visible at the Bar



Use beer mats as a reminder on tables



Clip strips to display the full range



Recommended planogram for crisps and snacks

EVERYDAY PUB



For counter top units

For Clip Strips

PREMIUM PUB



For counter top units

For Clip Strips

Merchandising Solutions



- Counter top units to display best sellers
- Use clip strips to display full range available
- Presenters to drive visibility and association with relevant beer

How do I order Walkers merchandising solutions?

Get in touch with the Walkers team on

AFHkitrequests@pepsico.com

to find out more about the kit available for your outlet.