



# SPICE UP YOUR SALES WITH SCHWARTZ

## IMPORTANCE OF COOKING INGREDIENTS IN CONVENIENCE\*

CATEGORY VALUE



IN UK RETAIL SALES

CATEGORY GROWTH



DOUBLE VS TOTAL GROCERY

UK HOUSEHOLDS



BUYING COOKING INGREDIENTS

SHOPPER SPEND



VS AVERAGE PER YEAR

SEASONALITY IS KEY



CATEGORY STAYS RELEVANT ALL YEAR

## --- SPICE UP YOUR SHELVES ---

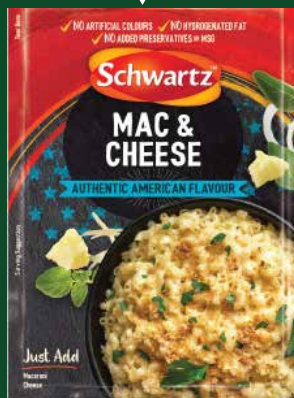
### HERBS & SPICES

- ✓ GROUP BY SEGMENTS (HERBS, SPICES, PEPPER, SEASONINGS...) AND THEN FROM A TO Z
- ✓ AVOID DOUBLE FACINGS AND STOCK A WIDE RANGE TO COVER ALL OCCASIONS

### DRY PACKET MIX

- ✓ GROUP BY SAUCE TYPE & BRAND SO SHOPPERS CAN FIND ALTERNATIVES
- ✓ OFFER 'MEAL SOLUTIONS' USING CROSS-CATEGORY PROMOS WITH OTHER KEY INGREDIENTS

LIST NPD AND MORE SOPHISTICATED FLAVOURS TO DRIVE TRADE UP AND APPEAL TO "QUICK & EASY" SHOPPERS



## TURN OVER FOR TOP SELLERS & SHELF LAYOUTS

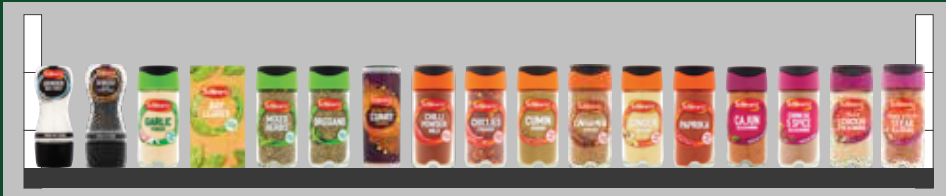
\*SOURCE KANTAR 52 W/E 24TH MARCH 2019

# TOP SELLERS FOR CONVENIENCE



## HERBS & SPICES

- |  |  |   |   |  |  |  |  |  |
|--|--|---|---|--|--|--|--|--|
| 1. <br>Schwartz<br>Cajun Seasoning | 2. <br>Schwartz<br>Oregano        | 3. <br>Schwartz Roast<br>Chicken Seasoning | 4. <br>Schwartz<br>Garlic Powder | 5. <br>Schwartz<br>Cinnamon       | 6. <br>Schwartz<br>Mixed Herbs | 7. <br>Schwartz<br>Crushed Chillies | 8. <br>Schwartz<br>Pepper Mill      | 9. <br>Schwartz Sea<br>Salt Grinder |
| 10. <br>Schwartz<br>Ground Cumin   | 11. <br>Schwartz<br>Chilli Powder | 12. <br>Schwartz<br>Curry Drum             | 13. <br>Schwartz<br>Bay Leaves   | 14. <br>Schwartz<br>Ground Ginger | 15. <br>Schwartz<br>Paprika    | 16. <br>Schwartz<br>Steak Seasoning | 17. <br>Schwartz<br>Chinese 5 Spice | 18. <br>Schwartz<br>BBQ Seasoning   |



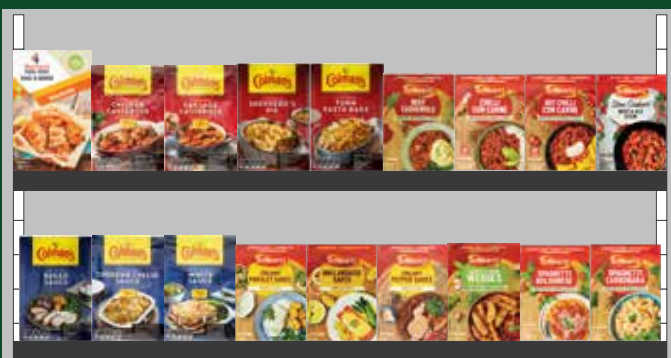
**SUGGESTED  
ONE SHELF  
PLANOGRAM**

**1/3 COOKING INGREDIENT SALES COME FROM TOP 15 SKUS  
STOCKING UP WITH THE BEST SELLERS IS VITAL!**

## PACKET MIXES

- |  |   |   |  |   |  |  |   |  |
|--|---|---|--|---|--|--|---|--|
| 1. <br>Schwartz<br>Chilli Con Carne  | 2. <br>Colman's<br>Cheese Sauce    | 3. <br>Colman's<br>Sausage Casserole     | 4. <br>Schwartz<br>Pepper Sauce       | 5. <br>Colman's<br>Chicken Casserole | 6. <br>Schwartz<br>Beef Casserole    | 7. <br>Schwartz<br>Parsley Sauce        | 8. <br>Schwartz<br>Spaghetti Bolognese | 9. <br>Colman's<br>Bread Sauce      |
| 10. <br>Nando's<br>Medium Bag & Bake | 11. <br>Colman's<br>Shepherd's Pie | 12. <br>Schwartz<br>Hot Chilli Con Carne | 13. <br>Schwartz<br>Hollandaise Sauce | 14. <br>Colman's<br>Tuna Pasta Bake  | 15. <br>Schwartz<br>Peppercorn Sauce | 16. <br>Schwartz<br>Spaghetti Carbonara | 17. <br>Colman's<br>White Sauce        | 18. <br>Schwartz<br>Beef & Ale Stew |

**SUGGESTED TWO SHELF PLANOGRAM**



**FOR MORE RANGE & FIXTURE  
PLANS, BRANDED POS OR KIT  
OPTIONS, VISIT OUR WEBSITE:**

**[WWW.SCHWARTZ.CO.UK/](http://WWW.SCHWARTZ.CO.UK/)**