



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



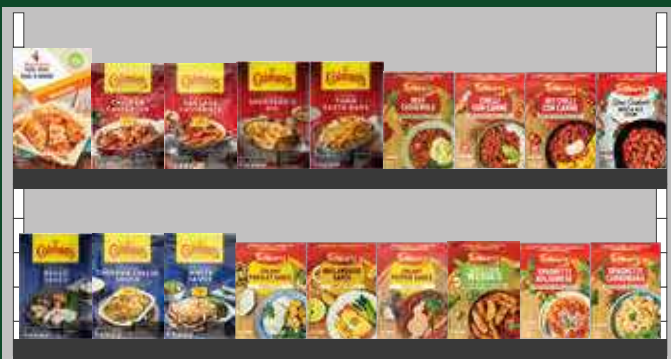
SUGGESTED ONE SHELF PLANOGRAM

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

PACKET MIXES

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

SUGGESTED TWO SHELF PLANOGRAM



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

WWW.SCHWARTZ.CO.UK/