

Get ready to celebrate

The new year is bursting with events for retailers to take advantage of including Valentine's Day, Chinese New Year, Mother's Day and Easter. Plan ahead now and you'll reap the rewards

Chinese New Year

More than 2 billion people celebrate Chinese New Year* and sales are continuing to grow**, doubling oriental category sales in store***.

In fact, 67% of households purchase Chinese New Year products**, so what are you waiting for? Meet customer demand for products to celebrate Chinese New Year with these must-stock products.

Chinese
New Year
Tuesday
1 February

Shoppers buying a full meal to celebrate Chinese New Year will **spend more per basket** than other shoppers*



Over Chinese New Year, **44%** of households that buy oriental products will buy rice and oriental sauce**

Sources: *chinahighlights.com; **Nielsen Scantrack w/e 22.02.20; ***Nielsen RMS value sales to w/e 10.08.19

Top 10 oriental SKUs*

- 1 Sharwood's Medium Egg Noodles
- 2 Ben's Original Sweet & Sour Cooking Sauce
- 3 Amoy Straight to Wok Traditional Medium Noodles
- 4 Blue Dragon Original Sweet Chilli Sauce
- 5 Amoy Dark Soy Sauce
- 6 Kikkoman Soy Sauce
- 7 Blue Dragon Coconut Milk
- 8 Blue Dragon Original Sweet Chilli Sauce
- 9 Sharwood's Prawn Crackers
- 10 Amoy Light Soy Sauce

Source: *Nielsen ScanTrack to w/e 11.09.20

Ben's Original is the **number-one** bestselling **rice** brand and the number-one bestselling **sweet and sour sauce******

TOP TIP

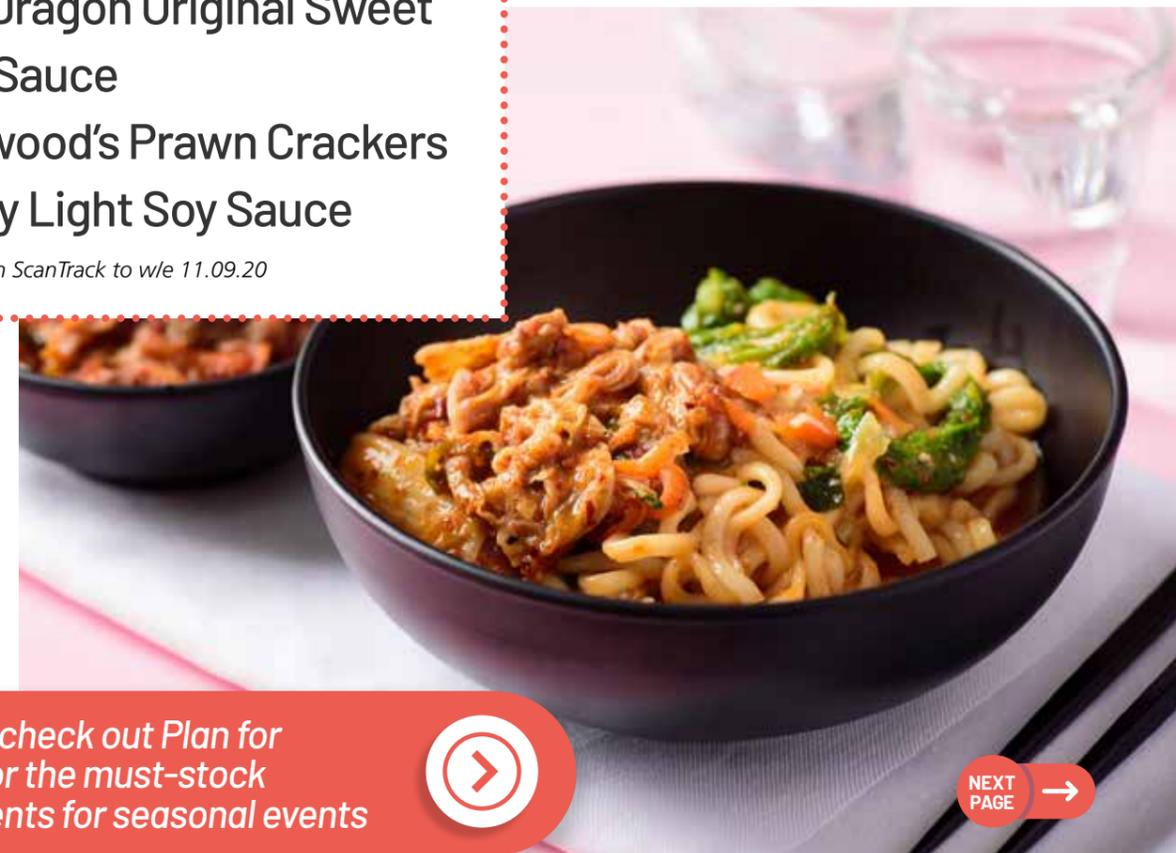
Don't forget money wallets and cards for Chinese New Year gifting

Source: ****Nielsen RMS total coverage value mat to 16.05.20

Click to check out Plan for Profit for the must-stock ingredients for seasonal events



NEXT PAGE





Valentine's Day
Monday
14 February

Valentine's Day

Last year, it was clear that romance is far from dead as customers flocked to their local convenience store to buy gifts and alcohol to celebrate Valentine's Day. Stocking products in store in January will inspire customers looking to treat their loved one, so capitalise on this by creating an in-store display of the products most likely to be in demand.

Research from PayPoint, collected from its network of 27,000 stores, demonstrated that sales of sparkling wine and champagne were up 54% on Valentine's Day (which was a Sunday) compared to other Sundays during the year.

Confectionery was also popular, with Valentine-themed boxes flying off the shelves. Heart-shaped boxes of Ferrero Rocher saw a sales increase of 1133% compared to their daily average during 2021.



TOP TIP Share your Valentine's Day range on social media to let customers know you have what they need

Easter

A key time for sales, Easter offers convenience retailers a huge opportunity if you plan ahead.

While it is almost impossible to compete with supermarkets on traditional boxed shell eggs, convenience retailers can capitalise on Easter celebrations by rolling out products early, right through to the big day itself.

Self-eat treats will boost your profits with customers likely to buy early, eat and then buy again. Display a range of self-treat and sharing products, such as Cadbury Creme Eggs, Mini Eggs, Smarties Mini Eggs and Malteser Bunnies, early in the new year.

Create a dedicated in-store display of Easter confectionery to grab customer attention. Showcase all your offers with window posters and in-store signage so it's clear your store is a destination for customers hunting out those Easter treats.

Site self-eat treats in multiple locations, such as the till point, gondola ends, within your Easter display and hanging from clip strips, to encourage impulse sales.

Good
Friday 15 April
Easter Sunday
17 April
Easter Monday
18 April

Find more Easter advice in the next issue of InStore



Remember other spring dates



Pancake Day
1 March



St David's Day
1 March



Mother's Day
27 March

Check out the next issue with profit-boosting Pancake Day and Mother's Day advice