

CONVENIENCE STORE

BREAKS
ARE WORTH
£520M
IN THE
CONVENIENCE
CHANNEL

YET
66%
OF THE UK TELL
US THEY DON'T
TAKE ENOUGH
BREAKS'

**“HELP YOUR SHOPPERS TO TAKE MORE
BREAKS & DRIVE YOUR SALES”**

Have a **break,**
have a **KitKat®**



CREATE YOUR PERFECT STORE & BUILD BIGGER BASKETS

HOW TO LAYOUT YOUR CONFECTIONERY SPACE

“Shoppers are time poor, clear merchandising helps shoppers to select the right product based on their break time mission”

MERCHANDISE FOR SUCCESS

43% of all confectionery purchases are bought on impulse²

PROMPT & INSPIRE SHOPPERS TO TAKE MORE BREAKS ACROSS THE DAY BY HAVING CONFECTIONERY AVAILABLE TO BUY AGAINST EVERY BREAK MISSION

SHARING FORMATS = 50% OF SPACE

ALL SHARING FORMATS BROUGHT TOGETHER TO MEET SHOPPER'S NEEDS AND AMPLIFY VARIETY

BLOCKS
17% of space

CHOCOLATE SHARING BAGS
10% of space

SUGAR SHARING BAGS
24% of space

SINGLES FORMATS = 50% OF SPACE

DIFFERENT BREAKS REQUIRE DIFFERENT PRODUCT SOLUTIONS



MERCHANDISING SINGLE CONFECTIONERY THIS WAY = **6% SALES UPLIFT³**

Duos are the fastest growing Confectionery format



Nestlé singles range covers all break time consumption needs



- 1** Food & Drinks to Go Kit
- 2** Sharing Mission Kit
- 3** Till Zone Kit
- 4** News & Magazines Kit
- 5** Hot Drinks to Go Kit

ALWAYS REMEMBER

POSITION AWAY FROM CORE CONFECTIONERY SPACE



Place biscuits and multipacks with other home stock categories to meet **top up shopping** needs

Capitalise on **distress gifting missions** by sitting with ranges like cards and flowers

NEW PRODUCTS ARE VITAL IN CONFECTIONERY, ADDING AROUND 4% OF SALES EACH YEAR WHILST ALSO DRIVING THE CORE

EVERY TIME KIT KAT NPD IS ACTIVATED IN STORE - CORE ROS INCREASES BY 80%



TO VIEW CURRENT POINT OF SALE SOLUTIONS SCAN HERE



TO ORDER ANY POS SOLUTION SHOWN PLEASE CONTACT YOUR NESTLÉ REPRESENTATIVE

NESTLÉ'S RANGE PORTFOLIO

Nestlé's confectionery brands and products cover all consumption needs thereby satisfying more of your shoppers, more often.

PRODUCT	PMP VARIANT	BAR CODE
HUNGER DUOS		
KIT KAT CHUNKY DUO		3800020418697
KIT KAT CHUNKY HAZELNUT DUO		3800020441749
YORKIE MILK DUO		7613033126390
YORKIE RAISIN & BISCUIT DUO		7613034043870
YORKIE DUO BROWNIE		8445291384941
YORKIE HONEYCOMB DUO		8445291060098
LION BAR DUO		7613036512992
LION BAR WHITE DUO		7613036521208
SINGLES - HUNGER		
KIT KAT CHUNKY	Y	8445291256415
KIT KAT CHUNKY PEANUT BUTTER	Y	3800020492819
KIT KAT CHUNKY DOUBLE CHOCOLATE CRUNCH	Y	3800020492529
YORKIE MILK	Y	8445291265134
YORKIE RAISIN & BISCUIT	Y	8445291264892
YORKIE BROWNIE		8445291384934
LION BAR MILK		7613034989253
TOFFEE CRISP		8445290357700
YORKIE BROWNIE		8445291384934
SINGLES - PLEASURE		
AERO PEPPERMINT	Y	8445291261839
AERO MILK		7613287418159
ROLO		50251179
MUNCHIES		50249473
SINGLES - SNACK		
KIT KAT 4 FINGER	Y	8445291255999
KIT KAT 4 FINGER DARK		8445290553409
KIT KAT 4 FINGER HAZELNUT	Y	8445291374010
SINGLES - KIDS		
MILKYBAR SMALL	Y	8000300430967
MILKYBAR MEDIUM	Y	8445290752116
MILKYBAR BUTTONS	Y	50243228
SMARTIES TUBE		8445291269910
SINGLES - MINT		
POLO ORIGINAL	Y	96204627
POLO SPEARMINT		50251001
POLO SUGAR FREE	Y	96204634
SINGLES - FRUIT		
FRUIT PASTILLES TUBE	Y	8445291194595
JELLY TOTS	Y	50426270

PRODUCT	PMP VARIANT	BAR CODE
BLOCKS		
KIT KAT DOUBLE CHOCOLATE SHARING BLOCK	Y	3800020441725
KIT KAT HAZELNUT SHARING BLOCK		3800020492833
KIT KAT SALTED CAMELSHARING BLOCK	Y	3800020441732
AERO PEPPERMINT BLOCK	Y	8445291255722
AERO MILK BLOCK	Y	8445291255784
AERO ORANGE BLOCK	Y	8445291255760
AERO HAZELNUT BLOCK	Y	8445291259959
MILKYBAR BLOCK	Y	8445290629753
CRUNCH BLOCK	Y	8000300422283
CHOCOLATE SHARING BAGS		
MILKYBAR BUTTONS SHARING BAG	Y	8445290431301
MUNCHIES SHARING BAG	Y	8445290431608
AERO BUBBLES PEP SHARING BAG	Y	8445290431561
AERO MELTS SHARING BAG	Y	8445290431585
SMARTIES SHARING BAG		7613039535042
SUGAR SHARING BAGS		
FRUIT PASTILLES SHARING BAG	Y	8445291266940
RANDOMS SHARING BAG	Y	8445291266964
JELLY TOTS SHARING BAG		7613035419056
FRUIT GUMS SHARING BAG	Y	8445291266285
PICK & MIX SHARING BAG	Y	8445291266926
CHOCOLATE BISCUIT BARS		
KIT KAT 2 FINGER	Y	8445290476630
BLUE RIBAND	Y	8445290650528
MULTIPACKS		
KIT KAT 4 FINGER MULTIPACK	Y	8445291255975
KIT KAT CHUNKY MULTIPACK	Y	3800020492826
ROLO MULTIPACK	Y	8445290629692
TOFFEE CRISP MULTIPACK	Y	8445291346826
FRUIT PASTILLES MULTIPACK	Y	8445291194687

Products are ranked in sales performance order by sub format
Highlighted in green = recent NPD

1. Nestlé survey conducted by Human8, March 2023. Sample: 1250 confectionery buyers
2. Lumina, Symbols & Independents, 52WE 28.04.2024
3. Nestlé Store Trial, 2019
4. Circana, YoY % Value sales, Symbols & Independents, MAT data to 13th July 2024