



PLENTY TO SEE: Just some of the thousands of visitors to Pro-retail at the Telford International Centre

# Get expert advice on store layout

C-STORE retailers can now lay their hands on expert layout advice tailored to their store.

Delivered wholesaler Palmer & Harvey is offering its symbol members detailed category management plans.

The ProShopper Blueprints use data from research experts, manufacturers, and retailers.

Symbol marketing manager Dennis Scott said the maps offer retailers unbiased information based on regional profiles.

He said: "Before it was lacking true independent data. But thanks to YP Electronics we now have genuine sales data from 300 independent c-stores.

"It is based on what they are selling to the consumer, week in and week out."

Members of Mace, Supershop and Your Store symbol groups simply provide their location, and their shelf sizes for each category.

P&H use these details to cre-

ate planograms tailored directly to their store.

The scheme is based on ranked volume sales, plus the demographic profile of the area, Scott said.

He added: "The most common plans are available, but we can also use details to create plans for individual stores."

And the information may open the eyes of some retailers trying to compete with multiples with wide ranges of separate sections.

"Competing on range is not appropriate for c-stores," Scott added.

"A bigger range does not necessarily mean bigger profits.

"For example, placing products together to suggest a menu – i.e. cooking sauces on one shelf and pasta below it – is more appropriate for c-stores.

"The plans also put all the drinks together, rather than putting the yoghurt drinks in the dairy cabinet."

## Bendicks mints one for ladies

A CHOCOLATE manufacturer is about to get girlie in a bid to gain wider consumer awareness.

Bendicks is planning to build its reputation as a premium chocolate maker with a redesign and product launches.

The move is planned to encourage consumers to link brands such as Mingles, Bittermints and Mint Collection.

And the company is seizing the opportunity to cash in on girls buying sweet gifts for their female friends.

The new Gorgeous range, available from August, includes 200g trial packs (RRP £3.49) and 30g impulse trial packs (RRP 69p).

The pink boxes contain an assortment of five individual chocolates.

## Turning over a new Leaf

LEAF UK is relaunching its kid confectionery brand with new pack designs, recipes – and some unusual flavours.

The Chewits range boasts improved modern packaging in an effort to grow the brand to £30million by 2008.

The two-pronged attack aims to keep favour among five to 10-year-old fans, and attract new consumers from the 11 to 14-year-old age group.

Younger kids will notice a new orange variant in the stick-pack range, alongside current strawberry, blackcurrant and fruit salad flavours.

Managing director Tony Camp said: "It is well-liked by children in other foods such as drinks, yogurts, and jelly."

The treats now contain real fruit juice for improved flavour, and no artificial colours.



And older kids are targeted with a new addition to the Xtreme range.

Xtremely Hot Lime will join the current sour apple, tutti frutti and lemon flavours for kids with courageous taste buds.

The Xtremely Sour brand doubled in 2005 to reach a value of £2.5million.

Multipacks will benefit from stronger branding, and more colourful packaging.

TV ads for the standard and Xtreme brands will hit screens at the end of May.

## Frozen foods sales to thaw

DWINDLING FROZEN FOOD sales could pick up as consumers seek easier ways to enjoy cooking, a manufacturer has said.

Ethnic foods and easy-cook vegetables will help grow the frozen food sector.

Shana frozen foods boss Nitin Menon said: "There is a new trend for Indian food. But pre-packaged and ready foods are not what people are looking for any more – they want things like frozen vegetables and breads so they can enjoy cooking meals themselves."

Convenient frozen foods which take a short time to cook allow consumers freshness and convenience, Mr Menon said.

Mr Menon recommends independents stock parathas, samosas and the new Mogo range.