

CATEGORY ADVICE 2023



SPIRITS



- Market Insights
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In the last 52 weeks, Spirits sales in Impulse have grown by a staggering 33.9%

(Gin +57.8%, Rum +59.2%, RTD +51.8%, Liqs & Specs +56.7%, Vodka +25.7%).

In the last 52 weeks, Beer sales in Impulse have grown by 42.8%.

Far greater than the Grocery growth at 29.7%.

Premium (+30.9%) and Super Premium (+37.8%) Spirits have grown at a faster rate than Standard Spirits (+25%).

1ltr (+53.2%) and 70cl (+34.9%) have driven the growth within Spirits – far outgrowing fractionals growth (+6.4%).

Flavoured Gin has been the largest part of Gin category growth – with flavoured Gin now making up 45.8% of the gin category sales in Impulse.

Basket spend in Impulse has significantly increased (+24.5%) to £8.22, up from £6.60 for the previous 52 weeks.



Market Insight

CATEGORY ADVICE
2023

ENSURE YOU ARE STOCKING A GOOD RANGE OF SPIRITS

Premium Spirits:

- Absolut
- JW Red/Black
- Chivas Regal
- Bombay Sapphire
- Tanqueray
- Dead Man's Finger



Super Premium Spirits:

- Ciroc
- Grey Goose
- AU
- Tanqueray 10
- Tanqueray Sevilla
- Hendrick's
- Malfy
- Glenfiddich
- Talisker



UP TO 50% OF YOUR GIN RANGE SHOULD BE FLAVOURED GIN
so look to the big brands to deliver on this: Gordon's flavours, Bombay Bramble, Beefeater flavours & Malfy).

Ensure you are stocking 1ltr SKUs as well as 70cl, to encourage that trade up to bigger basket spend.

Fractionals are still vital for the lower basket spend shopper though, so don't sacrifice their availability.



Flavoured vodka is also showing signs of strong growth – so look to range flavoured vodka SKUs in your store. Smirnoff flavours, Absolut flavours, AU flavours and Ciroc flavours).



With such strong growth in Rum (+59.2%), ensure you are giving Rum a fair share of shelf in store and stocking the key lines: Captain Spiced, Captain Dark, Bacardi White, Bacardi Spiced, Dead Man's Fingers, Lambs, Havana Club).



With RTD in strong growth (51.8%), ensure you have a good range of RTS cans (Gordon's, Jack Daniels, Smirnoff, Captain Morgan, Malibu, Pimm's, Bacardi).



SPIRITS

Must Stock Lines

These are the 'Must Stock' lines which shoppers expect to see in a convenience store. By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

**CATEGORY ADVICE
2023**

= Premium

VODKA				PREMIUM VODKA			FLAVOURED VODKA			GIN				PREMIUM GIN	FLAVOURED GIN		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
WHITE RUM		SPICED RUM		DARK RUM	LIQUEURS & SPECIALITIES					BRANDY			BLENDED WHISKY				
19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
PREMIUM BLENDED WHISKY		MALT WHISKY	IMPORTED WHISKY		COGNAC	TEQUILA	READY TO DRINK										
35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52

All products listed are subject to availability, Government Subsidy, Duty Charges and VAT. Promotional dates vary, please refer to your depot or online for live promotional dates. Prices may be subject to change. Reasonable effort is made to ensure adequate stocks. If special packs do run out, we will use reasonable efforts to revert to standard packs where available. Wholesale accounts will not be entertained, directly or indirectly. We reserve the right to restrict quantities as necessary at our sole discretion. Restrictions may be applied at the Depot Manager's discretion for any reason. A surcharge will be applied to orders containing single bottles.

We make every effort to ensure all details are accurate at the time of printing, but please visit www.bestwaywholesale.co.uk for disclaimers and corrections before placing your order. Errors and Omissions Excepted. ALL PRODUCTS ADVERTISED MAY NOT BE AVAILABLE IN ALL OUR BRANCHES



Must Stock Lines

CATEGORY ADVICE
2023

1



GLENS VODKA
PM £14.29 70CL
SKU CODE: 813324

GLENS VODKA
PM £8.29 35CL
SKU CODE: 799618

GLENS VODKA
PM £4.99 20CL
SKU CODE: 799597

3



SMIRNOFF RED VODKA
PM £16.29 70CL
SKU CODE: 810913

SMIRNOFF RED VODKA
PM £9.99 35CL
SKU CODE: 810632

SMIRNOFF RED VODKA
PM £5.99 20CL
SKU CODE: 810633

2



GLENS VODKA
PM £19.49 1LTR
SKU CODE: 813327

4



SMIRNOFF RED VODKA
PM £21.49 1LTR
SKU CODE: 810689



Must Stock Lines

CATEGORY ADVICE
2023

5



**ABSOLUT VODKA BLUE
70CL**
SKU CODE: BW 722010 BAT 212852

6



**GREY GOOSE VODKA
70CL**
SKU CODE: BW 458470 BAT 598024

7



**CIROC VODKA
70CL**
SKU CODE: 258313

8



**SMIRNOFF RASPBERRY CRUSH VODKA
PM £17.29 70CL**
SKU CODE: 811336

9



**CIROC VODKA RED BERRY
70CL**
SKU CODE: 28821

10



**JJ WHITLEY BLUE RASPBERRY VODKA
70CL**
SKU CODE: 759848

11



**KNIGHTSBRIDGE GIN
70CL**
SKU CODE: BW 300094 BAT 423547



Must Stock Lines

CATEGORY ADVICE
2023

12



GORDONS GIN
PM £16.29 70CL
SKU CODE: 811038

GORDONS GIN
PM £9.99 35CL
SKU CODE: 811036

GORDONS GIN
PM £5.99 20CL
SKU CODE: 811032

14



TANQUERAY GIN
70CL
SKU CODE: 393180

15



HENDRICKS GIN
70CL
SKU CODE: 643155

13



BOMBAY SAPPHIRE
70CL
SKU CODE: BW 236917 BAT 490649

BOMBAY SAPPHIRE
35CL
SKU CODE: 547171

16



GORDONS PINK GIN
PM £17.29 70CL
SKU CODE: 811040



Must Stock Lines

CATEGORY ADVICE
2023

17



BEEFEATER PINK GIN
PM £16.99 70CL
SKU CODE: 738388

18



WHITLEY NEILL RHUBARB & GINGER
70CL
SKU CODE: 354191

19



BACARDI CARTA BLANCA
PM £15.99 70CL
SKU CODE: 377280

BACARDI RUM
PM £9.49 35CL
SKU CODE: 382362

20



CAPTAIN MORGAN SPICED
PM £16.29 70CL
SKU CODE: 810683

CAPTAIN MORGAN SPICED
PM £9.99 35CL
SKU CODE: 810681

CAPTAIN MORGAN SPICED
PM £5.99 20CL
SKU CODE: 813200

21



KRAKEN BLACK SPICED RUM
70CL
SKU CODE: 375715



SPIRITS

Must Stock Lines

CATEGORY ADVICE
2023

22



CAPTAIN MORGAN ORIGINAL RUM
PM £16.49 70CL
SKU CODE: 801985

26



MALIBU
PM £13.99 70CL
SKU CODE: 810232

23



BAILEYS IRISH CREAM
70CL
SKU CODE: BW 72106 BAT 540080

27



JAGERMEISTER
70CL
SKU CODE: 376044

24



DISARONNO AMARETTO
70CL
SKU CODE: 320858

28



THREE BARRELS
PM £17.49 70CL
SKU CODE: 746664

25



SOUTHERN COMFORT
PM £19.99 70CL
SKU CODE: 637380

29



RIEVAUX BRANDY
70CL
SKU CODE: 423953



Must Stock Lines

CATEGORY ADVICE
2023

30



**E&J BRANDY
70CL**
SKU CODE: BW 931908 BAT 437157

**E&J BRANDY
35CL**
SKU CODE: 773232

33



**FAMOUS GROUSE
PM £17.29 70CL**
SKU CODE: 799297

**FAMOUS GROUSE
PM £10.19 35CL**
SKU CODE: 799318

31



**HIGH COMMISSIONER
PM £14.99 70CL**
SKU CODE: 813329

34



**WHYTE & MACKAY PM £16.49
70CL**
SKU CODE: 788517

32



**BELLS WHISKY
PM £16.99 70CL**
SKU CODE: 811334

**BELLS WHISKY
PM £10.49 35CL**
SKU CODE: 811184

**BELLS WHISKY
PM £6.29 20CL**
SKU CODE: 811888

35



**JOHNNIE WALKER BLACK LABEL
70CL**
SKU CODE: BW 64206 BAT 129059



SPIRITS

Must Stock Lines

CATEGORY ADVICE
2023

36



CHIVAS REGAL
70CL
SKU CODE: BW 24006 BAT 629617

39



JIM BEAM WHITE
PM £18.49 70CL
SKU CODE: 792471

37



GLENFIDDICH 12 YEAR OLD
70CL
SKU CODE: BW 69508 BAT 155267

40



MARTELL COGNAC
70CL
SKU CODE: BW 23207 BAT 644881

38



JACK DANIELS
PM £21.99 70CL
SKU CODE: 331434

JACK DANIELS
PM £12.99 35CL
SKU CODE: 152247

41



JOSE CUERVO ESPECIAL REPOSADO
TEQUILA PM £15.99 50CL
SKU CODE: 704187



Must Stock Lines

CATEGORY ADVICE
2023

42



JACK DANIELS & COLA
330ML
SKU CODE: 815282

45



CAPTAIN MORGAN & COLA
PM £2.19 250ML
SKU CODE: 811026

43



GORDONS PINK & TONIC
PM £2.19 250ML
SKU CODE: 811029

GORDONS & TONIC
PM £2.19 250ML
SKU CODE: 811028

GORDONS SLIM & TONIC
PM £2.19 250ML
SKU CODE: 811027

46



DRAGON SOOP DARK FRUIT
PM £2.99 500ML
SKU CODE: 695773

DRAGON SOOP BLUE RASPBERRY
PM £2.99 500ML
SKU CODE: 695762

DRAGON SOOP STRAWBERRY & LIME
PM £2.99 500ML
SKU CODE: 695827

44



SMIRNOFF & COLA
PM £2.19 250ML
SKU CODE: 811031

SMIRNOFF & CRANBERRY
PM £2.19 250ML
SKU CODE: 811024

47



WKD BLUE PM £3.79/2 FOR £6.50
70CL
SKU CODE: 813822

SMIRNOFF ICE
PM £3.49 70CL
SKU CODE: 811018



Planogram 1m x 3 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF 1 SKUs

BESTWAY BATLEYS

813327	813327	GLENS VODKA PM £19.49 1LTR
813324	813324	GLENS VODKA PM £14.29 70CL
813321	813321	GLENS VODKA PM £8.59 35CL
813319	813319	GLENS VODKA PM £5.2 20CL
810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL
722010	212852	ABSOLUT ORIGINAL VODKA 70CL
811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL

SHELF 2 SKUs

BESTWAY BATLEYS

788517	788517	WHYTE & MACKAY PM £16.49 70CL
788528	788528	WHYTE & MACKAY PM £9.49 35CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811184	811184	BELLS WHISKY PM £10.49 35CL
799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
799307	799307	FAMOUS GROUSE PM £5.99 20CL
331434	331434	JACK DANIELS PM £21.99 70CL
69508	155267	GLENFIDDICH 70CL
51455	299510	GLENMORANGIE 70CL
440742	440742	JURA 10 YEAR OLD 70CL

SHELF 3 SKUs

BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
382362	382362	BACARDI CARTA BLANCA PM £9.49 35CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED GOLD PM £9.99 35CL
586366	560469	OVD RUM 70CL
67955	680507	COURVOISIER VS 70CL
63407	566385	PIMMS NO 1 LIQUEUR 70CL
320968	431754	DISARONNO AMARETTO 50CL
220143	520485	SOURZ APPLE LIQUEUR 70CL
637380	637380	SOUTHERN COMFORT PM £19.99 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

722010	212852	ABSOLUT ORIGINAL VODKA 70CL
28821	28821	CIROC VODKA RED BERRY 70CL
728306	728306	AU VODKA BLUE RASPBERRY 70CL
458470	598024	GREYGOOSE VODKA 70CL
331434	331434	JACK DANIELS PM £21.99 70CL
152247	152247	JACK DANIELS PM £12.99 35CL
766761	766761	JACK DANIELS PM £6.9 20CL
792471	792471	JIM BEAM PM £18.49 70CL
314575	314575	HAIG CLUB CLUBMAN WHISKY 70CL
64206	129059	JOHNNIE WALKER BLACK LABEL WHISKY 70CL
24006	629617	CHIVAS REGAL 12 YEAR OLD BLENDED SCOTCH WHISKY 70CL
69508	155267	GLENFIDDICH 70CL

SHELF 2 SKUs

BESTWAY BATLEYS

813327	813327	GLENS VODKA PM £19.49 1LTR
813324	813324	GLENS VODKA PM £14.29 70CL
431281	431281	GLENS VODKA 50CL
813321	813321	GLENS VODKA PM £8.59 35CL
813319	813319	GLENS VODKA PM £5.29 20CL
168136	168136	GLENS PLATINUM VODKA 70CL
810689	810689	SMIRNOFF RED LABEL VODKA PM £21.49 1LTR
810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 3 SKUs

BESTWAY BATLEYS

811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL
811032	811032	GORDONS GIN PM £5.99 20CL
300094	423547	KNIGHTSBRIDGE GIN 70CL
418049	418049	KNIGHTSBRIDGE GIN 35CL
236917	490649	BOMBAY SAPPHIRE 70CL
547171	547171	BOMBAY SAPPHIRE 35CL
393180	393180	TANQUERAY LONDON DRY GIN 70CL
643155	643155	HENDRICKS GIN 70CL
811040	811040	GORDONS PINK GIN PM £17.29 70CL
738388	738388	BEEFEATER PINK GIN PM £16.99 70CL
354191	354191	WHITLEY NEILL RHUBARB & GINGER 70CL

SHELF 4 SKUs

BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
382362	382362	BACARDI CARTA BLANCA PM £9.49 35CL
590838	590838	BACARDI SPICED PM £15.99 70CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED PM £16.29 35CL
813200	813200	CAPTAIN MORGAN SPICED GOLD PM £5.99 20CL
586366	560469	OVD RUM 70CL
746664	746664	THREE BARRELS BRANDY PM £17.49 70CL
67955	680507	COURVOISIER VS 70CL
146001	146001	COURVOISIER VS 35CL
23207	644881	MARTELL VS FINE COGNAC 70CL



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 5 SKUs

BESTWAY BATLEYS

788517	788517	WHYTE & MACKAY PM £16.49 70CL
799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811334	811334	BELLS WHISKY PM £16.99 35CL
813329	813329	HIGH COMMISSIONER PM £14.99 70CL
813317	813317	HIGH COMMISSIONER PM £9.29 35CL
72106	540080	BAILEYS ORIGINAL IRISH CREAM 70CL
810232	810232	MALIBU PM £13.99 70CL
637380	637380	SOUTHERN COMFORT PM £19.99 70CL
331423	331423	JACK DANIELS HONEY PM £21.99 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL



Planogram 2m x 5 Shelf

**CATEGORY ADVICE
2023**

**SHELF
1**



**SHELF
2**



**SHELF
3**



**SHELF
4**



**SHELF
5**



SHELF 1 SKUs

BESTWAY BATLEYS

722010	212852	ABSOLUT ORIGINAL VODKA 70CL
28821	28821	CIROC VODKA RED BERRY 70CL
728306	728306	AU VODKA BLUE RASPBERRY 70CL
458470	598024	GREYGOOSE VODKA 70CL
331434	331434	JACK DANIELS PM £21.99 70CL
152247	152247	JACK DANIELS PM £12.99 35CL
766761	766761	JACK DANIELS PM £6.99 20CL
792471	792471	JIM BEAM PM £18.49 70CL
314575	314575	HAIG CLUB CLUBMAN WHISKY 70CL
64206	129059	JOHNNIE WALKER BLACK LABEL WHISKY 70CL
24006	629617	CHIVAS REGAL 12 YEAR OLD BLENDED SCOTCH WHISKY 70CL
69508	155267	GLENFIDDICH 70CL

SHELF 2 SKUs

BESTWAY BATLEYS

813327	813327	GLENS VODKA PM £19.49 1LTR
813324	813324	GLENS VODKA PM £14.29 70CL
431281	431281	GLENS VODKA 50CL
813321	813321	GLENS VODKA PM £8.59 35CL
813319	813319	GLENS VODKA PM £5.29 20CL
168136	168136	GLENS PLATINUM VODKA 70CL
810689	810689	SMIRNOFF RED LABEL VODKA PM £21.49 1LTR
810913	810913	SMIRNOFF RED LABEL VODKA PM £16.29 70CL
810632	810632	SMIRNOFF RED LABEL VODKA PM £9.99 35CL
810633	810633	SMIRNOFF RED LABEL VODKA PM £5.99 20CL



Planogram 2m x 5 Shelf

**CATEGORY ADVICE
2023**

**SHELF
1**



**SHELF
2**



**SHELF
3**



**SHELF
4**



**SHELF
5**



SHELF 3 SKUs

BESTWAY BATLEYS

811038	811038	GORDONS DRY GIN PM £16.29 70CL
811036	811036	GORDONS DRY GIN PM £9.99 35CL
811032	811032	GORDONS GIN PM £5.99 20CL
300094	423547	KNIGHTSBRIDGE GIN 70CL
418049	418049	KNIGHTSBRIDGE GIN 35CL
236917	490649	BOMBAY SAPPHIRE 70CL
547171	547171	BOMBAY SAPPHIRE 35CL
393180	393180	TANQUERAY LONDON DRY GIN 70CL
643155	643155	HENDRICKS GIN 70CL
811040	811040	GORDONS PINK GIN PM £17.29 70CL
738388	738388	BEEFEATER PINK GIN PM £16.99 70CL
354191	354191	WHITLEY NEILL RHUBARB & GINGER 70CL

SHELF 4 SKUs

BESTWAY BATLEYS

377280	377280	BACARDI CARTA BLANCA PM £15.99 70CL
382362	382362	BACARDI CARTA BLANCA PM £9.49 35CL
590838	590838	BACARDI SPICED PM £15.99 70CL
810683	810683	CAPTAIN MORGAN SPICED PM £16.29 70CL
810681	810681	CAPTAIN MORGAN SPICED GOLD PM £9.99 35CL
813200	813200	CAPTAIN MORGAN SPICED GOLD PM £5.99 20CL
560469	560469	OVD RUM 70CL
746664	746664	THREE BARRELS BRANDY PM £17.49 70CL
67955	680507	COURVOISIER VS 70CL
146001	146001	COURVOISIER VS 35CL
23207	644881	MARTELL VS FINE COGNAC 70CL



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 5 SKUs

BESTWAY BATLEYS

788517	788517	WHYTE & MACKAY PM £16.49 70CL
799297	799297	FAMOUS GROUSE PM £17.29 70CL
799318	799318	FAMOUS GROUSE PM £10.19 35CL
811334	811334	BELLS WHISKY PM £16.99 70CL
811184	811184	BELLS WHISKY PM £10.49 35CL
813329	813329	HIGH COMMISSIONER PM £14.99 70CL
813317	813317	HIGH COMMISSIONER PM £9.29 35CL
540080	540080	BAILEYS ORIGINAL IRISH CREAM 70CL
810232	810232	MALIBU PM £13.99 70CL
637380	637380	SOUTHERN COMFORT PM £19.99 70CL
331423	331423	JACK DANIELS HONEY PM £21.99 70CL
803657	803657	JAGERMEISTER PM £11.79 35CL



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**