

# GET YOUR MERCHANDISING RIGHT SELL MORE!

**STOCK US UP, CHILL US OUT AND KEEP US WELL STOCKED!**

ENSURING YOUR SOFT DRINKS ARE **GROUPED TOGETHER** MAKES YOUR CUSTOMER'S JOURNEY IN-STORE MUCH EASIER!

KEEPING STOCK **ICE COLD** NOT ONLY MAKES SOFT DRINKS TASTE BETTER, THIS IS WHAT IMPULSE BUYERS WANT! **ON-THE-GO, CHILLED** IS THE CHOICE THAT'S EASY TO GET HOLD OF!

KEEP STOCK AT THE **FRONT OF YOUR CHILLER**. SOFT DRINKS CAN EASILY GET LOST AT THE BACK OF THE FRIDGE MEANING YOU MAY MISS OUT ON A SALE WITHOUT CONSTANT STOCK CONTROL!

## CREATE BETTER STANDOUT WITH **QUALITY POS**

DRESSING YOUR CHILLER'S SHELVES WITH **QUALITY POINT-OF-SALE** WILL HELP DRIVE AWARENESS OF PRODUCTS ON-SHELF

**GREATER AWARENESS = MORE IMPULSE SALES AND THEREFORE CASH!**

GET IN TOUCH FOR **FREE POS**



## **PRICE MARKED PACKS DRIVE THAT IMPORTANT VALUE MESSAGE**

IT'S GOOD TO HAVE A MIX OF NON-PRICE MARK AND PRICE-MARK PACKS. **PMPs CREATE TRUST BETWEEN YOU AND YOUR CUSTOMERS...**

**PLUS THEY SHOW GREAT VALUE!**

## **BE WISE WITH WHAT YOU STOCK IN YOUR STORE**

WE KNOW SPACE IS TIGHT IN A LOT OF STORES AND WITH SO MANY SOFT DRINK BRANDS OUT THERE, IT'S IMPORTANT TO PRIORITISE.

**STOCKING BEST-SELLERS** WILL ENSURE A QUALITY CONSUMER OFFERING AND INCREASED SALES.

**OURS ARE ON THE LEFT!**

