

TOP TIPS FOR INCREASING CHILLED YOGURT & POT DESSERT SALES

From MÜLLER DAIRY

The Chilled Yogurts & Pot Desserts (CYPD) category is worth no less than £2.1 billion in annual retail sales nationally, but Britain's leading branded yogurt producer, Müller Dairy, says convenience stores often under-estimate its potential. Some 96% of British households buy yogurts³; three quarters of households buy Müller brands³. Müller Dairy also points to the fact that CYPD accounts for almost a quarter of total dairy produce sales, but says this is often not reflected in the space given to these products in independent c-stores' chiller cabinets.

Perhaps because of this, Müller Dairy's store visits show that a significant proportion of independent retailers are often out of stock of key lines. Some aren't even stocking these products at all, often because of concerns about wastage. This can be a real issue for smaller rural retailers, but the importance of the product group to customers means that it is worth making an effort to overcome the potential problems. A well-structured range, good stock rotation and an attractive display to encourage impulse sales are good starting points to making a success of the range and help sales reach "critical mass".

Selecting an appropriate range

Research has identified seven main 'shopping missions' for yogurts in convenience stores:

- Lunchtime
- Tea Tonight
- Snack Break
- Top Up
- Distress
- Main Shop - older customers choosing healthier/active health options
- Main Shop - younger professionals buying indulgent treats.

This may seem an over-complicated analysis to sell a pot of yogurt, but there is sufficient truth in it to help you to tailor your range and display of CYPD products to match your customer base. For example: -

- Stores attracting lunchtime and passing trade can boost 'snack on the go' sales by offering 'healthy option' meal deals of a low fat sandwich/yogurt/juice drink alongside the usual sandwich/crisps/fizzy drink combination. Placing yogurts close to sandwiches and salads will encourage impulse purchase, boosted further by installing spoon-holders and spoons
- Stores used for 'top up' shopping trips can encourage impulse purchase by locating yogurt close to staples such as milk and cheese within the chiller
- Stores used by shoppers purchasing evening meals can increase impulse purchases by siting yogurts and desserts alongside chilled ready-meals to provide 'meal solutions'

For most stores, it makes sense to start by stocking Britain's most popular yogurt brand **Müller Corner**, which is bought by more households than any other yogurt brand, along with **Müllerlight**. Then expand the range depending on the store's shopper profile.

Win Prizes with Free Merchandising Packs

To give retailers a helping hand and 'get their yogurt sales heading in the right direction' Müller Dairy has produced 10,000 Müller Convenience Merchandising packs which the company is making available free of charge. As well as providing range and merchandising advice, top tips for boosting sales and useful promotional POS materials, the packs also contain details of a competition giving retailers the opportunity to win Love2Shop vouchers for putting the contents of the packs to good use and creating the best yogurt and chilled pot dessert displays[†]. Closing date for entries is 31 October 2010.

Retailers can also sign up to join the free Müller Convenience Retail Club to receive regular updates and support.

To obtain your free pack, emailing your name and store address to convenience@muller.co.uk (packs are subject to availability)

**General Contact details for more information:
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Data in this article from Nielsen Scantrack, Kantar Worldpanel and HIM!

† Competition open to grocery convenience stores in the UK only. Over 18's only. Closing date 31/10/10. Terms and conditions apply. See merchandising packs for details.

** Recommended Promotional Mechanic*

The top 10 yogurt & pot dessert brands in the impulse sector

1. Müller® Corner®
2. Müllerlight®
3. Cadbury Desserts
4. Danone Activia
5. Yeo Valley Organic Yogurt
6. Müller® Rice
7. Müller® Amore®
8. Onken Yogurt
9. Petits Filous (including Frubes)
10. Munch Bunch

Source: Nielsen Scantrack Impulse less Co-ops, MAT w/e 10th July 2010