



MARKET UPDATE

Retail

Week Commencing: **12th October 2015**



Casillero Del Diablo
‘Hallowine’ Inline Plinth Display

Selling is **ASDA** Ashington's universal responsibility
SurPASS Our Customers Expectations Everyday

P EOPLE Passion for People Planned coaching time with each member of the leadership team every week	A VAILABILITY Students of our Business Fresh fully setup for 9am every morning	S TANDARDS Be a Shopkeeper Everyone rumbles at 4pm to get us fit for 5pm	S ERVICE Passion for our Customers Think like a customer, don't walk by
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To Be Britain's Most Trusted Retailer

Casillero Del Diablo
‘Hallowine’ Inline Plinth Display



Rum Chata
Inline Plinth



Be A Chocolate Millionaire
Christmas POS

Rugby World Cup helps consumer spending bounce back from summer slump

New figures for September show consumer spending has bounced back from a summer slowdown as the start of the Rugby World Cup helped tempt customers back into shops, bars and restaurants.

The new numbers from Barclaycard showed that the spending growth 3.7% last month is up on the 3% seen in August – but down on last September’s level of 4.8%.

The month-on-month rise comes as pubs, off-licences and sport shops saw strong increases as a result of the Rugby World Cup kicking off.

Grocery spending, which has averaged monthly growth of just 0.8% over the past six months, also went from a week 0.6% in August to a healthier 1.5% last month, on the back of a 15.9% increase in off-licence spend and a 0.9% increase in supermarket spending – it’s highest in six months.

<http://www.thegrocer.co.uk/finance/economy/consumer-spending-bounces-back-from-summer-slump/525974.article>

Tesco promises instant price-matching with new Brand Guarantee

Tesco today confirmed a dramatic overhaul of its Price Promise price-matching scheme with the rollout of Brand Guarantee. The new scheme offers an instant discount at the tills if branded products would have been cheaper at any of its big four rivals.

The scheme, which will only be available in larger stores and online, replicates the original Sainsbury’s Brand Match scheme, though Sainsbury’s now only matches against brand prices sold at Asda.

If the shop would have been cheaper elsewhere, customers will automatically get the difference deducted from their bills.

However, Brand Guarantee rewards will be based only on the comparative price of branded products, unlike the voucher-based Price Promise, which included own label and brands.

Tesco’s move came as it unveiled new research revealing the extent to which price match vouchers were “failing to meet customers’ needs”, claiming that UK customers were potentially missing out on hundreds of millions of pounds in savings each year.

According to the research, from a YouGov poll of more than 2000 customers, over a third (35%) have never used a price matching scheme in-store, rising to 80% online.

<http://www.thegrocer.co.uk/stores/prices-and-promotions/tesco-promises-instant-price-matching-with-new-brand-guarantee/525978.article>



Sharp's POS



More Points POS



New Amsterdam Vodka In line plinth display



Walkers Display

Waitrose MD Mark Price set to become Channel 4 chairman

Waitrose MD Mark Price looks set to become chairman of Channel 4 next year as Lord Burns prepares to step down at the end of January.

Price, also deputy chairman of the John Lewis Partnership, has been Channel 4's deputy chairman since July 2013.

The crossbencher Lord Burns has been chair of the broadcaster since taking over from Luke Johnson in 2010. He is currently also chairman of Santander UK.

Sky News said it "understands that Channel 4 and Ofcom, the broadcasting regulator, have discussed a move from Mark Price to take over as the organisation's acting chairman at the end of January".

Waitrose told The Grocer that Price's new role was "simply speculation" – but did not deny that he will take the role.

<http://www.thegrocer.co.uk/people/people-news/waitrose-md-mark-price-set-to-become-channel-4-chairman/526033.article>

Asda hires Roger Burnley from Sainsbury's as new COO

Sainsbury's retail and operations director Roger Burnley is moving to rival Asda to become its chief operating officer.

Burnley, who is set to join Asda early next year, will replace Mark Ibbotson who left the retailer sometime next year to join parent company Walmart as senior vice-president – head of innovation.

He has worked closely with Asda CEO Andy Clarke before at both Asda and Matalan. Burnley worked at Asda between 1996 and 2002.

He was part of the team responsible for integrating Asda into Walmart following the US giant's acquisition of the UK multiple in 1999.

<http://www.thegrocer.co.uk/stores/prices-and-promotions/morrisons-abandons-price-matching-as-match-and-more-goes-mainstream/525610.article>

Rick Vlemmiks joins The CO-operative Food group as customer director

The Co-operative Food group has appointed Rick Vlemmiks as its new customer director.

Vlemmiks will join the business on 1 November and comes from a diverse background that has seen him in a senior executive marketing, sales and commercial roles at Rolls Royce, Procter & Gamble, Mars and HBOS.

He most recently worked with Sainsbury's Mobile, Regus, Direct Line and British Gas.

He will take over from interim customer director Steve Hammett, who will leave the business at the end of the year.

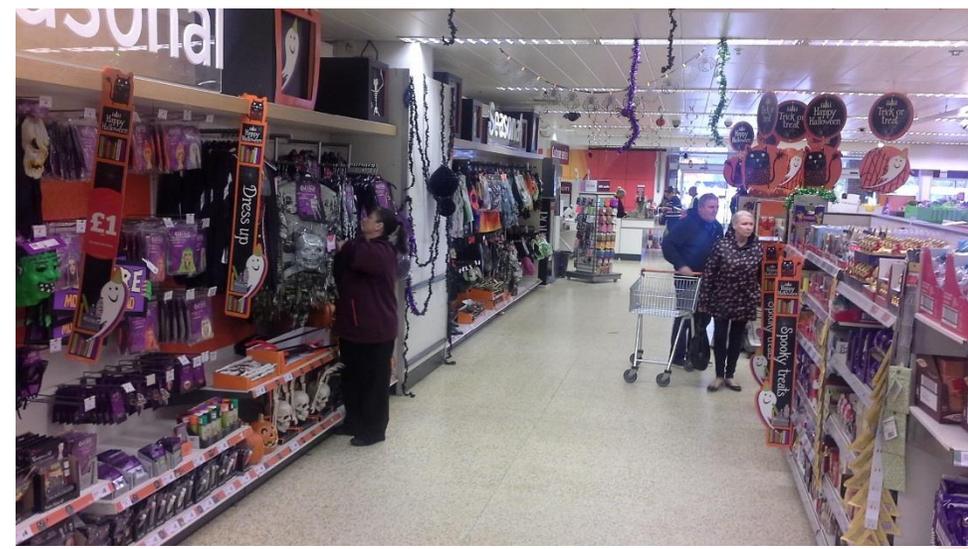
Vlemmiks will be a member of the food retail executive team and report directly to retail chief executive Steve Murrels.

He will also take overall responsibility for the Co-operative Food's brand proposition and customer offer, which includes its marketing function.

<http://www.thegrocer.co.uk/people/people-news/rick-vlemmiks-joins-the-co-op-food-group-as-customer-director/525995.article>



Echo Falls / Kettle Crisps
Sampling



Halloween
Displays



Cosy Nights In
Display

Morrison's Milk for Farmers brand goes nationwide at £1.12 for four pints

Morrison's has officially launched its Milk for Farmers brand in stores nationwide.

Shoppers can now choose between standard milk at 89p for four pints or the Morrison's Milk for Farmers brand at £1.12, with the additional 23p going back to dairy farmers.

Morrison's stores have also started selling Morrison's Milk for Farmers Cheddar Cheese in Mature and Extra Mature variants priced at £2.52 per pack (350g) or two packs for £4, with 34p from each pack going to the farmers who supplied the milk used to make the cheese.

Morrison's has announced plans to launch its farmer-friendly milk and cheese brand in the summer after bearing the brunt of farmer protests over collapsing farmgate and retail prices for milk.

The supermarket which came under fire for its milk procurement policies, also committed to raising its minimum milk price and increasing the percentage of British Cheddar sold in stores to 99%.

<http://www.thegrocer.co.uk/stores/marketing/morrison's-milk-for-farmers-dairy-brand-goes-nationwide/525986.article>

Perkier's plant-based snack bars roll into 500 Asda stores

Perkier has extended distribution of the snack bar range it launched last month.



The four-strong line-up, which made its debut with Whole Foods Market at the beginning of September followed by a rollout into 300 Sainsbury's stores, is this week being rolled into 500 Asda stores nationwide (rsp: 75p-£1.90/pack of three).

The 100% plant-based bars would appeal to the "growing brand" of consumers seeking natural products containing "exciting new ingredients", said co-founder Ann Perkins.

The quarter comprises three quinoa bars – cashew, chia & pumpkin seeds; goji & cranberry; and cacao & cashew; alongside an oat-based cranberry & cashew bar that features sprouted buckwheat.

Perkier is supporting the NPD with press and social activity.

<http://www.thegrocer.co.uk/buying-and-supplying/categories/crisps-nuts-and-snacks/perkier's-plant-based-snack-bars-roll-into-500-asda-stores/525984.article>



Carling

Free gift code inside promotional packs



Brand Guarantee

Money off your bill at the till



Vaseline FSDU

Limited Edition Sugar Coated



Halloween Display



Dwali Power Aisle



Krispy Kreme Halloween Theme



HP Sauce gets set for Movember with new photo competition

HP Sauce has launched a partnership with the Movember charity campaign for the fifth successive year.

The brand will be running an ongoing competition with weekly prizes, including personalised bottles of HP featuring the faces of winners, through its Facebook page.

Mo Bros – the moustache-growing participants in Movember – and their female allies, Mo Sisters, will be asked to submit photos in response to a series of tasks in order to enter. Each weekly winner will then be entered into a public vote for the overall ‘Golden Mo’ winner, who will get a golden HP Sauce bottle and a donation of £1,000 towards their Movember fund.

From mid-October, two million Movember-branded bottles of sauce will hit the shelves, featuring the campaign’s moustache icon and a sketch of last year’s champion Mo Grower, Dave Wardrope. The campaign will be supported by radio partner Bauer through its stations Absolute, Magic and Kiss FM.

<http://www.thegrocer.co.uk/buying-and-supplying/marketing/hp-sauce-gets-set-for-movember-with-new-photo-competition/525926.article>

Chiquita launches first UK marketing campaign

Banana brand Chiquita has launched its first ever UK consumer campaign by advertising on 300 London taxis.



Chiquita branding is adorning the fleet of black cabs throughout October to raise consumer awareness of the supplier’s Class Extra bananas. Sales kits including merchandising material will also be distributed to retailers at a series of breakfast events run by Chiquita and at key fruit and veg wholesale locations.

<http://www.thegrocer.co.uk/buying-and-supplying/marketing/chiquita-launches-first-uk-marketing-campaign/525940.article>

Budweiser’s on and off trade music

Budweiser launched its latest music campaign in September. For the first time ever, Budweiser will be bringing music moments to venues across the UK to drive excitement around the wider lager category in association with music.

With the summer festival season over, Budweiser wants to extend live music opportunities by creating its own moments for fans across the country with its new campaign. This will comprise both on and off trade activating, focusing on driving music fans to share unforgettable live music events this autumn in nine venues across the UK, from Glasgow to Southampton.

For off-trade, Budweiser will be distributing cross-retail money-off coupons, redeemable against a range of Budweiser products from a single 660ml bottle up to 20x300ml bottle packs. The coupons will be distributed via a select number of gig guides in the venue cities chosen by Budweiser.

Field Marketing Magazine, Autumn Issue 3

CONTACT

If you would like to discuss any field marketing requirements or any other aspects of the RSS operation, one of our Directors would be delighted to hear from you.

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