



MARKET UPDATE

Retail

Week Commencing: **21st September 2015**





Monkey Shoulder
Inline Plinth



Coca Cola
Win a rugby ball

Pot Noodles
FSDU - Student Essentials



Heineken
Sampling
Free Rugby Keyring & Scarf



Loss Prevention Shrink Zone

How are we getting on?	Predictions	Last Stock Result	Next Count
LP Hub: ROM: Impact on P&L: 43,443	Date: Shrink: 168,890	15 / 6 / 2015	346,796

How's it been going over last 8 weeks?

WE HAVE LOST 72,490 IN 8 WEEKS
ARE RAZOR'S SECURE £1,500
LOOK AFTER JACK DANIEL'S
WHO ARE LISA & BOB

Simple Shrink Validation

Price Changes

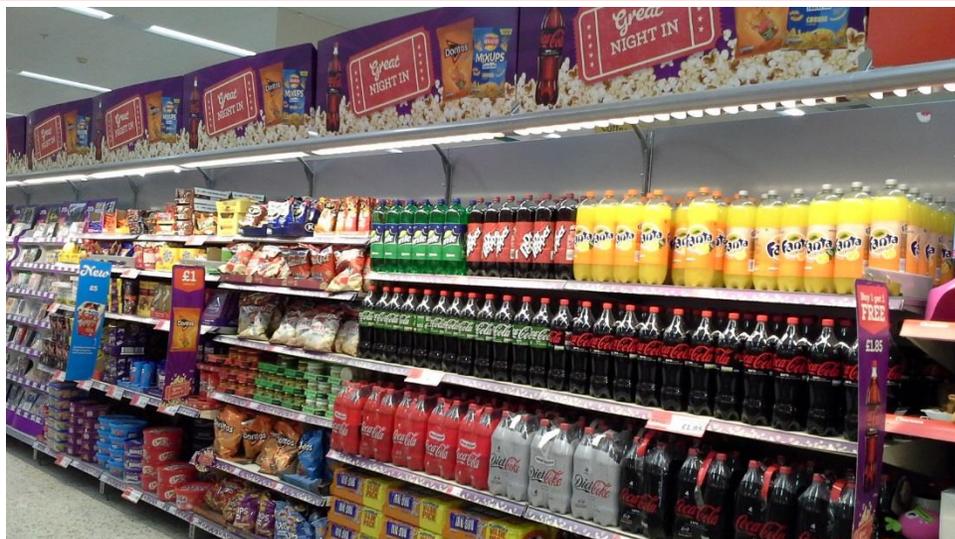
What we need to do this week

TLM1 DAILY
GAPS AT ZERO DAILY
MANIFEST DAILY CHECK
FOCUS ON NEGS DAILY

Store Book Stock Tracking Graph

ASDA SAVING YOU MONEY EVERY DAY

Shrink Zone
Asda Longwell Green



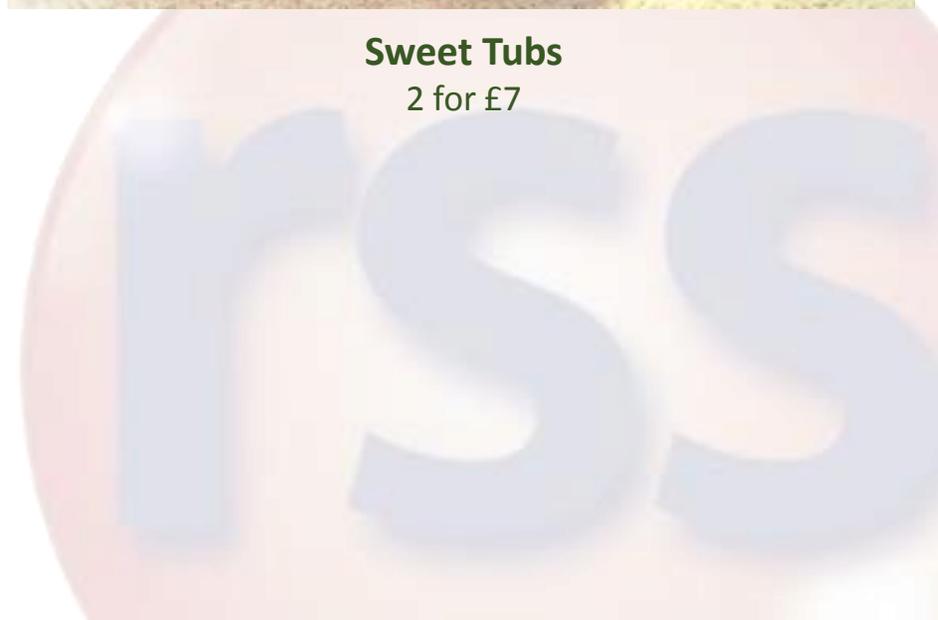
Seasonal Aisle
Great Night In



Sweet Tubs
2 for £7



Lucozade Hot Spot
Win official rugby shirts



Tesco to scrap 'unjustified' 24-hour opening at large stores

Tesco is to call time on 24-hour opening at large stores where sales figures no longer justify the operational costs.

In the latest move by CEO Dave Lewis to shire up the supermarket giant's finances, the Tesco boss has told management that stores will open at 6am and close at midnight in areas with some of the lowest footfalls.

Tesco has already made the decision to shut two of its Extra stores at night, although its not revealing their location while staff are consulted about the changes, and it is understood other stores will follow suit. Tesco stressed there would be a "limited" impact on jobs, with night operations such as preparation for online deliveries and in-store availability continuing as usual after the doors shut to customers.

<http://www.thegrocer.co.uk/stores/tesco-to-scrap-unjustified-24-hour-opening-at-large-stores/525025.article>

Arla ups price paid to farmers for first time in six months

An upturn in global dairy commodity prices and recent retailer initiatives to pay more to dairy farmers have contributed to Arla's first milk price increase in more than six months.

The dairy co-op said it would increase the price paid to on-account dairy farmers by 0.5 eurocents from Monday 28 September.

When applied to a UK standard litre, the increase amounts to a 0.38 pence per litre uplift.

However, the effect of fluctuations in exchange rates on Arla's pricing mechanism means there will also be a 0.35ppl negative impact on its milk price, taking its UK standard litre for October to 23.04ppl, or 0.03ppl higher than its August and September price.

<http://www.thegrocer.co.uk/buying-and-supplying/arla-ups-price-paid-to-farmers-for-first-time-in-six-months/525142.article>

Publicity stunt: Heineken unveils action-packed Bond ad

Click here to see the video...

<http://www.thegrocer.co.uk/publicity-stunt-heineken-unveils-action-packed-bond-ad/525087.article>

Milk brand A1 launches two long-life UHT cartons

Milk brand A2 has moved into the long-life category with the launch of two new UHT products.

The new format 1-litre Tetra Pak cartons went on sale in Ocado on 21 September, in skimmed and semi-skimmed variants at an introductory price of £1 (rsp: £1.39), and have a six-month shelf life.



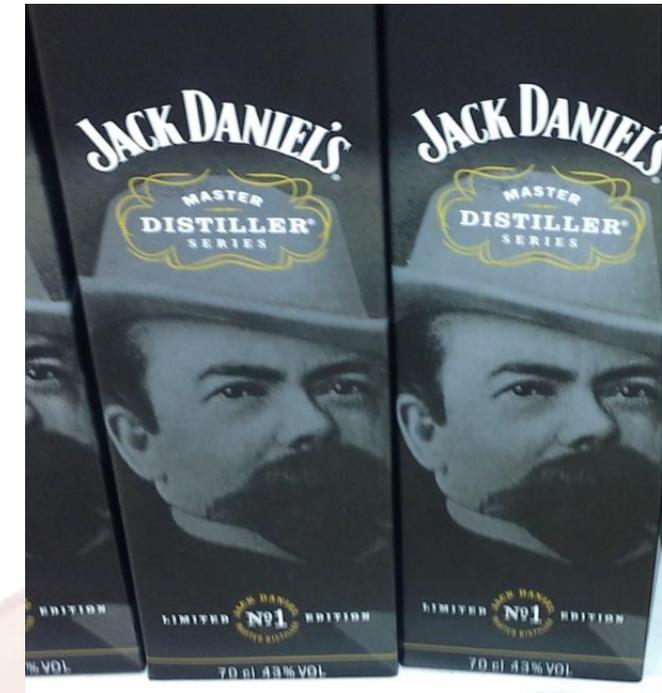
<http://www.thegrocer.co.uk/buying-and-supplying/new-product-development/milk-brand-a2-launches-two-long-life-uht-cartons/525028.article>



Ribena Winter Spice
Limited Edition



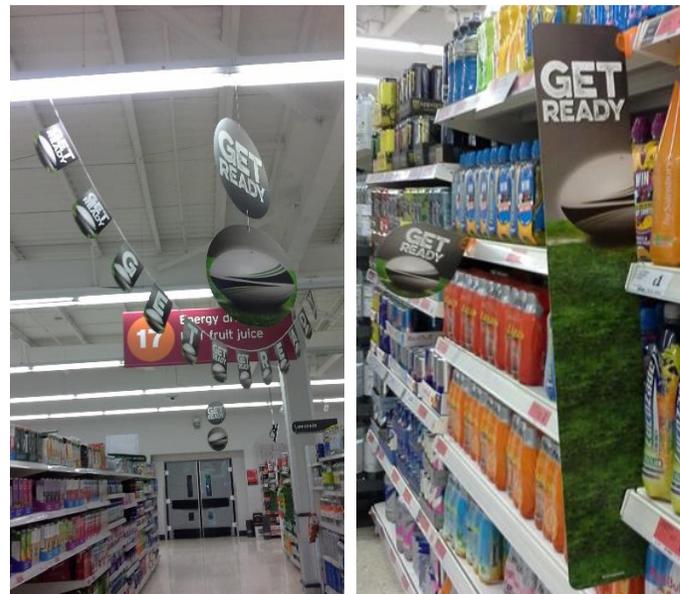
Heineken Cans 6x330ml
Free Rugby World Cup Glass



Jack Daniel's Boxed
Limited Edition

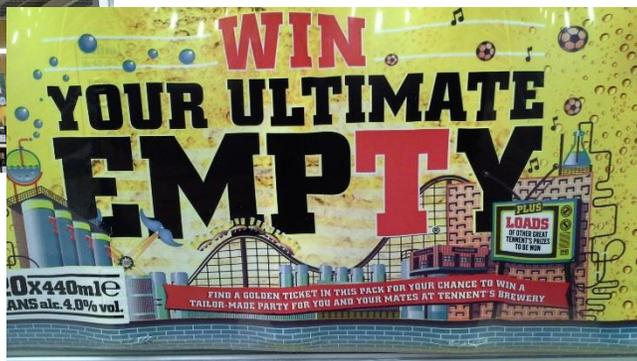


Halloween Costumes
Now in stores



Rugby World Cup
POS

Tennent's Win Your Ultimate Empty



Lucozade Win Home Nations Rugby Shirts



Deals To Celebrate Rugby World Cup



Coca Cola

Win an exclusive rugby ball



Thatcher's Display



Sugar Puffs Display



Burton's Biscuits Sampling



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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