CATEGORY ADVICE 2021

WINE

WINE

- Market Insights
- Must Stock Lines
- Planograms

BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

www.bestwaywholesale.co.uk

Market Insight

Brands account for 98% of the wine category in Impulse.

The fastest growing brands in the Impulse market are Barefoot, Yellow Tail and Isla Negra.

The top 10 brands make up 44% of sales but only get 11% share of shelf space.

Shoppers are trading up as the Premium end of the category is growing the fastest.

Wines between £7 and £10 are adding the most value, £251m.

Australia is adding the most value to the category and makes up a ¼ of sales, whilst Argentina is growing the fastest.

Buy 2 bottles for £X deals across various ranges
is a great way to drive higher basket spend.

Red Blend wines are growing ahead of the market, value growth at 48%.
19 Crimes Red and [Yellow Tail] Jammy Red Roo are in the top 3 and are growing fast, both wines help bring new shoppers to the category and have loyal consumers.

DISPLAY A GOOD, BETTER, BEST LAYOUT ON THE SHELF, WITH THE BEST AT THE TOP TO ENCOURAGE SHOPPERS TO TRADE UP.

BRAND BLOCK WINES AS THIS MAKES IT EASIER FOR SHOPPERS TO NAVIGATE THE CATEGORY. BRANDS ACT AS GOOD SIGNPOSTS.

STOCK THE CATEGORIES' BEST SELLERS

FOCUS ON NEW WORLD WINES AS THEY ACCOUNT FOR THE MAJORITY OF SALES, **71%**

GIVE ENOUGH SPACE TO THE TOP BRANDS AND COUNTRIES OF ORIGIN.

COVER A RANGE OF MAJOR VARIETALS, ENSURING YOU STOCK THE BEST BRAND WITHIN EACH VARIETAL.

Information correct at time of print.

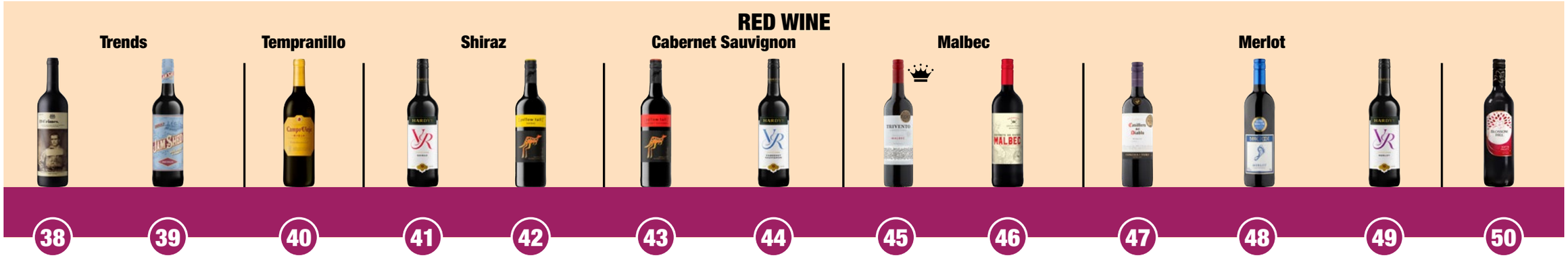
WINE

Must Stock Lines

CATEGORY ADVICE 2021

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.

= Premium



WINE

Must Stock Lines

CATEGORY ADVICE
2021

1

CASILLERODEL DIABLO SAUVIGNON BLANC 187ML
SKU CODE: 278210

2

ECHO FALLS CHARDONNAY 187.5ML
SKU CODE: 508168

3

BLOSSOM HILL WHITE 187ML
SKU CODE: BW 557881 BAT 543153

4

BLOSSOM HILL ROSÉ 187ML
SKU CODE: 596413

5

CASILLERO CABERNET SAUVIGNON 187ML
SKU CODE: 278209

6

BLOSSOM HILL RED 187ML
SKU CODE: BW 557892 BAT 543163

7

I HEART PROSECCO 20CL
SKU CODE: 281430

8

MOÉT & CHANDON 75CL
SKU CODE: BW 132358 BAT 286145

WINE

Must Stock Lines

CATEGORY ADVICE 2021

9

I HEART PROSECCO
75CL
SKU CODE: 154108

10

ROSSINI PROSECCO
75CL
SKU CODE: 329144

11

CELLAR ESTATES ROYAL CAVA
BRUT 75CL
SKU CODE: BW 331847 BAT 516129

12

BAREFOOT WHITE ZINFANDEL
75CL
SKU CODE: 566580

13

GALLO WHITE ZINFANDEL
75CL
SKU CODE: BW 32203 BAT 290621

14

ECHO FALLS SUMMER BERRIES
75CL
SKU CODE: 719012

15

THE STRAW HAT ROSÉ
75CL
SKU CODE: 317106

16

Q.C. CREAM
70CL
SKU CODE: BW 78317 BAT 663072

WINE

Must Stock Lines

CATEGORY ADVICE 2021

17

BUCKFAST TONIC WINE
75CL
SKU CODE: BW 114653 BAT 579643

18

MARTINI BIANCO
75CL
SKU CODE: 400479

19

HARVEY'S BRISTOL CREAM
75CL
SKU CODE: 608750

20

CROFT ORIGINAL
75CL
SKU CODE: 323662

21

AMORINO SPARKLING PM £2.95
1.5LTR
SKU CODE: 647694

22

OYSTER BAY SAUVIGNON BLANC
75CL
SKU CODE: 654957

23

CASILLERO DEL DIABLO
SAUVIGNON BLANC 75CL
SKU CODE: BW 294890 BAT 294241

24

HARDYS VR SAUVIGNON BLANC
75CL
SKU CODE: 561937

WINE

Must Stock Lines

CATEGORY ADVICE 2021

25

BAREFOOT SAUVIGNON BLANC 75CL
SKU CODE: 768399

26

YELLOW TAIL SAUVIGNON BLANC 75CL
SKU CODE: 374301

27

BAREFOOT PINOT GRIGIO 75CL
SKU CODE: 566579

28

HARDYS VR PINOT GRIGIO 75CL
SKU CODE: 746278

29

I HEART PINOT GRIGIO 75CL
SKU CODE: 154132

30

YELLOW TAIL PINOT GRIGIO 75CL
SKU CODE: 644767

31

BAREFOOT CHARDONNAY 75CL
SKU CODE: 249173

32

CASILLERO DEL DIABLO CHARDONNAY 75CL
SKU CODE: 356663

WINE

Must Stock Lines

CATEGORY ADVICE 2021

33

YELLOW TAIL CHARDONNAY
75CL
SKU CODE: 772543

34

HARDYS VR CHARDONNAY
75CL
SKU CODE: BW 65269 BAT 553206

35

THE STRAW HAT WHITE
75CL
SKU CODE: 317205

36

ECHO FALLS WHITE
75CL
SKU CODE: BW 76171 BAT 553099

37

BLOSSOM HILL WHITE
75CL
SKU CODE: BW 762528 BAT 163560

38

19 CRIMES
75CL
SKU CODE: 381697

WINE

Must Stock Lines

CATEGORY ADVICE 2021

39

LEASINGHAM JAM SHED
75CL
SKU CODE: 424157

40

CAMPO VIEJO TEMPRANILLO
75CL
SKU CODE: BW 52067 BAT 569146

41

HARDYS VR SHIRAZ
75CL
SKU CODE: 553208

42

YELLOW TAIL SHIRAZ
75CL
SKU CODE: 772532

43

YELLOW TAIL CABERNET SAUVIGNON
75CL
SKU CODE: 27812

44

HARDYS VR CABERNET SAUVIGNON
75CL
SKU CODE: BW 92180 BAT 553205

WINE

Must Stock Lines

CATEGORY ADVICE 2021

45

TRIVENTO MALBEC
75CL
SKU CODE: 162674

46

DEPORTE DE REYES MALBEC
75CL
SKU CODE: 384167

47

CASILLERO DEL DIABLO MERLOT
75CL
SKU CODE: BW 294922 BAT 294274

48

BAREFOOT MERLOT
75CL
SKU CODE: 566601

49

HARDYS VR MERLOT
75CL
SKU CODE: BW 92191 BAT 553207

50

BLOSSOM HILL RED
75CL
SKU CODE: BW 762726 BAT 163677

WINE

Planogram
1.25m x 4 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 1 SKUs

BESTWAY	BATLEYS	
278210	278210	CASILLERO SAUV BLANC 187ML
557881	543153	BLOSSOM HILL WHITE 187ML
508168	508168	ECHO FALLS CHARDONNAY 187.5ML
596413	596413	BLOSSOM HILL ROSE ITALY 187ML
281430	281430	I HEART PROSECCO 20CL
331847	516129	C/ESTATE ROYAL CAVA BRUT 75CL
329122	329122	ROSSINI ROSATO 70CL
329144	329144	ROSSINI PROSECCO 70CL
154108	154108	I HEART PROSECCO 75CL
240655	584401	LELAC CHAMPAGNE NV 75CL
132358	286145	MOET & CHANDON 75CL

SHELF 2 SKUs

BESTWAY	BATLEYS	
566579	566579	BAREFOOT PINOT GRIGIO 75CL
154132	154132	I HEART PINOT GRIGIO 75CL
154110	154110	I HEART SAUV BLANC 75CL
294890	294241	CASILLERO SAUV BLANC 75CL
356663	356663	CASILLERO CHARDONNAY 75CL
331595	331595	OXFORD LANDING SAUV BLANC 75CL
240819	240819	W/BLASS YELLOW CHARDONNAY 75CL
430753	430753	GALLO PINOT GRIGIO 75CL
163750	734630	GALLO GFV SAUVIGNON BLANC 75CL
347991	347991	MUD HOUSE SAUV BLANC 75CL
654957	654957	OYSTER BAY SAUV BLANC 75CL
213493	213493	VILLA MARIA SAUV BLANC 75CL

WINE

Planogram
1.25m x 4 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 3 SKUs

BESTWAY	BATLEYS	
772543	772543	YELLOW TAIL CHARDONNAY 75CL
644767	644767	YELLOW TAIL PINOT GRIGIO 75CL
76171	553099	ECHO FALLS WHITE 75CL
762528	163560	BLOSSOM HILL WHITE 75CL
508135	508135	ECHO FALLS SAUV BLANC 75CL
746278	746278	HARDYS VR PINOT GRIGIO 75CL
65269	553206	HARDYS VR CHARDONNAY 75CL
32203	290621	GALLO GFV WHITE ZINFANDEL75CL
566580	566580	BAREFOOT WHITE ZINFANDEL 75CL
154143	154143	I HEART ROSE 75CL
265546	265546	HARDYS VR ROSE CAB SAV 75CL

SHELF 4 SKUs

BESTWAY	BATLEYS	
703801	703801	AMORINO PERRY £2.99 1.5LTR
635295	635295	LAMBRINI ORIG P/M 6.8% 1.25LTR
684048	684048	THREE MILLS WHITE 5.5% 75CL
317205	317205	THE STRAW HAT WHITE 75CL
440775	440775	SHY PIG WHITE 75CL
718982	718982	ECHO FALLS PEACH & MANGO 75CL
719012	719012	ECHO FALLS SUMMER BERRIES 75CL
440786	440786	SHY PIG ROSE 75CL
317106	317106	THE STRAW HAT ROSE 75CL

WINE

Planogram
2.5m x 4 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

WINE

Planogram
2.5m x 4 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 1 SKUs

BESTWAY	BATLEYS	
278210	278210	CASILLERO SAUV BLANC 187ML
557881	543153	BLOSSOM HILL WHITE 187ML
508168	508168	ECHO FALLS CHARDONNAY 187.5ML
772576	772576	YELLOW TAIL PINOT GRIGIO 187ML
651660	651660	KISSING TREE PIN GRIGIO 18.7CL
596413	596413	BLOSSOM HILL ROSE ITALY 187ML
644789	644789	B/HILL WHITE ZINFANDEL 187ML
127268	89852	THE STRAW HAT ROSE 18.7CL
172922	172922	CANTI PROSECCO 20CL
281430	281430	I HEART PROSECCO 20CL
331847	516129	C/ESTATE ROYAL CAVA BRUT 75CL
331858	516139	C/ESTATE ROYAL CAVA ROSE 75CL
206032	206032	LA GIOIOSA PROSECCO DOC 75CL
329122	329122	ROSSINI ROSATO 70CL
329144	329144	ROSSINI PROSECCO 70CL
154108	154108	I HEART PROSECCO 75CL
240655	584401	LELAC CHAMPAGNE NV 75CL
132358	286145	MOET & CHANDON 75CL

SHELF 2 SKUs

BESTWAY	BATLEYS	
566579	566579	BAREFOOT PINOT GRIGIO 75CL
502979	528936	JACOBS CREEK PINOT GRIGIO 75CL
430753	430753	GALLO PINOT GRIGIO 75CL
163750	734630	GALLO GFV SAUVIGNON BLANC 75CL
347991	347991	MUD HOUSE SAUV BLANC 75CL
331595	331595	OXFORD LANDING SAUV BLANC 75CL
331638	331638	OXFORD LANDING CHARDONNY 75CL
240819	240819	W/BLASS YELLOW CHARDONNAY 75CL
356663	356663	CASILLERO CHARDONNAY 75CL
698732	698732	SHEARWATER BAY SAUV BLANC 75CL
654957	654957	OYSTER BAY SAUV BLANC 75CL
654968	654968	OYSTER BAY CHARDONNAY 75CL
213493	213493	VILLA MARIA SAUV BLANC 75CL
566580	566580	BAREFOOT WHITE ZINFANDEL 75CL
32203	290621	GALLO GFV WHITE ZINFANDEL75CL
163705	734533	GALLO GFV WHITE GRENACHE 75CL
154143	154143	I HEART ROSE 75CL

WINE

Planogram
2.5m x 4 Shelf

CATEGORY ADVICE
2021

SHELF 3

SHELF 4

SHELF 3 SKUs

BESTWAY	BATLEYS	
154110	154110	I HEART SAUV BLANC 75CL
154132	154132	I HEART PINOT GRIGIO 75CL
508135	508135	ECHO FALLS SAUV BLANC 75CL
762528	163560	BLOSSOM HILL WHITE 75CL
294890	294241	CASILLERO SAUV BLANC 75CL
413480	413480	ISLA NEGRA SAUV BLANC PX 75CL
431068	431068	CAPE CLASSIC WHITE 75CL
386230	386230	KUMALA CHARDONNAY 75CL
644767	644767	YELLOW TAIL PINOT GRIGIO 75CL
772543	772543	YELLOW TAIL CHARDONNAY 75CL
746278	746278	HARDYS VR PINOT GRIGIO 75CL
65269	553206	HARDYS VR CHARDONNAY 75CL
265546	265546	HARDYS VR ROSE CAB SAV 75CL
317524	317524	ECHO FALLS ROSE 75CL
114840	553095	ECHO FALLS WHITE ZINFADEL 75CL
762814	705396	BLOSSOM HILL WHT ZIN 75CL

SHELF 4 SKUs

BESTWAY	BATLEYS	
635295	635295	LAMBRINI ORIG P/M 6.8% 1.25LTR
703801	703801	AMORINO PERRY £2.99 1.5LTR
647683	647683	AMORINO SPKL PERRY P/M 75CL
684048	684048	THREE MILLS WHITE 5.5% 75CL
317205	317205	THE STRAW HAT WHITE 75CL
475497	475497	SILVER BAY POINT WHITE 8% 75CL
440775	440775	SHY PIG WHITE 75CL
76171	553099	ECHO FALLS WHITE 75CL
718982	718982	ECHO FALLS PEACH & MANGO 75CL
215748	215748	CELLIER D'OR BLANC 75CL
215726	215726	CELLIER D'OR ROSE 75CL
317106	317106	THE STRAW HAT ROSE 75CL
440786	440786	SHY PIG ROSE 75CL
719012	719012	ECHO FALLS SUMMER BERRIES 75CL
175836	175836	GFV SPRITZ R/BERRY & LIME 75CL

WINE

Planogram
1m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 1 SKUs

BESTWAY	BATLEYS	
78317	663072	Q.C. CREAM 70CL
82055	608750	HARVEYS BRISTOL CREAM 75CL
111465	283397	STONES GINGER WINE 70CL
429720	429720	PORTMANS FINE RUBY 70CL
59802	608953	COCKBURNS FINE RUBY 75CL
896504	896504	ROSSINI VERMOUTH BIANCO 70CL
400479	400479	MARTINI BIANCO 75CL
606505	606505	CAMPO CRIANZA 18.7CL
557892	543163	BLOSSOM HILL RED 187ML
508146	508146	ECHO FALLS MERLOT 187.5ML
278209	278209	CASILLERO CABERNET SAUV 187ML

SHELF 2 SKUs

BESTWAY	BATLEYS	
240611	240611	W/BLASS YELLOW CAB/SAUV 75CL
381697	381697	19 CRIMES 75CL
424157	424157	LEASINGHAM JAM SHED 75CL
661827	661827	OYSTER BAY MERLOT 75CL
162674	162674	TRIVENTO MALBEC 75CL
384167	384167	DEPORTE DE REYES MALBEC 75CL
21426	21426	CAMPO VIEJO GARNACHA 75CL
52067	569146	CAMPO VIEJO TEMPRANILLO 75CL
308040	308040	DARK HORSE CAB SAUVIGNON 75CL
605640	605640	DARK HORSE MALBEC 75CL
265579	265579	STAMP CAB MERLOT 75CL
21588	488218	STAMP SHIRAZ/CABERNET 75CL

WINE

Planogram
1m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 3 SKUs

BESTWAY	BATLEYS	
386241	386241	KUMALA MERLOT 75CL
386252	386252	KUMALA SHIRAZ 75CL
566601	566601	BAREFOOT MERLOT 75CL
135568	135568	BAREFOOT CABERNET SAUV 75CL
249162	249162	BAREFOOT MALBEC 75CL
294922	294922	CASILLERO MERLOT 75CL
359641	359641	CASILLERO CABERNET 75CL
456707	456707	CASILLERO RESERVA MALBEC 75CL
644756	644756	YELLOW TAIL MERLOT (AUS) 75CL
772532	772532	YELLOW TAIL SHIRAZ 75CL
27812	27812	YELLOW TAIL CAB SAUV 75CL
35710	35710	MCGUIGAN BLACK SHIRAZ 75CL
36113	36113	MCGUIGAN BLACK LBL RED 75CL

SHELF 4 SKUs

BESTWAY	BATLEYS	
413478	413478	ISLA NEGRA MERLOT CAB 75CL
508124	528526	ECHO FALLS SHIRAZ 75CL
463609	734320	GALLO GFV CAB SAUVIGNON 75CL
154121	154121	I HEART MERLOT 75CL
65236	553208	HARDYS VR SHIRAZ 75CL
92191	553207	HARDYS VR MERLOT 75CL
92180	553205	HARDYS VR CABERNET SAUV 75CL

SHELF 5 SKUs

BESTWAY	BATLEYS	
762726	163677	BLOSSOM HILL RED 75CL
317018	317018	THE STRAW HAT RED 75CL
174251	174251	APOTHIC RED 75CL
718993	718993	ECHO FALLS R/BRY & CASSIS 75CL
76126	553100	ECHO FALLS RED 75CL
440797	440797	SHY PIG RED 75CL

WINE

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 1 SKUs

BESTWAY	BATLEYS	
78317	663072	Q.C. CREAM 70CL
78362	663083	Q.C. MEDIUM 70CL
82055	608750	HARVEYS BRISTOL CREAM 75CL
122355	323662	CROFT ORIGINAL SHERRY 75CL
126474	323662	CROFT TRIPLE CROWN 75CL
111465	283397	STONES GINGER WINE 70CL
429720	429720	PORTMANS FINE RUBY 70CL
82417	565265	COCKBURNS SPEC RESERVE 75CL
59802	608953	COCKBURNS FINE RUBY 75CL
460367	393000	TAYLORS LBV 70CL
896504	896504	ROSSINI VERMOUTH BIANCO 70CL
400479	400479	MARTINI BIANCO 75CL
400446	400446	MARTINI EXTRA DRY 75CL
606505	606505	CAMPO CRIANZA 18.7CL
557892	543163	BLOSSOM HILL RED 187ML
644844	644844	BLOSSOM HILL MERLOT USA 187ML
278209	278209	CASILLERO CABERNET SAUV 187ML
772565	772565	YELLOWTAIL SHIRAZ 187ML
508146	508146	ECHO FALLS MERLOT 187.5ML
605662	605662	BAREFOOT MERLOT 187ML

SHELF 2 SKUs

BESTWAY	BATLEYS	
21426	21426	CAMPO VIEJO GARNACHA 75CL
704176	704176	CAMPO VIEJO TEMP £7.99 75CL
265579	265579	STAMP CAB MERLOT 75CL
21588	488218	STAMP SHIRAZ/CABERNET 75CL
266708	266708	CALVET CAHORS MALBEC 75CL
162674	162674	TRIVENTO MALBEC 75CL
661827	661827	OYSTER BAY MERLOT 75CL
994709	994709	OYSTER BAY PINOT NOIR 75CL
381697	381697	19 CRIMES 75CL
424157	424157	LEASINGHAM JAM SHED 75CL
160913	160913	W/BLASS YELLOW SHIRAZ 75CL
240611	240611	W/BLASS YELLOW CAB/SAUV 75CL
308040	308040	DARK HORSE CAB SAUVIGNON 75CL
605640	605640	DARK HORSE MALBEC 75CL

WINE

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 3 SKUs

BESTWAY	BATLEYS	
27711	553265	JACOBS CREEK MERLOT 75CL
496588	496588	OXFORD LANDING MERLOT 75CL
566601	566601	BAREFOOT MERLOT 75CL
249162	249162	BAREFOOT MALBEC 75CL
135568	135568	BAREFOOT CABERNET SAUV 75CL
768432	768432	BAREFOOT SHIRAZ 75CL
456707	456707	CASILLERO RESERVA MALBEC 75CL
359641	359641	CASILLERO CABERNET 75CL
294922	294922	CASILLERO MERLOT 75CL
644756	644756	YELLOW TAIL MERLOT (AUS) 75CL
27812	27812	YELLOW TAIL CAB SAUV 75CL
155528	155528	YELLOW TAIL JAMMY RED ROO 75CL
772532	772532	YELLOW TAIL SHIRAZ 75CL

SHELF 4 SKUs

BESTWAY	BATLEYS	
508124	528526	ECHO FALLS SHIRAZ 75CL
76148	553097	ECHO FALLS MERLOT 75CL
463609	734320	GALLO GFV CAB SAUVIGNON 75CL
416319	216775	GALLO GFV MERLOT 75CL
386252	386252	KUMALA SHIRAZ 75CL
386217	386217	KUMALA PINOTAGE 75CL
386241	386241	KUMALA MERLOT 75CL
65236	553208	HARDYS VR SHIRAZ 75CL
92180	553205	HARDYS VR CABERNET SAUV 75CL
92191	553207	HARDYS VR MERLOT 75CL
16865	16865	HARDYS CREST CAB/SH/MER 75CL
35710	35710	MCGUIGAN BLACK SHIRAZ 75CL
36113	36113	MCGUIGAN BLACK LBL RED 75CL

WINE

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 5 SKUs

BESTWAY	BATLEYS	
475475	475475	SILVER BAY POINT RED 8% 75CL
317018	317018	THE STRAW HAT RED 75CL
684050	684050	THREE MILLS RED 5.5% 75CL
174251	174251	APOTHIC RED 75CL
762726	163677	BLOSSOM HILL RED 75CL
718993	718993	ECHO FALLS R/BRY & CASSIS 75CL
76126	553100	ECHO FALLS RED 75CL
440797	440797	SHY PIG RED 75CL
154121	154121	I HEART MERLOT 75CL
384167	384167	DEPORTE DE REYES MALBEC 75CL
413478	413478	ISLA NEGRA MERLOT CAB 75CL
775489	775489	ISLA NEGRA RES CHAB SAUV 75CL

For more information including planograms and advice on other key ranges, go to

www.bestwaywholesale.co.uk/categoryadvice