



Making Summer Sizzle

During the Summer months, you need to ensure that your store reflects the change in seasons as well. There are many opportunities throughout Summer which you can capitalise on with a little forward planning.

Hints and tips

Bring summer into your store with a greater emphasis on summer foods and maximise the seasonal sales.

Do it: Check the weather forecasts daily and ensure you know your delivery schedules for products like ice cream so that you aren't caught out.

Identify major sporting events to support with cross-linked promotions or dual sitings, eg:

- Wimbledon tennis.... strawberries and cream, Pimms
- British Grand Prix.... beer and snacks
- Football tournaments like the World Cup.... Soft Drinks, Beer, and snacks

Build goodwill by supporting local events with sandwiches and picnic goods.

Offer inspiration for BBQs and picnics by ensuring you offer variety and choice.

Do it: Put products together to make it quick and easy for the customer, for example create a BBQ display.

Ensure that your customers have the choice of drink-now as well as drink-later.

Do it: Have a good selection of chilled soft drinks and alcohol available for refreshment and entertaining.

If you are near an office make sure you are doing everything you can to gain their custom at lunchtime.

Do it: Do a leaflet drop to local businesses to publicise your deals and consider a meal deal for people wanting to buy a sandwich and a paper to enjoy outside.

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