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Effective Pub & Club Merchandising Tips & Guidance

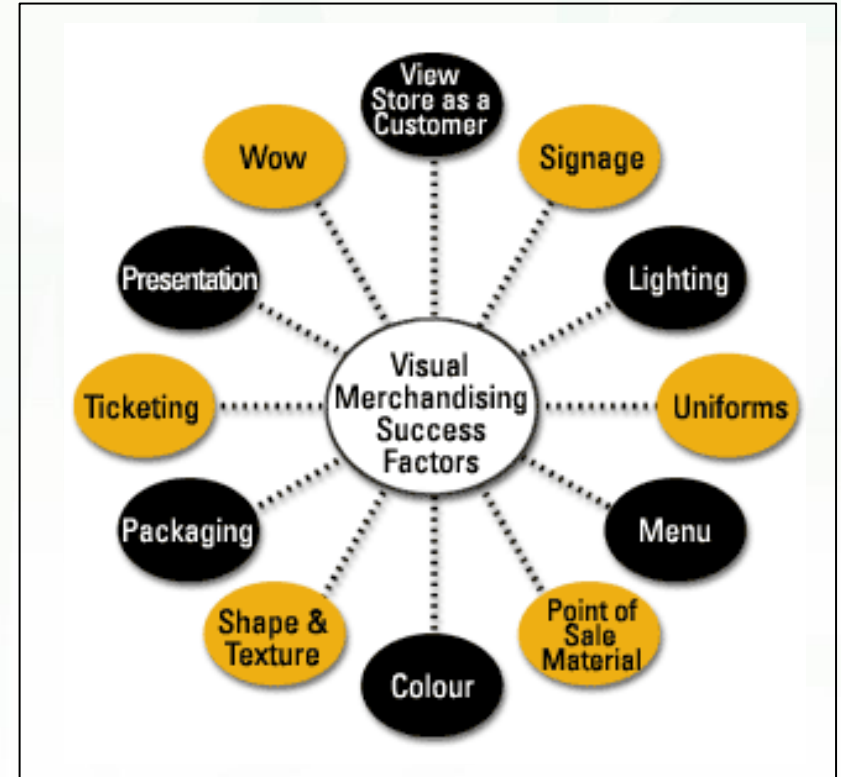


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WHAT IS MERCHANDISING

THERE ARE MANY DEFINITIONS

- Simply put it is any practice which contributes to the sale of products to your customers
- Its about exciting your customers senses
- Effective merchandising is about grabbing the attention of your customers to trigger a response (emotional) to generate action
- Teach your staff to recognise the value of displays and merchandising which in turn will lead to more profit



REMEMBER

Its easy to forget the fact that your Pub or Club is predominately a retail outlet, a place which sells food and drinks – the detail a licensee affords their back-bar and other displays will reflect the level of sales achieved

EFFECTIVE MERCHANDISING TECHNIQUES

FIELD OF VISION

- The strongest area to display product is the right-hand side of a customers field of vision
- The middle positions are less strong, customers eyes tend to glance over them
- Most retailers will position brands they wish to sell or promote on the right-hand side of their customers field of vision



REMEMBER

The right-hand side of a customers field of vision is the first place they will see and the most likely they are to remember – sometimes referred to as “eye dwell”

EFFECTIVE MERCHANDISING TECHNIQUES

HOT SPOTS

- These are prime selling positions where customers are most likely to be influenced to make a purchase
- This is where your high GP products should be located
- Typical locations to maximise sales include:
 - ✓ Above the till (when on the back bar)
 - ✓ Beside the till (especially on the right)
 - ✓ The Optic Rail, Coolers & Fridges
 - ✓ Eye level locations on route to the bar such as pillars



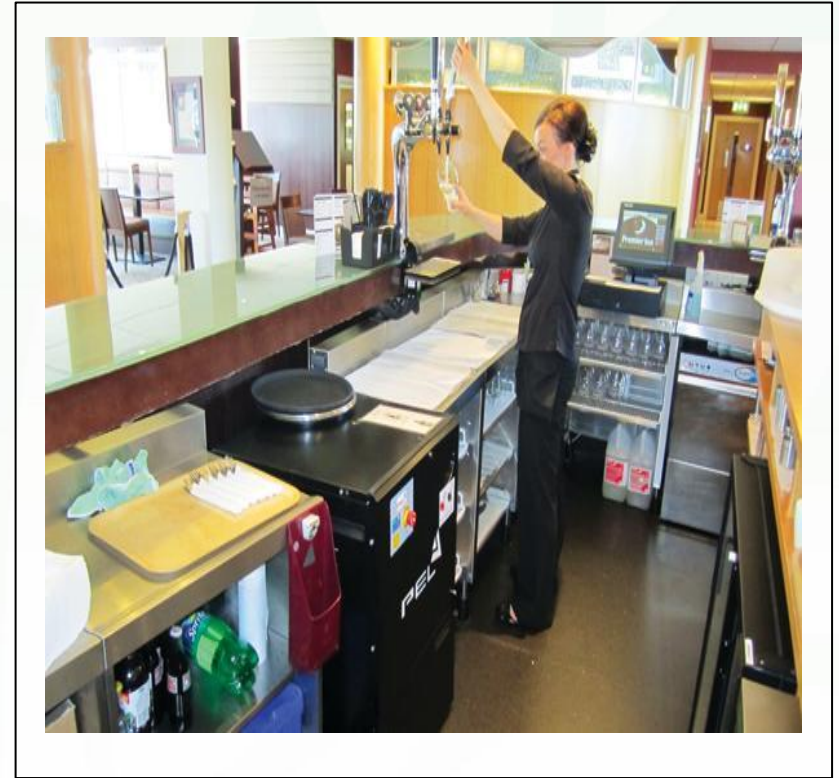
REMEMBER

“Eye level” is “buy level”, displays which are positioned at 3ft and 7ft will be in within your customers immediate focal point – sales of impulse spirits such as some liqueurs, high GP malt whiskies etc. likely to increase if they are on your optic rail

EFFECTIVE MERCHANDISING TECHNIQUES

COLD SPOTS

- These are areas of low visibility
- Bottom left is the least effective display space (remember the eye-dwell model)
- You can always use it for storing things such as glasses or very low GP products



REMEMBER

This doesn't just apply to the bar area, it also applies to printed materials such as menus – bottom left is therefore a good place to put your pictures

EFFECTIVE MERCHANDISING TECHNIQUES

IMPACT DISPLAYS

- Creating a bulk display of a single product know as double or mass facing will help it stand out in a customers field of vision
- Two or more single products are grouped together to increase visibility and impact – it can also give a product authority
- This can be achieved by both Horizontal and Vertical stacking, especially effective with premium packed lagers & RTD spirits
 - ✓ Even using well-known spirit brands can increase sales by +10%



REMEMBER

Some leading edge retailers even serve products from a different area so as not to disturb the displays in their fridges and to maximise their effectiveness

EFFECTIVE MERCHANDISING TECHNIQUES

POINTS OF CONTACT

- Customers often approach a bar from different directions but arrive at the same point to be served – the point of contact
- Potentially a powerful place for merchandising displays
- Other “points of contact” may include entrances, AWP’s, pool tables or specific areas where customers meet – all good places for merchandising



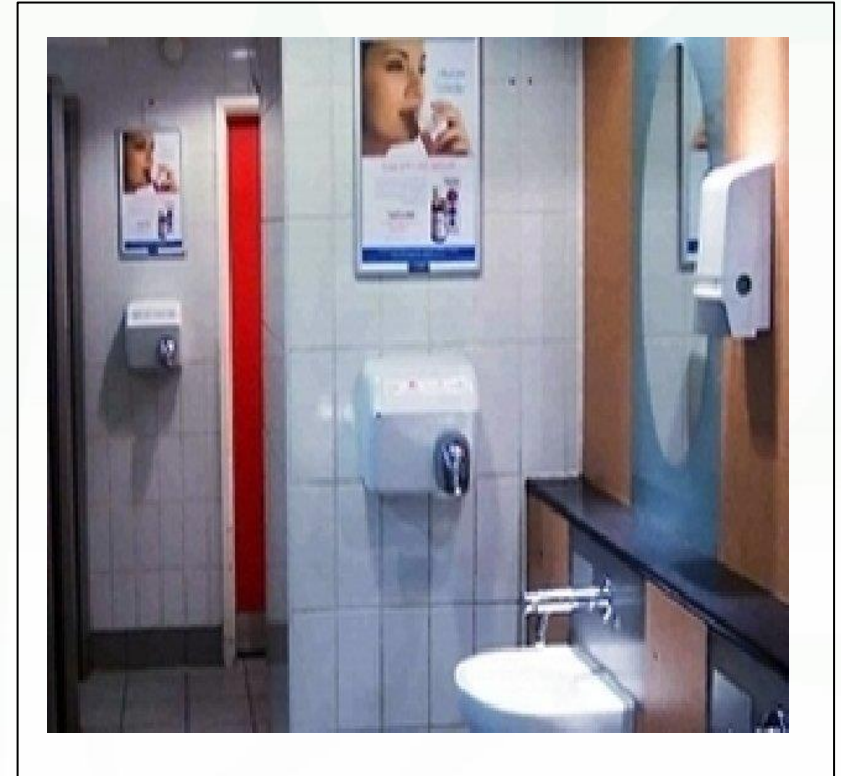
REMEMBER

Displays and posters before they get to the bar at eye level will help customers make up their minds faster when they reach the bar – this will help increase turnover especially during busy sessions

EFFECTIVE MERCHANDISING TECHNIQUES

THE TOILETS

- Your outlets toilets are also a very important point of contact
- Putting up quality displays above urinals or on the back of cubicle doors can mean undivided attention in an otherwise hectic session
- Examples of things you can 'promote' could include
 - ✓ Forthcoming events
 - ✓ Wines of the week
 - ✓ Specific brand promotions



REMEMBER

Promoting brands and products which are also being advertised on TV may also be worth considering as it is an in-outlet reminder of something they may have already seen – also don't forget the ladies loos' to

EFFECTIVE MERCHANDISING TECHNIQUES

GROUPING RELATED ITEMS

- Leading your customers into more profitable sales can be done in lots of different ways
- Here are just some examples of where you can look to 'add value' to your customer and profit to yourselves
 - ✓ Offer high GP tonics & mixers with your standard spirits
 - ✓ Danish pastries etc. with coffee in the day
 - ✓ Liqueurs, brandies etc. with coffee in the evening



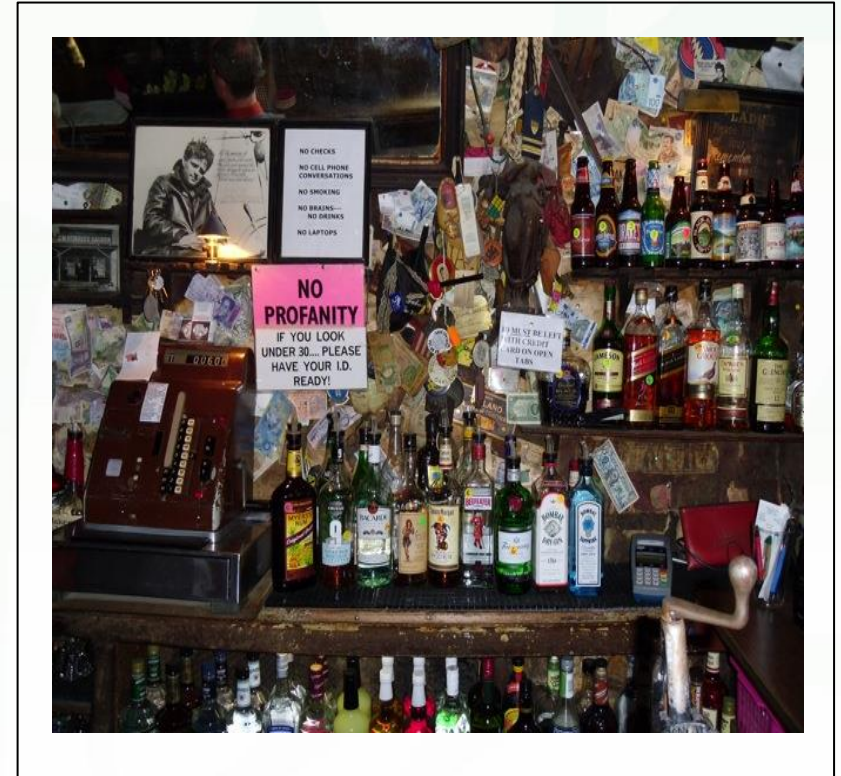
REMEMBER

Retailers such as McDonalds make untold millions from simple phrases such as “would you like fries with that” and “is that a large coke”

EFFECTIVE MERCHANDISING TECHNIQUES

DECLUTTER

- The back bar in your outlet is your shop window and should not be filled with space wasters
- You should remove any 'clutter' from your back bar straightaway
- Replace it with nice relevant displays based on the merchandising techniques already discussed
- When creating your displays and back bar don't be afraid to look at other retailers



REMEMBER

It might not just be your back bar that is cluttered – always worth looking at your actual bar and the outlet in general – customers like choice, but they can also be as easily confused if you bombard them with it

EFFECTIVE MERCHANDISING TECHNIQUES

FINAL THOUGHTS

- A. Having a small bar is no excuse, in fact its more important to merchandise effectively
- B. Match your displays to your customers profile
- C. Remove all unsaleable clutter no matter how sentimental
- D. Keep your bar clean and well lit
- E. Promote products in-line with your objectives – not just randomly
- F. Think about creating a 'new product' area
- G. Group related items where ever possible to help with upselling
- H. Group product categories together it will help your customers and speed up service
- I. Back up your displays with good product knowledge
- J. Keep your bar and displays fresh – update and change them regularly so they don't become wallpaper
- K. Try and sell more of your most profitable products

