

# Sales Team of the Year

Retail Industry Awards – June 2018



**BOOST**

# Championing Independent retail – ‘We love Local’

## Boost Drinks

- ✓ Established in 2001 in Leeds, West Yorkshire.
- ✓ Privately owned.
- ✓ Functional drinks brand – energy, sport, protein.
- ✓ Award-winning £77 million brand in 2017
- ✓ Within the **Top Ten** highest selling soft drinks in convenience\*

Boost was created specifically with independent retailers in mind.

We only work with independent retailers, helping them compete with big supermarket chains by offering an exclusive product, sharing our knowledge and marketing our products and brand.

Source: IRI Marketplace Data UK Symbol & Independent Channel  
52 weeks Unit Sales to 21st April 2018

## Supporting independent retailers since 2001

**Why?** Because we know how vital local shops are to the communities we all live in! Also because consumers love the incredible taste, sensational energy and impossibly good price of the products we make...



...We are committed to delivering exactly what drives independent retailers business...

# BOOST

# Putting the Retailer First

## Listening and Actioning

We spend a lot of time listening to independent retailers to fully understand their businesses to provide the best possible service and provide an offering aligned to their needs.

We actively get involved in retailer panels and networking events to continue to understand, learn as well as educate them on the market dynamics as well as presenting at retailer dinners and HIM retailer roundtable events.

We also undertake an independent bi-annual business review with our trade customers to ensure we are meeting their needs and the needs of their retailers to build our strategy plans and ensure we are focussed on the right areas of focus as we plan our activity for the years ahead.



# Retailer Relationships

## Quality not Quantity

Our sales team have a combined 270 years of experience in independent retail!

Our long standing sales team have established long-term relationships with trade customers which allows us to work closely with our accounts and build joint business plans to deliver success together!

From the Sales Director to the teams out in the field, there is a huge sense of passion and pride in their delivery to all their retail customers.

Taking every opportunity to interact directly with retailers:

- ✔ Industry wide events & exhibitions
- ✔ Regular in depot visits
- ✔ Wholesale trade events



# BOOST

# An Extended Team

## Business Advice

We understand that not all retailers want information and advice in the same way, at the same time.

We provide support 24/7 even when face-to-face isn't possible.

- ✔ Online resource – new trade website specific to independent retail
  - tips to sell more
  - profit calculator
  - detailed product information
- ✔ Digital interaction via social media & e-newsletters provide regular brand and industry updates
- ✔ Enquiries – UK & international queries can be made by phone or via our website
- ✔ Trade press



# BOOST

# Ear to the Ground

## Category Advice

IRI data, specific to the convenience retail channel, helps keep our customers accurately informed about market trends.

- ✓ Providing the opportunity to help independent retailers make decisions based on facts and research relevant to their specific part of the industry
- ✓ Sharing industry knowledge combined with in-depot and in-store experience and merchandising tips, is improving retailer opportunities and overall sales for the category, not just Boost
- ✓ Bespoke independent research and insight is used to supplement industry data

**77% of retailers see Boost as a must stock product\***

Source: *him! Boost Research*

## latest news

**Boost Energy 250ml PMP continues top 10 selling soft drink\***

**The top 3 selling Soft Drinks skus in NI continue to be Boost\***

**Boost Sport remains fastest growing sports drink\***

\*Source: IRI Marketplace Data UK Symbol & Independent Channel 52 weeks Unit Sales to 21st<sup>th</sup> April 2018



**IRi**  
Growth delivered.

# BOOST

# New Product Development

## In the Last 12 Months...

- ✓ We completed our reformulation across all Boost products, reducing the calories and sugar to less than 50% whilst maintaining the taste profile  
**Why?** To ensure ALL our products are 100% exempt from the Sugar Tax whilst maintaining trade pricing and RRP's for consumer
- ✓ We added value to the retailer 500ml and 1 Litre case offerings with '12 for 10' promotion  
**Why?** To support the retailer on POR and drive purchase.
- ✓ We launched a NEW sugar free 250ml Punch Power Flavour  
**Why?** To offer new sugar free alternative flavour aligned to market demand and providing retailers something new to further engage consumers.
- ✓ We have refined our brand proposition and this summer sees the start of a new campaign to empower consumers to 'Never Miss a Beat' via a new on pack promotion.  
**Why?** To ensure stand out on-shelf and help retailers sell more, improving their bottom line.
- ✓ We have focused our efforts on driving our latest edition, Protein Boost  
**Why?** Because ready to drink protein is growing faster in convenience than any other channel and we wanted to help retailers embrace that and drive incremental profit to their business!



# BOOST

# Feet on the Street

## In Store Engagement

- ✓ We are investing year on year in building retailer relationships and understanding their needs
- ✓ Providing the best category advice for their store
- ✓ Offering strong deals to help them trial NPD without high-level risk or investment
- ✓ Merchandising Boost to best effect including free POS materials
- ✓ Continuing to engage with retailers through follow up activity via digital comms and e-shot vouchers to re-engage and drive purchase



**20,000**

*Retailer visits in 2017*

**11,000+**

*New distribution points gained*

**40,000**

*Retailer visits in 2018...*

**BOOST**

# Marketing Support

## Retailer Opportunity & Involvement

### Campaign Planning

- ✓ We have a clear objective - To increase footfall into store for Boost sales
- ✓ We aim to communicate throughout the chain from wholesale to retailer touch points
- ✓ Working closely with all our customer accounts supporting in-depot & in-store activity to help retailers take advantage of new opportunities to drive growth

### Key Activities 2018

- ✓ Distribution Drive focus to drive Core Energy & Flavours, Sport & Protein
- ✓ NEW Sugar Free Punch Power Flavour launch
- ✓ NEW 250ml On Pack Promotion running June-Oct
- ✓ NEW Limited Edition – Cosmic Glow with a 'Bring on the Night' campaign

In Store Sampling



POS - At point of purchase



In Depot

# BOOST

# Giving Back to the Retailer

## Rewarding Brand Loyalty

Boost never underestimates the support we gain in championing independent retailers and each year looks to reward the loyal retailers as well as the consumers in our activity.

- ✓ Via innovative and engaging in-depot theatre
- ✓ Providing opportunities to win cash prizes through product purchase
- ✓ Valuing the importance of these relationships with retailers, ensuring prizes are hand delivered by our sales team

**2015 Grab a Grand** - gave retailers the opportunity to win cash and support for their stores

**2016 Crystal Bottle** (celebrated our 15<sup>th</sup> anniversary) - provided retailers with a chance to win cash by finding a crystal bottle in their 500ml case

**2017 Cash Wins of £1000** for 12 weeks for supporting our on pack promotion

**2018 Investment** made into '12 for 10' promotion on 500ml/1 litre to support retailer purchase



# BOOST

# Proven Performance

## FWD 2016 Gold Medal for Service to Retail

Boost has been recognised again by FWD members as the supplier of retail services providing the best level of service – which is a great achievement to be recognised!



**BOOST**

# Don't just take our word for it ...

*'They are attracted by the fantastic value offered by the 1litre. I put my 1litre Boost SKUs in the chiller, the impulse market that offers the most potential.'* Jamie, Peterborough

*"It's great to have a product to give us a point of difference. We can't necessarily beat the multiples but we can offer something they can't!"* Dinesh, Bromley

*"I sell most energy drink brands here, they're all fighting for space, but Boost does very well. Customers say it's because it tastes great and is great value too."* Mohan, Silsden

*"We can easily get through six cases of the original cans in a week and often find ourselves needing to restock"* Gavin, Caeathro

*"It's phenomenal how it just flies off the shelves. It accounts for 40% of my sales!"* Ronnie, Craighill

**BOOST**

# In Summary

Supporting independent retailers is at the heart of Boost...

- ✓ Providing a bespoke range for independent retailers with great profit margins, great sales and great brand support
- ✓ A proactive and dedicated sales team with close customer relationships
- ✓ That share insight to help develop the category and build best in class performance
- ✓ Rewarding brand loyalty by giving back to the retailers
- ✓ Delivering new opportunities that can provide incremental profit

...And continuing to be the **only** brand dedicated to the independent convenience retail channel.



**BOOST**

**Thank you!**



**BOOST**