

licensed & tobacco

CATEGORY GUIDE

2026/27



Maximise profit from your selling
space with data driven insight



Best Sellers | New Products | Planograms | Region Specific

Licensed & Tobacco Category Guide 2026/27

This guide is a quick and easy tool which identifies core range products and bestsellers, supporting Independent Retailers to maximise sales and profit in store.



Callum Atkinson
Category Coordinator

Core Range Process

The dedication of the Plan for Profit team lies in developing a core range, guided by unbiased, channel-specific, and data-driven decisions, to assist Independent Retailers in optimising their retail space and maximising sales potential.

We use SmartView Convenience, the most representative EPOS data for Symbols & Independents, along with insights from industry experts such as NielsenIQ, Circana, and Lumina. We also use sales and trend data from suppliers and Unitas Wholesalers to provide our range recommendations.

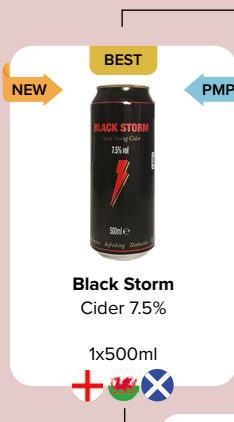


Understanding the guide

These products have been newly added to the core range.

Product imagery.

Products marked with these icons are region-specific. Visit the Plan for Profit Website and App for regional planograms and range information.



This product is a best seller (BEST).

This product is a price marked pack (PMP).

Product information.



This symbol means either of these products can be stocked.

VAPING & REDUCED RISK GUIDANCE

Scan for vaping guidance!

Vaping & Reduced Risk guidance is online only due to legislation changes and fast-moving products. Scan for the latest recommendations and Tobacco and Vapes Bill updates.



www.planforprofit.co.uk

@PlanForProfitRetail

@Plan_for_Profit



licensed & tobacco

CATEGORY GUIDE

8 BEER, LAGER & CIDER



26 ARTD



32 WINE



48 SPIRITS



58 TOBACCO & REDUCED RISK



Understand your shoppers

This understanding
will help stages
2 and 3.



Choose the right range

See what products
work best for
your shoppers.



Stock your shelves right

Use our planograms
to achieve
maximum impact.



See our family of
core range guides.



WINNING WITH LICENSED & TOBACCO

Alcohol, Tobacco, and Reduced-Risk categories account for **35%** of Symbols and Independents sales, but remain in decline due to ongoing price competition, rising alcohol duty, the impact of the disposable vape ban, and changing consumer behaviour, including moderation and reduced consumption.¹

Beer, Lager & Cider



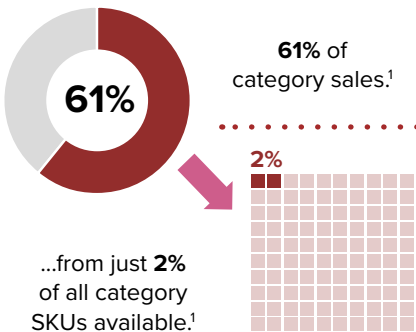
Spirits



FOUR WAYS TO MAXIMISE AND PROTECT THESE CATEGORIES

1 Get the Core Right:

Our Core Range delivers:



Use our planograms to maximise space and shopper satisfaction.

2 Back Growth Areas:

Single-serve formats are driving the growth in Licensed.¹



ARTD shoppers are increasing. Give ARTDs their own sign-posted chiller section to capture demand.²



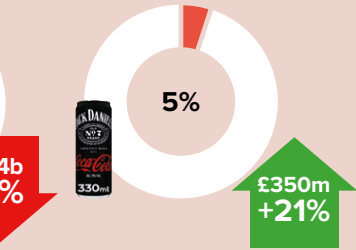
Position 5cls near the till to add **£2-3** per basket.

Sources:

1. SmartView Convenience 52week Value Sales to March 2026
2. Kantar Worldpanel, Total Coverage, 52 w/e 30.11.2025
3. Lumina Convenience Tracking Program 2025

¹Regulations may apply in Scotland - See Licensing (Scotland) Act 2005

ARTD

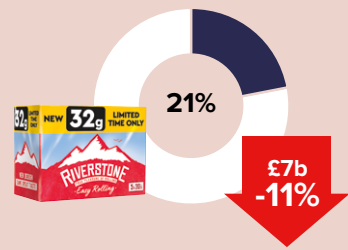


Value Sales % Share¹

Wine



Tobacco & Reduced Risk



3 Highlight Value:

58% of alcohol is purchased on promotion.³



PMP demand is up, with 5% more shoppers choosing them in 2025.³

Prioritise PMPs and run promotions with eye-catching POS to drive sales.*



4 Stay Compliant:

1 Oct 2026 UK Vaping Products Duty takes effect.



1 Jan 2027

Generational tobacco sales ban & retailer licensing regime expected to begin.



Scan the QR code for the latest legislation updates on Plan for Profit.

FOUR SIMPLE STEPS TO MERCHANDISE YOUR FIXTURE

GROUP BRANDS TOGETHER



Shoppers use major brands and shapes to navigate the fixture. Keep products from the same brand together for each type of product & ensure pricing is clearly displayed.

Shoppers use major brands and shapes to navigate the fixture. Keep products from the same brand together for each type of product & ensure pricing is clearly displayed.

Place the best-selling items at eye level for maximum visibility. Give them extra space on fixture to maximise availability, sales, and shopper satisfaction.

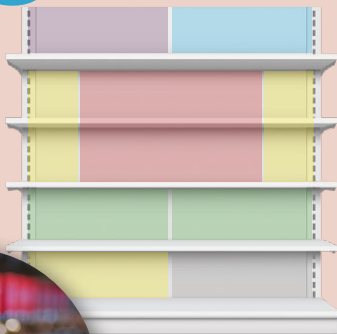
Place the best-selling items at eye level for maximum visibility. Give them extra space on fixture to maximise availability, sales, and shopper satisfaction.



EYE LEVEL

BEST-SELLING ITEMS AT EYE LEVEL

3



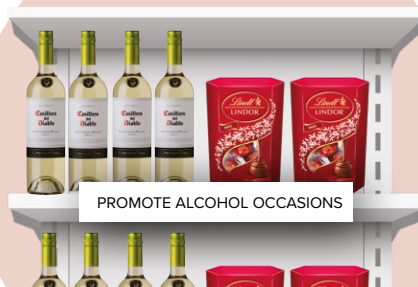
Fair Share of Space

Maximise sales by allocating space to each category and its brands based on their sales performance, ensuring the fixture is optimally organised.

GROUP CATEGORIES TOGETHER

4

USE SECONDARY SPACE



Maximise Secondary Space

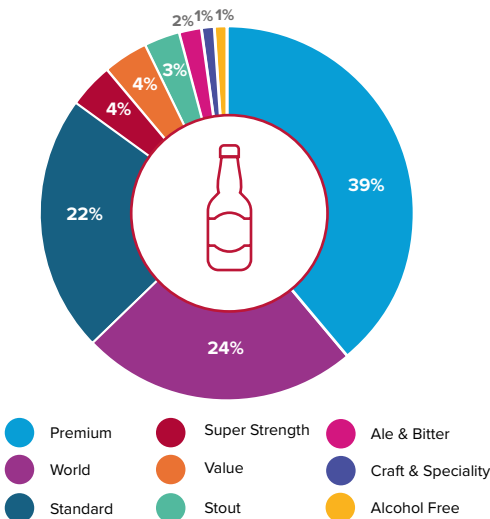
Secondary space is key to promoting alcohol for major music and sporting events, as well as everyday occasions like meal for tonight.*



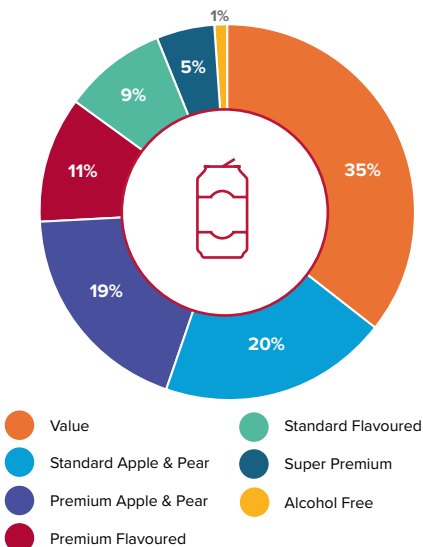
Included in this guide are Core Range planograms. We also provide planograms for small, medium & large stores, tailored for different regions. All are accessible through the Plan for Profit website and app.

BEER, LAGER & CIDER

Beer & Lager Category Breakdown¹



Cider Category Breakdown¹



Sources:

1. Circana, Symbols & Independents, Volume Sales, 52w to 27/12/2025
2. Molson Coors Projection 2025
3. Circana, Symbols & Independents, Value & Volume Sales, 52w to 27/12/2025
4. Worldpanel, Beer & Cider Penetration % by Segment, 52w to 28/12/2025

*Regulations may apply in Scotland - See Licensing (Scotland) Act 2005

World Beer

World Beer continues to lead Beer & Cider growth across Symbols and Independents.



This is on track to become the **No.1** segment within the next few years.²

Delivering **£17m** of growth in 2025, more than any other category.³



Purchased by **32%** of UK households, the highest in the category.⁴

PLAN FOR
PROFIT
T1P

Best Sellers:



Allocate **33%** of the chiller to World Beer.



See pages 10-13 for the full fixture plans.

Mainstream Lager



A core pillar of Beer and Cider in Symbols and Independents, ranking as the **3rd** largest segment.³

Experiencing the heaviest decline (-£19m), signalling a clear shopper shift towards Premium Lager and World Beer.³



PLAN FOR
PROFIT
TIP

CONSOLIDATE YOUR
MAINSTREAM
RANGE AND FOCUS ON
**PREMIUM
LAGER AND
WORLD BEER
TO DRIVE
GROWTH**

Focus on best-selling SKUs and strengthen core brand visibility in-store.

Value Cider

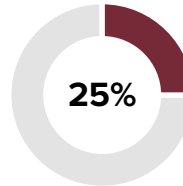


High-ABV 500ml single cans are a **key driver** of cider sales.³



Accounting for **6 of the top 12** best-selling SKUs.³

Knights and Black Storm deliver almost **25%** of total cider volume.³



Knights is the leading growth driver, adding **£10m** last year.³

PLAN FOR
PROFIT
TIP

Protect space and availability for Knights and Black Storm 500ml cans to maximise sales.



BEER, LAGER & CIDER



2.5m x 5 Shelf



Core Range

Extended Range

NPD



BEER, LAGER & CIDER



2.5m x 5 Shelf





Core Range

Extended Range

NPD



Cruzcampo®

SEVILLA

STOCK UP ON THE TASTE OF SEVILLA

ATTRACT NEW SHOPPERS:
12% FLAVOURED BEER DRINKERS
INCREMENTAL TO THE CATEGORY*

NEW
SEVILLE
ORANGE





Corona
Extra
4.5%
1x620ml



Peroni
Nastro Azzurro
5.0%
1x620ml



Desperados
Tequila Beer
5.9%
1x650ml



Birra Moretti
Beer
4.6%
1x660ml



Madri
Excepcional
4.6%
1x660ml



Budweiser
Lager
4.5%
1x660ml



Stella Artois
Lager
4.6%
1x660ml



Newcastle
Brown Ale
4.7%
1x550ml



BEST



Corona
Extra
4.5%
4x330ml



Desperados
Tequila Beer
5.9%
3x330ml



Peroni
Nastro Azzurro
5.0%
4x330ml



BEST

NEW



Budweiser
Lager
4.5%
4x300ml



Heineken
Alcohol Free
0.0%
4x330ml



Birra Moretti
Beer
4.6%
4x440ml

Low & No is the fastest growing category in Lager, Beer & Cider, up **24%** vs last year.



BACK THE WINNING STANDARD LAGER BRAND*

TURN FOOTBALL MOMENTS INTO SALES



UEFA
NATIONS
LEAGUE

FINALS

Proud Partner



*Nielsen IQ RMS Total coverage, biggest positive contributor to standard lager category adding £11M RSV.
Standard Lager Carlsberg Britvic defined, Carlsberg pilsner, Value Sales 52 WE 03/01/26.

Enjoy responsibly.
be [drinkaware.co.uk](https://www.drinkaware.co.uk)

68% of beer & cider occasions include food. Cross-m merchandise with meals and snacks to drive sales.



Kantar Alcovision, 31st March 2024



Desperados
Tequila Beer
5.9%
4x440ml



Madri
Excepcional
4.6%
4x440ml

NEW



Peroni
Nastro Azzurro
5.1%
4x440ml



BEST

NEW



Budweiser
Lager
4.5%
4x440ml

PMP

PMP



Heineken
Beer
5.0%
4x440ml

PMP



Kronenbourg
1664 Biere
4.6%
4x440ml



BEST

PMP



Stella Artois
Lager
4.6%
4x440ml

BEST

PMP



Carling
Lager
4.0%
4x440ml

PMP



Carlsberg
Danish Pilsner
3.4%
4x440ml

BEST

PMP



Foster's
Lager
3.4%
4x440ml

NEW

PMP



SKOL
Lager
2.8%
4x440ml



John Smith's
Extra Smooth
3.4%
4x440ml



Scan to explore Focus On Category Guides and grow your sales with Plan for Profit.



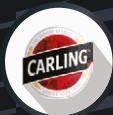
CARLING BLACK LABEL

WHAT YOU NEED TO KNOW

WHAT IS CARLING BLACK LABEL



4.7% full flavoured lager which offers a stronger drinking experience.



New lager reviving iconic name and heritage.

WHERE WILL YOU FIND IT



Off trade only SKU.

WHY WE ARE LAUNCHING IT



Disrupt the premium mainstream category.



Brings new news and innovation to a stagnant category.



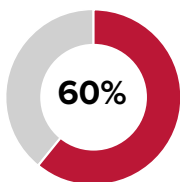
Shoppers want stronger, premium lager to enjoy at home.



Brings these shoppers into the Carling trade mark.



Premium categories
now drive over
60% of Lager, Beer
& Cider sales.
Allocate more space
to premium lines to
maximise value.



Circana - Geography: Symbols & Independents GB Time: 52 w/e 27 Dec,
2025 Measure: Value Sales

BEST

PMP



Guinness
Draught
4.2%
4x440ml



McEwan's
Export
4.5%
4x500ml



PMP



San Miguel
Especial
5.0%
4x500ml

BEST



Tyskie
Gronie
5.0%
4x500ml

NEW

PMP



Zubr
Lager
6.0%
4x500ml



NEW



Holsten
Pils
5.0%
4x500ml

BEST

PMP



Tennent's
Lager
4.0%
4x500ml



BEST



Carlsberg
Special Brew
7.5%
4x500ml

NEW



SKOL
Super
8.0%
4x500ml



NEW



Tennent's
Super
7.5%
4x500ml



BEST



Cruzcampo
Lager
4.4%
4x568ml

BEST



Red Stripe
Lager
4.7%
4x568ml

BEST



San Miguel
Especial
5.0%
4x568ml

BEST

PMP



Budweiser
Lager
4.5%
4x568ml



Award-winning ALES

Both available in 8x500ml packs

UK's No.1
Traditional Premium Ale*



UK's No.1
+5.0% ABV Ale*





PMP

Coors
Beer
3.4%
4x568ml



BEST

PMP

Heineken
Beer
5.0%
4x568ml



Kronenbourg
1664 Biere
4.6%
4x568ml



BEST

PMP

Stella Artois
Lager
4.6%
4x568ml



BEST

PMP

Carling
Lager
4.0%
4x568ml



PMP

Carlsberg
Export
4.8%
4x568ml



PMP

Carlsberg
Danish Pilsner
3.4%
4x568ml



BEST

PMP

Foster's
Lager
3.4%
4x568ml



BEST

PMP

Tennent's
Lager
4.0%
4x568ml



BEST

Budweiser
Lager
4.5%
10x440ml



BEST

Stella Artois
Lager
4.6%
10x440ml



BEST

Carling
Lager
4.0%
10x440ml



BEST

Foster's
Lager
3.4%
10x440ml



BEST

Tennent's
Lager
4.0%
12x440ml

Scan to discover new products
to drive sales in your store.



Pick from our
really apple-y
ciders.



*Winner- Cider Category. Survey of 8,000 people in UK & ROI by Kantar. **Nielsen Value Sales Vol to PG 2025. Inch's 0.0 contains no more than 0.05% alcohol. Inch's Medium Apple has a 4.5% alc/vol. Inch's Cloudy has a 4.0% alc/vol.



The Really Good Cider.

NEW

INCH'S Reserve



PREMIUM
APPLE CIDER
ALC 7.4% VOL

PREMIUM APPLE CIDER
IS THE 2ND LARGEST
SEGMENT IN TOTAL CIDER
(£195M MAT)*

INCH'S MEDIUM
IS THE FASTEST
GROWING CIDER IN
THE OFF TRADE**



*Nielsen, Full Year 2025

**Nielsen Value Sales Growth, Full Year 2025 vs 2023



BEST



Henry Westons
Vintage
8.2%
1x500ml



Kopparberg
Strawberry & Lime
4.0%
1x500ml

Singles drive
nearly **half** of
Cider value
- a must-stock
format to capture
impulse sales.



Impulse, Symbols & Independents market Nielsen/Q 52w/e 2712.25

NEW



PMP

K
Cider
7.5%
1x500ml



BEST



Knights
Cider
8.4%
1x500ml



BEST



PMP

Black Storm
Cider
7.5%
1x500ml



PMP



Thatchers
Blood Orange
4.0%
4x440ml



NEW



Thatchers
Haze
4.5%
4x440ml



PMP



Inch's
Cider
4.5%
4x440ml



PMP



Strongbow
Original
4.5%
4x440ml

PMP



Strongbow
Dark Fruit
4.0%
4x440ml



Premium cider
segments added
£14m growth -
prioritise premium
lines to drive value.

Circina - Geography: Symbols & Independents GB Time: 52 w/e 27 Dec



Scrumpy Jacks
English Cider
6.0%
4x500ml

BEST



Thatchers
Gold
4.8%
4x500ml



NEW PMP



Magnums
Original
4.5%
4x500ml

✕

PMP



Strongbow
Original
4.5%
4x568ml

NEW PMP



Strongbow
Dark Fruit
4.0%
4x568ml

BEST



Strongbow
Original
4.5%
1x2L

✕

NEW PMP



Crumpton Oaks
Cider
5.0%
1x2.5L

+

NEW PMP



Frosty Jack's
Cider
7.5%
1x2.5L

+



Strongbow
Original
4.5%
10x440ml



Strongbow
Dark Fruit
4.0%
10x440ml

REFRESH YOUR CIDER SALES



Discover a range of white and everyday ciders that come in convenient PET bottles and cans, offering top-notch taste without the premium price.

Black Storm is the #2 Cider Brand

Source: Smartview Convenience Volume
Sales 52w MAT TY to 22.03.26

BEER IS GREAT BUT

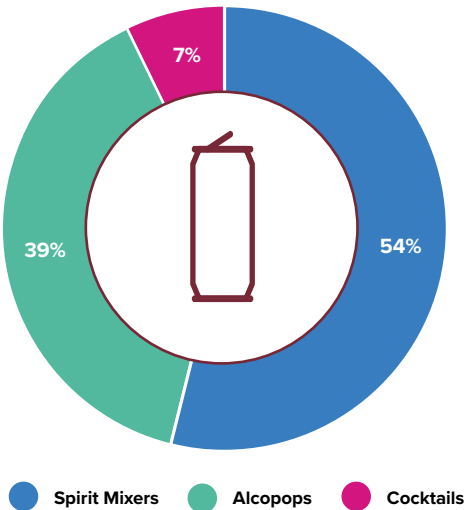


THESE BRING THE FLAVOUR

*Nielsen NIQ Total Coverage Value MAT 20/03/26

ARTD

Category Share by Volume (LY)¹



Key Facts

- Spirit Mixers are the largest ARTD segment, adding **£11m** in sales growth.¹
- **30%** of households now buy ARTDs, up **+3.5%** year on year.²
- **58%** of ARTDs are consumed within three hours of purchase.³

Sources:

1. SmartView Convenience Unit Sales, 52w to 25/01/2026
2. Kantar Worldpanel | Total Coverage | 52w to 30/01/2026
3. Kantar Alcovision, On & Off Trade, February 2026
4. SmartView Convenience Value Sales, 52w to 25/01/2026

ARTD Powers Growth

ARTD is the only alcohol category to deliver growth over the past year, adding **£56m** in sales.⁴



Mid to high-strength ARTDs surged **+67%**, powering **+20%** ARTD value growth while total alcohol declined **-4%**.⁴



PLAN FOR
PROFIT
TIP



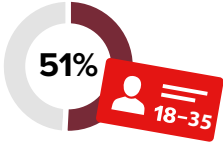
Maximise flavour choice. Variety attracts new shoppers and repeat purchase.

Prioritise cans as they account for the majority of category value.



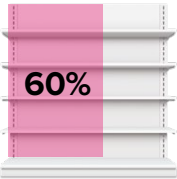
*Regulations may apply in Scotland - See Licensing (Scotland) Act 2005

Young, Social & Occasion-Focused



51% of ARTD shoppers are aged 18 to 35.³

72% of Gen Z buy for same day consumption.³



60% of ARTD purchases are made on impulse, visibility and ease of shop are crucial.³

For social occasions, ARTD is far more likely to be chosen than all other alcohol categories.³



Big Night Out
133% more likely



BBQs and Picnics
106% more likely



Make ARTDs unmissable through signposted chiller space and event-led secondary sitings.

Brands



BuzzBallz is now the **No.2** ARTD brand, delivering **£38m** in growth and accounting for **68%** of category growth.⁴

Dragon Sloop, AU Vodka and Hooch Soopa added **£28m**, with **£16m** from NP.D.⁴



Trends change rapidly, scan the QR code for the latest NP.D on Plan for Profit.



Check the **Plan for Profit** website for the latest NP.Ds.





PMP

Smirnoff
Ice
4.0%
70cl

BEST



PMP

WKD
Blue
3.4%
70cl



PMP

WKD
Blue
3.4%
4x275ml

9 in 10 shoppers
stick to the same
pack format - stock
multiple formats.



Crow Files Qualitative Groups
2024/ RetailerX 52we 41.26

BEST



BuzzBallz
Strawberry 'Rita
13.5%
200ml

BEST

NEW



BuzzBallz
Lime 'Rita
13.5%
200ml



NEW



BuzzBallz
Choc Tease
13.5%
200ml



NEW



BuzzBallz
Berry Cherry Limeade
13.5%
200ml



PMP

Dragon Soop
Dark Fruit Punch
7.5%
500ml



PMP

Dragon Soop
Strawberry & Lime
7.5%
500ml



Four Loko
Tropical
8.4%
440ml



Four Loko
White
8.4%
440ml



NPD accounts for **£17.50**
of every **£100** spent on ARTDs.
Trial new products to drive growth.



Scan to
explore.



NIQ Scantrackl Total Coverage | NPD Analysis | Value Sale | MAT 14.06.25



AU
Black Grape
5.0%
330ml



AU
Blue Raspberry
5.0%
330ml

NEW



AU
Cherryade
5.0%
330ml



BEST



Captain Morgan
Spiced & Pepsi MAX
5.0%
250ml

PMP



Gordon's
Gin & Tonic
5.0%
250ml

PMP



Gordon's
Pink Gin & Tonic
5.0%
250ml

PMP



BEST



Jack Daniel's
& Coca-Cola
5.0%
330ml



Smirnoff
& Cola
5.0%
250ml

PMP



Impulse 2026/27 Category Guide Available Now!



Scan here to visit
our Plan for Profit
website



Web



App



Guides



In Store



In Depot

NEW

NEW PRODUCT LAUNCHES 2026



Echo Falls Blue Raspberry

Available: Now

After selling out in the first week of launch, Blue Raspberry is back! Stock up on the viral sensation from the No 1 Fruit Fusion brand* in the UK. Inspired by the bestselling vape flavour, this product has been flying off the shelf!

Media/investment details: £100k media investment in C&C.

*System 1: Brand Equity Wave 8 June 2025, Nielsen MAT to 04.10.25



Carling Black Label

Available: Now

Introducing Carling Black Label - a bold, new, full-flavoured 4.7% Lager from the UK's most valuable Lager brand. Made in Burton Upon Trent, using only British Barley. Available in 10x440ml and 4x568ml PMP.

CGA Data P07 2025, Circana Data to 9th August 2025, Total Off Trade



WKD RTD Cocktails 330ml

Available: Now

At-home pre-drinking is growing as consumers seek affordable, social ways to recreate nights out, with demand rising for newness & serve variation. WKD offers true category differentiation through uniquely bold, iconic brand serves. Made famous in the on-trade - these bartender-inspired flavours are well-loved and established to the cocktail audience.

Media/investment details: Supported by social media and local digital activation.



Casillero Del Diablo Jammy Red Devil

Available: Now

Jammy Red Wine Category worth £120m*. 33% of Casillero buyers already buy Jammy wines**. Casillero commands a higher ASP providing a trade up opportunity within the Jammy category. Casillero Jammy Devil is a superior, sophisticated sweet red wine offering that gives consumers the reassurance of Casillero quality.

Media/investment details: Paid social media leveraging our Manchester United Partnership.

*Nielsen L52wks data to 18.04.2026. **NIQ Panel on demand 22.02.2025

BEER, ARTD & WINE



Cruzcampo Orange 4x440ml

Available: Now

Introducing Cruzcampo Sevilla Orange; a crisp and refreshing 3.3% lager brewed with the distinct zesty flavour of Seville Oranges. Did you know? Cruzcampo's hometown of Sevilla is home to more orange trees than anywhere else in the world.



Bacardi Spiced & Coca Cola

Available: Now

The iconic duo - BACARDÍ Spiced rum with hints of vanilla and warm spices, mixed with refreshing Coca-Cola - delivers an adventurous new flavour profile. A classic combination loved for 125+ years since the first Cuba Libre in Havana. A new addition to the much-loved BACARDÍ & Coca-Cola RTD range, awarded Product of the Year 2026.



Absolut Vodka & Sprite Pineapple

Available: Now

CCEP is accelerating growth in alcohol ready-to-drink with the launch of Absolut Vodka & SPRITE Pineapple. The 250ml cans blend SPRITE's crisp taste with Absolut Vodka's smooth finish and a tropical pineapple burst, building on flavour-led innovation success - Absolut Vodka & SPRITE Watermelon is now valued at nearly £750k with 84% purchase intent.

Nielsen GB, Grocery, L52wks to 04.10.25, June 2024, sample size 417, 54%, Branded, Full Bottle Consumption, UK, South/Mid/North



Modelo

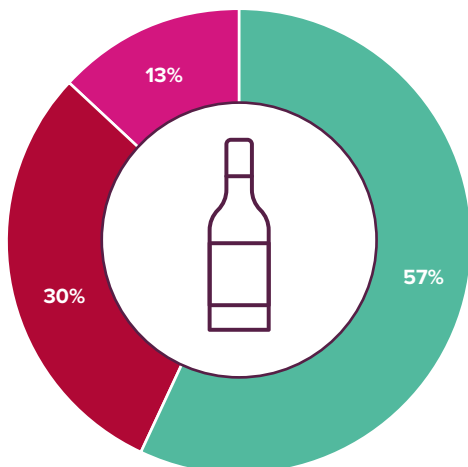
Available: Now

Shoppers are seeking greater value through more frequent, smaller basket trips, with super/ultra-premium World Beer outperforming in summer. 82% of World Beer shoppers try small pack and single bottle formats while deciding their preferred style. Modelo's ultra-premium quality and 4x355ml/single bottle formats are perfectly placed to capture this opportunity.

Nielsen Panel, Total Beer, Impulse & Convenience Fascias, L52W W/E 18.04.26 // NIQ RMS, Total Beer, Impulse, L52W W/E 14.03.26

WINE

Category Breakdown¹



● White
 ● Red
 ● Rosé



Key Facts

- Wine in Symbols & Independents contributes approximately 100m units annually, down **6%** in value and **9%** in volume.¹
- The decline is driven by shoppers leaving the category or buying less.

This makes stocking our recommended core range more important than ever.

Sources:

- SmartView Convenience Unit Sales, 52w to 25/01/2026
- Nielsen, Symbols & Independents, 52w Value Sales to 03/01/26

*Regulations may apply in Scotland - See Licensing (Scotland) Act 2005

Colour & Varietal



White delivers **50%** of total wine value, anchored by Pinot Grigio, Sauvignon Blanc, and Chardonnay, despite declining **(-4%)** year on year.²

WHITE 50% OF TOTAL VALUE

-4%

Red accounts for **33%** of sales (-7%), with Malbec the only varietal in growth (+1%) as Merlot (-12%) and Shiraz (-9%) continue to fall.²



RED 33% OF TOTAL VALUE

-7%



Rosé represents **17%** of sales and is the only colour in growth (+2%), driven by Summer Berries, Rhone, & Moscato.²

ROSE 17% OF TOTAL VALUE

+2%

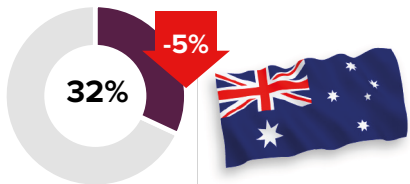
**PLAN FOR PROFIT
TIP**

Protect core White lines, back Malbec and prioritise lighter-style Rosé.



Country of Origin

Australia remains the dominant origin, delivering **32%** of total wine sales, supported by strong brand recognition and accessible price points, despite declining (-5%) year on year.²



New Zealand (+1%), France (+12%) and Argentina (+3%) are driving growth, outperforming the total category and building shopper momentum.²



PLAN FOR
PROFIT
TIP

Maintain a strong Australian core while increasing visibility of key New Zealand, French and Argentinian SKUs.



Price Points

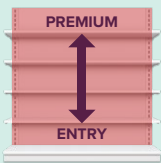
£7-£8 is the most popular price band, delivering **28%** of total wine sales and driving core category volume.²



£9-£10 accounts for **16%** of sales and is driving growth (+10%), with shoppers trading down from £10+ (-6%), establishing it as a reliable premium step.²



PLAN FOR
PROFIT
TIP



Keep a clear pricing ladder: entry at the bottom, premium at the top.



Focus on £7-£8 for core volume and £9-£10 as the key trade-up tier.



WINE

White, Rosé, Sparkling & ARTD



1.25m x 5 Shelf



Core Range Extended Range NPD

WINE

White, Rosé, Sparkling & ARTD



1.25m x 5 Shelf



Core Range Extended Range NPD

WINE



TRIVENTO

NO.1
RED
WINE*



MUST

VCT EUROPE

Casillero
del
Diablo

NO.2
WINE BRAND
IN IMPULSE



STOCK

Source ©2026 NielsenIQ RMS data, Total Light Wine,
Value and Volume Sales (excl Private Label),
52 w/e 24/01/26 (GB Total Coverage)

DIABLO

£22M
SALES,
+4% GROWTH*



BRANDS



be drinkaware.co.uk

BEST



Hardys VR
Chardonnay
11.0%
75cl

BEST



Hardys VR
Pinot Grigio
11.0%
75cl

BEST



Yellow Tail
Chardonnay
13.0%
75cl

BEST



Yellow Tail
Pinot Grigio
11.0%
75cl



Yellow Tail
Sauvignon Blanc
11.0%
75cl



Casillero Del Diablo
Chardonnay
12.5%
75cl



Casillero Del Diablo
Pinot Grigio
12.0%
75cl

BEST



Casillero Del Diablo
Sauvignon Blanc
12.5%
75cl



Isla Negra
Chardonnay PX
10.5%
75cl

BEST



Isla Negra
Sauvignon Blanc PX
10.5%
75cl

Casillero del
Diablo white
wines: up **£3.4m**
year-on-year.



SmartView Convenience Value
Sales 52w MAT to 22.03.2026

WINE



It's giving
unreal sales

NEW



STOCK BLUE RASPBERRY, FROM THE
UK'S NO.1 FRUIT FUSION BRAND*

echo falls

be **drinkaware**.co.uk
Please drink responsibly

FRUIT FUSION

*Nielsen MAT
to 04.10.25



I Heart
Chardonnay
10%
75cl



I Heart
Pinot Grigio
10%
75cl



I Heart
Sauvignon Blanc
10%
75cl



Echo Falls
White
11.0%
75cl



Barefoot
Pinot Grigio
12.0%
75cl



Barefoot
Sauvignon Blanc
13.0%
75cl



Oyster Bay
Sauvignon Blanc
12.0%
75cl



Villa Maria
Sauvignon Blanc
12.0%
75cl



Hardys VR
Rosé
11.0%
75cl

La Vieille Ferme:
fastest-growing
rosé brand.



SmartView Convenience
Value Sales, 52w MAT TY
vs LY to 22.03.2026



La Vieille Ferme
Rosé
12.5%
75cl



I Heart
Rosé
10.0%
75cl





YOUR #1 CHOICE*



be**drinkaware**.co.uk

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#1 Pinot Grigio, Merlot, and Sweet Rosé (excluding private labels). *Source: Circana, MAT e/ 15.02.2026



*You don't need a reason.
Just a glass.*

Own brand sparkling wine up +10.5%,
a category on the move.

SmartView Convenience, 52w MAT Volume Sales to 22nd March – Own Brand + Santa Loretta

Available at your local Unitas Wholesale member depot.



Echo Falls
Rosé
11.0%
75cl



Echo Falls
Summer Berries
9.0%
75cl



Echo Falls
White Zinfandel
9.5%
75cl



Gallo Family
White Zinfandel
8.0%
75cl



Barefoot rosé: up **10%** year-on-year.



SmartView Convenience Value Sales 52w MAT to 22.03.2026



Barefoot
Pink Moscato
9.0%
75cl



Barefoot
White Zinfandel
8.0%
75cl



Barefoot
Bubbly Pink Moscato
8.0%
75cl



Lambrini
Original
6.0%
1.25L



Martini
Asti Spumante
7.5%
75cl



I Heart
Prosecco
10.5%
75cl

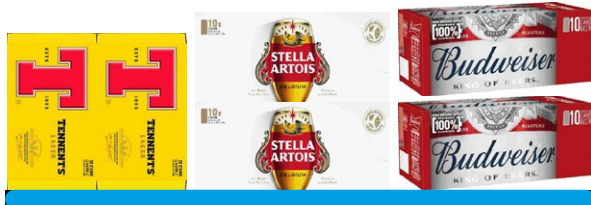


A row of 12 different bottles of wine or spirits, including brands like Diablo, Truvento, Heffsteak, and Campo Viejo, displayed on a colorful, multi-colored base.



Extended Range

WINE



Extended Range

Trivento Reserve
+8% year-on-year.



Smartview Convenience Value
Sales 52w MAT to 22.03.2026

BEST

PMP



Trivento
Reserve Malbec
12.5%
75cl



Jam Shed
Malbec
12.5%
75cl



Jam Shed
Shiraz
12.5%
75cl



19 Crimes
Red
12.5%
75cl



Hardys VR
Merlot
11.0%
75cl



Hardys VR
Shiraz
11.0%
75cl



Yellow Tail
Cabernet Sauvignon
13.5%
75cl

BEST



Yellow Tail
Jammy Red Roo
12.0%
75cl

NEW



Yellow Tail
Malbec
13.5%
75cl

Yellow Tail has added **£3M**
in red wine value year-on-year,
the most of any brand.

Increase visibility to maximise sales.

BEST



Yellow Tail
Merlot
13.5%
75cl

BEST



Yellow Tail
Shiraz
13.5%
75cl

**+£3
MILLION
IN VALUE
VS LAST
YEAR**



SmartView Convenience Value Sales 52w MAT to 22.03.2026

Most Wanted Classics 75cl
7 of the nation's
favourite
varieties



Most Wanted Cans 200ml
Fizz

Most Wanted Cans 187ml
Pink Fizz
Sauvignon Blanc
Malbec
Pale Rosé



Most Wanted rPET 75cl
Pinot Grigio
Malbec
Pale Rosé



Recycled
plastic-
lightweight
and safe

whatever it is, **we're the wine for it**

AR YOU READY TO
STOCK THE UK'S
#1 RED VARIETY?

WINNING PACKAGING VS. KEY COMPETITORS*

EXCLUSIVE UNITAS PMP

FREE POS KIT WITH YOUR PURCHASE

**“EYE-CATCHING PACKAGING AND
EXCELLENT VALUE FOR MONEY.”**

— ALISTAIR COOPER, MASTER OF WINE

*Malbec is the UK's #1 red wine variety (Source: WSTA). Packaging tested vs.
Dadá, Finca Las Moras & Beefsteak Club — Attest UK 2025





64% of shoppers plan to buy wine before store.

.....



34% buy wine spontaneously in-store.

.....



60% decide which wine to buy at fixture.

Accolade Original Research "Blueprint for Growth" 2024

BEST



Casillero Del Diablo
Cabernet Sauvignon
12.5%
75cl

BEST



Casillero Del Diablo
Malbec
12.5%
75cl

BEST



Casillero Del Diablo
Merlot
12.5%
75cl



PMP



Isla Negra
Cabernet Sauvignon
11.0%
75cl



PMP



Isla Negra
Merlot
10.5%
75cl

PMP



Campo Viejo
Tempranillo
13.0%
75cl



I Heart
Merlot
11.0%
75cl



I Heart
Shiraz
11.0%
75cl



Barefoot
Merlot
13.5%
75cl



BEST



Buckfast
Tonic Wine
15.0%
75cl



BEST

NEW



Buckfast
Tonic Wine
15.0%
35cl



3 of the top 5 wine SKUs are Tonic Wines. Ensure your range reflects shopper demand.



SmartView Convenience Value Sales 52w MAT to 22.03.2026

Focus On



- Targeted guides focusing on key product categories and selling occasions
- Benefit from expert advice and the latest industry insights
- Discover best selling lines and profit boosting planograms



Scan here to
visit more
Focus On guides



Web



App



Guides



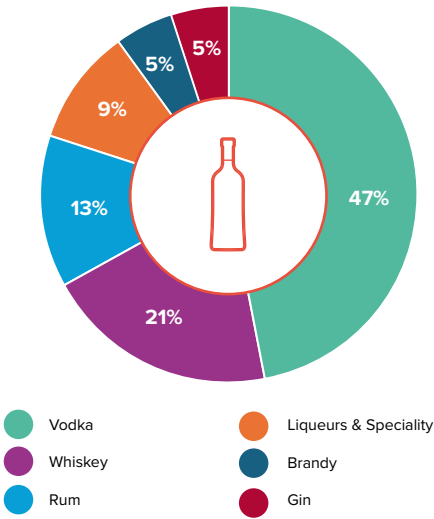
In Store



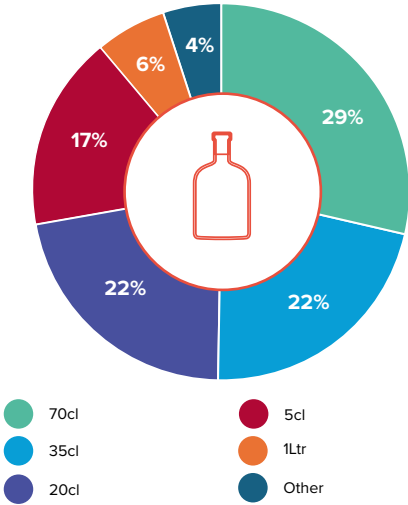
In Depot

SPIRITS

Category Share by Volume¹



Bottle Size Breakdown¹



Sources:

- 1. SmartView Convenience Unit Sales 52w to 25/01/2026
- 2. Nielsen IQ; Total Impulse; MAT 03/01/26
- 3. Lumina Shopper Dashboard, January 2026

*Regulations may apply in Scotland - See Licensing (Scotland) Act 2005

Fractionals



Fractionals continue to gain momentum, with consistent growth since 2023.²

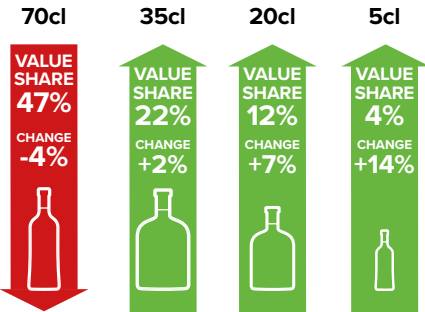
While 70cl bottles still account for **almost half** of value sales.²



50% OF SALES



Shoppers are choosing fractionals for a more affordable treat.²



PLAN FOR PROFIT
TIP

Offering fractionals of key brands helps cover all shopper occasions.

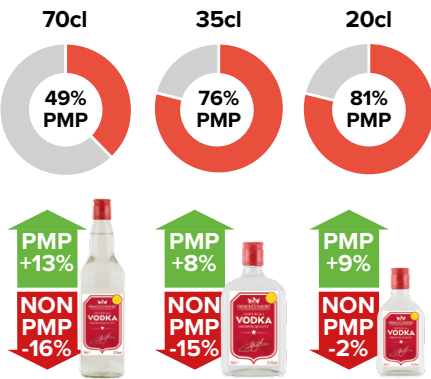


Price Marked Packs



PMP spirits deliver around **50%** of total spirit sales, despite making up just **5%** of SKUs.²

PMPs drive growth across fractionals and 70cl packs, with a greater role in fractionals.²



PLAN FOR
PROFIT
TIP

Stock a range of PMPs from leading brands.



Spirit Occasions

Spirits are key to treating and entertaining, driving trade-up and basket spend.

Reason for Purchase³



43%
As a Treat



37%
Night In



20%
Entertaining

Top Products Purchased with Spirits³



Cola Drinks



Multipack Crisps



PLAN FOR
PROFIT
TIP



Highlight cross category deals with strong point-of-sale.

Where possible, place related products together to make shopping easier.*



SPIRITS



2m x 4 Shelf



Core Range

Extended Range



SPIRITS



SPIRITS



2m x 4 Shelf



Core Range

Extended Range



SPIRITS



BEST



Smirnoff
Vodka
37.5%
5cl

BEST



Jack Daniel's
Whiskey
40.0%
5cl

BEST



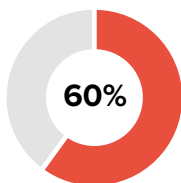
Fireball
Whisky Liqueur
33.0%
5cl

Fireball 5cl **+37%**.
Place near till to
drive growth.



SmartView Convenience Volume
Sales 52w MAT to 22.03.2026

Fractional
packs sell **60%**
faster than 70cl.



Increase space to
maximise sales.



Lumina Brown Forman Shopper
Dashboard, January 2026

NEW

BEST



Glen's
Vodka
37.5%
20cl

PMP



Prince Consort
Vodka
37.5%
20cl

BEST

PMP



Smirnoff
Vodka
37.5%
20cl

NEW

PMP



Gordon's
Gin
37.5%
20cl

NEW



Wray & Nephew
Overproof Rum
63.0%
20cl

PMP



Captain Morgan
Spiced Rum
35.0%
20cl



NEW



High Commissioner
Whisky
40.0%
20cl

BEST



The Famous Grouse
Whisky
40.0%
20cl

BEST

PMP



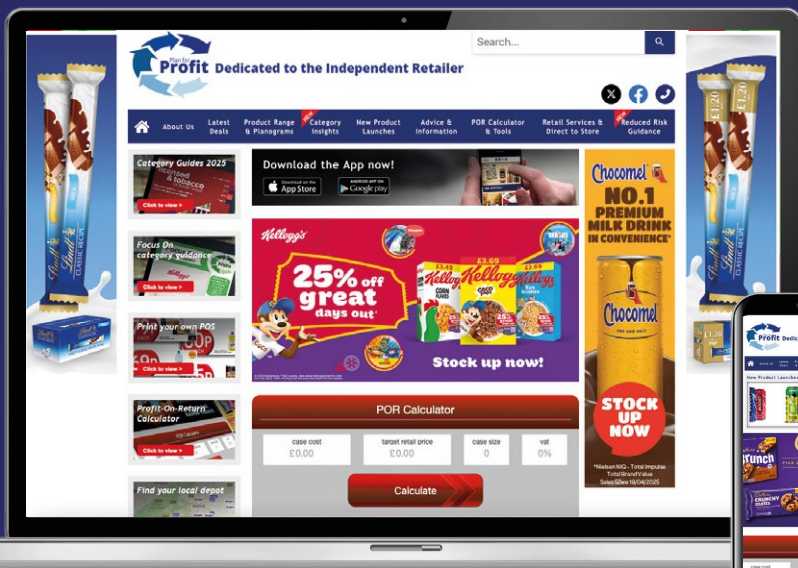
Jack Daniel's
Whisky
40.0%
20cl



E&J
Brandy
40.0%
20cl

Calculate your margins

Calculate the price you need to hit your desired profit margins using our POR Calculator



Easy as 123 ...

1. Visit Plan for Profit Website
2. Enter pricing details
3. Get your POR in seconds!



Scan Me



Web



App



Guides



In Store



In Depot

BEST

NEW



Glen's
Vodka
37.5%
35cl

PMP



Prince Consort
Vodka
37.5%
35cl

BEST

PMP



Smirnoff
Vodka
37.5%
35cl

PMP



Gordon's
Gin
37.5%
35cl

BEST

PMP



Captain Morgan
Spiced Rum
35.0%
35cl

PMP



High Commissioner
Whisky
40.0%
35cl

BEST

PMP



The Famous Grouse
Whisky
40.0%
35cl

BEST

PMP



Jack Daniel's
Whiskey
40.0%
35cl



NEW



E&J
Brandy
40.0%
35cl

PMP



Absolut
Vodka
40.0%
70cl

PMP



Glen's
Vodka
37.5%
70cl

NEW



Prince Consort
Vodka
37.5%
70cl

BEST

PMP



Smirnoff
Vodka
37.5%
70cl

NEW

PMP



Smirnoff
Raspberry Crush
37.0%
70cl

BEST

PMP



Gordon's
Gin
37.5%
70cl

PMP



Gordon's
Pink Gin
37.5%
70cl



PMP

Bacardi
White Rum
37.5%
70cl



BEST

PMP

Captain Morgan
Spiced Rum
35.0%
70cl



PMP

Captain Morgan
Dark Rum
40.0%
70cl



PMP

High Commissioner
Whisky
40.0%
70cl



PMP

The Famous Grouse
Whisky
40.0%
70cl



PMP

Whyte & Mackay
Whisky
40.0%
70cl



PMP

Jack Daniel's
Honey Whiskey
35.0%
70cl



BEST

PMP

Jack Daniel's
Whiskey
40.0%
70cl



PMP

Jameson
Whisky
40.0%
70cl



BEST

PMP

Courvoisier
Cognac VS
40.0%
70cl



BEST

NEW

Martell
Cognac
40.0%
70cl



Fireball
Whisky Liqueur
33.0%
70cl



PMP

Southern Comfort
Whisky Liqueur
35.0%
70cl



BEST

PMP

Jagermeister
Liqueur
35.0%
70cl



BEST

NEW

Baileys
Cream Liqueur
17.0%
70cl

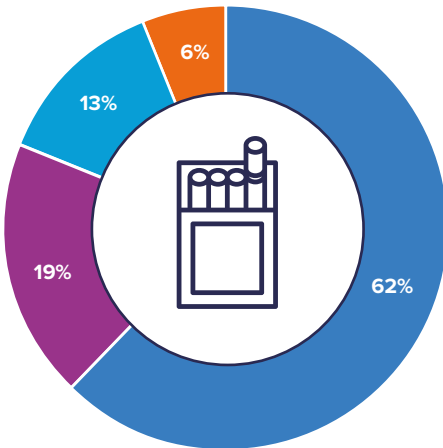


Tequila Rose
Strawberry Cream
15.0%
70cl



TOBACCO & REDUCED RISK

Category Breakdown¹



Visit the Reduced Risk Guidance page on the Plan for Profit website to stay updated on legislation and get the latest range recommendations.

Scan the QR code here for guidance:



Sources:

1. SmartView Convenience Value Sales 52w to January 2026
2. Office for National Statistics - Adult smoking habits in the UK 2025

Tobacco

Tobacco sales are declining (-10%) as higher prices, tighter regulation and changing shopper habits reduce demand.¹



Around **10%** of UK adults smoke, the lowest level on record, with numbers continuing to fall.²



Smoking rates in the most deprived areas are over three times higher than in the least deprived areas.²

PLAN FOR
PROFIT
TIP



Smoking is declining, but tobacco remains a sizeable category with continued demand across key shopper groups.

Reduced Risk



The reduced-risk category is down **29%** year on year.¹

Vaping is down **35%**, significantly impacted by the disposable vape ban.¹



Nicotine pouches are the only category showing growth, up **30%** year on year.¹

The top 5 brands account for **96%** of nicotine pouch sales.¹



PLAN FOR
PROFIT
TIP

**CREATE
SPACE**

Create space for growth categories and emerging brands.

Declining sales demand tighter ranges. Focus on top sellers.



This product contains nicotine which is a highly addictive substance.

Upcoming Legislation

1st October 2026



The UK Vaping Products Duty starts, adding a new tax to vape liquids and related products.

1st January 2027 (expected)

A generational ban will stop tobacco sales to anyone born on or after 1 January 2009.



Date to be confirmed



Retailers will need a licence to sell tobacco, vapes, nicotine products and accessories.

PLAN FOR
PROFIT
TIP

STAY UPDATED ON
**TOBACCO
AND VAPING
LEGISLATION**



Scan to view legal & general updates





Benson & Hedges
Blue King Size

20's



Benson & Hedges
Blue Super Kings

20's



Benson & Hedges
Gold King Size

20's



Benson & Hedges
Green Super Kings

20's



Benson & Hedges
Silver King Size

20's



Benson & Hedges
Sky Blue King Size

20's



Carlton
Original King Size

20's



Chesterfield
Blue King Size

20's



Chesterfield
Red King Size

20's



Chesterfield
Red Super Kings

20's



Embassy Signature
Gold King Size

20's



JPS
Real Blue King Size

20's



Kensitas
Club King Size

20's



Kensitas
Club Super Kings

20's



Lambert & Butler
Blue King Size

20's



Lambert & Butler
Blue Super Kings

20's

InStore

The magazine for independent retailers



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9000 retailers and
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your inbox

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- Profit-boosting tips from other successful independent retailers
- New product information
- Important legal updates
- Plus much more!



Scan the QR
code to get
started





Lambert & Butler
Silver King Size

20's

NEW



Lucky Strike
Red King Size

20's



Marlboro
Gold King Size

20's



Marlboro
Touch King Size

20's



Mayfair
Blue King Size

20's



Mayfair
Blue Super Kings

20's

NEW



Mayfair
Sky Blue King Size

20's



No 3
No3 King Size

20's



No 3
No3 Super Kings

20's

NEW



Paramount
Original Super Kings

20's



Players
Bright Super Kings

20's



Players
Green Super Kings

20's



Players
Real Red King Size

20's



Players
Real Red Super Kings

20's



Richmond
Green Super Kings

20's



Richmond
Original King Size

20's



Richmond
Original Super Kings

20's



Rothmans
Blue King Size

20's



Rothmans
Blue Super Kings

20's



Silkcut
Purple King Size

20's



Silkcut
Silver King Size

20's



Sovereign
Blue King Size

20's



Sovereign
Blue Super Kings

20's



Sovereign
Dual

20's



Sterling
Dual Capsule

10's



Sterling
Dual Capsule

20's



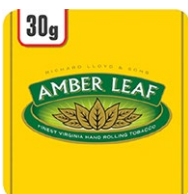
Sterling
King Size

20's



Sterling
Super Kings

20's



Amber Leaf
Rolling

30g



Amber Leaf
Rolling

50g



Benson & Hedges
Blue Rolling

30g



Cutters Choice
Choice Rolling

30g



NEW



Embassy Signature
Rolling
30g



Gold Leaf
Rolling
30g



Golden Virginia
Rolling
50g



Golden Virginia
Rolling
30g

NEW



Marlboro
Rolling
30g

NEW



Mayfair
Gold Rolling
30g



Riverstone
Rolling
30g



Sterling
Rolling
30g



Sterling
Rolling
50g



Terea
Amber Selection
20's



Terea
Blue Selection
20's



Terea
Green Selection
20's



Terea
Mauve Wave
20's



Terea
Russet Selection
20's

Terea **+£3m** value year-on-year.
Stock the range to capture demand.



SmartView Convenience Value Sales 52w MAT to 22.03.2026



Terea
Sienna Selection
20's

NEW



Terea
Twilight Pearl
20's

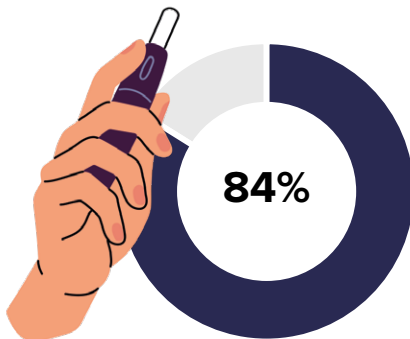


Terea
Turquoise Selection
20's



Terea
Yellow Selection
20's

7 heated tobacco SKUs
account for **84%** of sales.



Stock the core range to
maximise sales.

SmartView Convenience Value Sales 52w MAT to 22.03.2026

Explore ways to **Plan for Profit**



Market Insight



Range Advice



NPD



Retailer Tools



Business Advice



Scan here
to visit
our Plan
for Profit
website



Web



App



Guides



In Store



In Depot

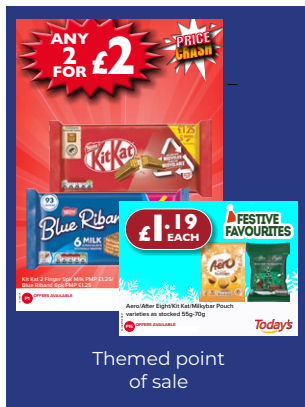
Plan for Profit POS printer



Create. Personalise. **PRINT.**



Posters, stack cards
and shelf talkers



Themed point
of sale



Featured brands



In-store signage



Scan the QR code
to get started



Web



App



Guides



In Store



In Depot

Plan for Profit Depot Locator



Scan the QR
code to get
started



Plan for Profit

participating depots are
supporting independent
retailers through the
Plan for Profit core
range programme
in multiple locations
throughout the UK.



Scan the QR
code to find
your nearest
depot



Web



App



Guides



In Store



In Depot

THE UK'S
No.1
NICOTINE POUCH*

VELO



FOR ADULT NICOTINE CONSUMERS ONLY

*Based on NielsenIQ RMS data for the Nicotine Pouches category for the 18-month period ending 30/09/2025
for the UK total retail market (Copyright © 2025, NielsenIQ). For more info, please visit velo.com

**This product is not risk-free and contains nicotine, which is addictive. You should not use this product if you do not already use nicotine.