

ALCOHOLIC DRINKS RETAILING IN UK

STORE VISITS



RESEARCHFARM WINTER 2009/2010

ALCOHOLIC DRINKS RETAILING IN UK 2009/10

Store visits:

150 pictures with insightful comments

- Supermarket chains
- Special offers
- Convenience stores
- Packaging
- Pubs
- Environment



Signage



Merchandising

Visited banners:

- Costcutter
- Gerry's
- Iceland
- Lidl
- Londis
- Marks and Spencer
- Morrison's
- Oddbins
- Sainsbury's Local
- Sainsbury's Supermarket
- Sommerfield
- Tesco Metro
- Tesco Supermarket
- Waitrose



Private Labels



Environment



Promotion

WAITROSE



The wine section of Waitrose is impressive in many aspects. It offers an extensive selection of fine wines, which are presented in wooden cases and the subdued lighting enables the customers to enjoy the ambiance of a cosy wine cellar.





Sainsbury's (above)

Supermarkets are keen to provide their customers with information regarding alcohol. (A Sainsbury's supermarket in North London).

Waitrose (below)

Here is Waitrose wine specialist's favourite sweet wine.



WAITROSE



The red cabinet on the left sells fine cigars.

Some Waitrose outlets feature a bar where customers can choose from a wide selection of wines. This is ideal for customers who are undecided regarding what wine to buy.



M&S



Some supermarket chains are taking advantage of the "dine in" trend.

M&S recently launched a "dine in for two" promotional offer. For £10, customers can choose from a selection of main meals, side dishes, desserts and wines.

Waitrose featured a similar offer until September 2009.



Order Form

Please tick the box(es) below, complete your payment details and fax back the form to us on +44 (0)20 3163 3556

Yes, I want to order:

☐ Alcoholic Drinks Retailing in UK

EUR 490

Complete your details:

Name

Job Title

Department

Company

Address

State

Postcode:

City

Country

Email

Phone

Fax

Complete payment details:

☐ Please charge my credit card:

☐ Visa

☐ Mastercard

☐ Maestro

☐ Solo

☐ Visa Electron

☐ Please invoice my company
(payment by bank transfer,
reports sent only on receipt of payment)

Cardholder name

Cardholder address

Card No

Expiry date

Security code

Cardholder signature:

Sign below to confirm your order :

How to contact us

Phone : +44 (0)20 3286 9801

Fax : +44 (0)20 3163 3556

Email : sales@researchfarm.co.uk

Web : www.researchfarm.co.uk

You can also order online!