# ALCOHOLIC DRINKS RETAILING IN UK

# ResearchFARM

# 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** 

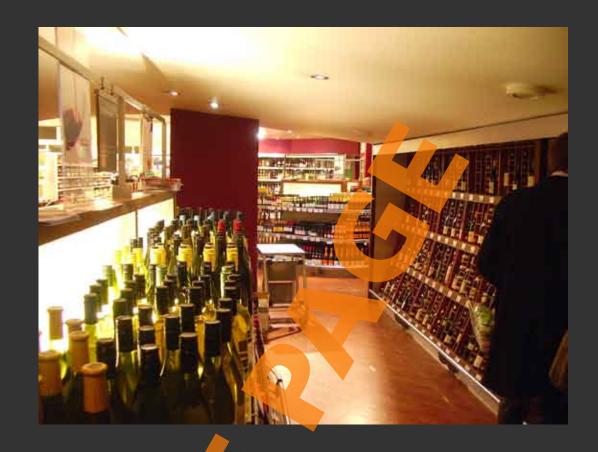


Environment



Promotion

Delivered as a 89-page PDF file + 150 pictures. EUR 490.



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.





The red cabinet on the left sells fine cigars.

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







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 chose from a selection of main meals, side dishes, desserts and wines.

Waitrose featured a similar offer until September 2009.



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