FOCUS ON
Big Night In

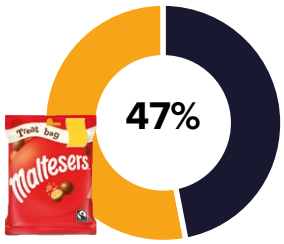
Web App Guides In Store In Depot

Dedicated to the Plan for Profit Independent Retailer





£1.6bn is spent on 'at home occasions'.[1]



47% of Confectionery sales come from sharing bags.[2]



42% of Soft Drink shoppers buy on promotion.[3]

1. Worldpanel by Numerator, Usage Food, Big Night In, Top Meals, 52 w/e 30 November 2025 vs YA
2. Circana 12we 13th June 26 Value Sales
3. Lumina Intelligence Retailer Attitudes & Behaviours Study, June 2026

Coca-Cola | Premier League

OFFICIAL PARTNER



Game on. Stock up now.



ONLY £1.99

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Coca-Cola Zero Sugar, Diet Coke, Coca-Cola Zero Sugar Cherry, Coca-Cola Zero Sugar Cherry Float price marked pack variants included as stocked.

FOCUS ON
Big Night In

Web App Guides In Store In Depot

Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

The Big Night In is no longer just a growing trend, it's a crucial occasion for shoppers, especially as autumn and winter set in. Rising living costs have encouraged more people to socialise at home, shifting spending from eating out to convenient and affordable occasions at home.

Inside this guide, you'll discover key insights and growth opportunities across Crisps, Snacks & Nuts, Soft Drinks, Alcohol and Confectionery. Along with must-stock bestsellers that make the Big Night In a high-margin, high-frequency occasion retailers can't afford to miss.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
Category Manager, Plan for Profit

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View focus on guides here

BIG NIGHT IN IS GROWING

Consumers are choosing affordable occasions at home, creating opportunities for retailers across food and drink.

£1.6bn SPENT ON BIG NIGHT IN MEALS[1]



+7.0% VS LAST YEAR[1]

WHY THIS MATTERS IN STORE



7 in 10 people host social gatherings at home.[2]

Regular demand for at-home food and drink.



1 in 3 host at least once a month.[2]

The opportunity goes beyond peak weekends.



51% of hosts find hosting stressful.[2]

Easy-to-shop solutions matter.

1. Worldpanel by Numerator, Usage Food, Big Night In, Top Meals, 52 weeks ending 30 November 2025 vs year ago.
2. Mintel, November 2025.

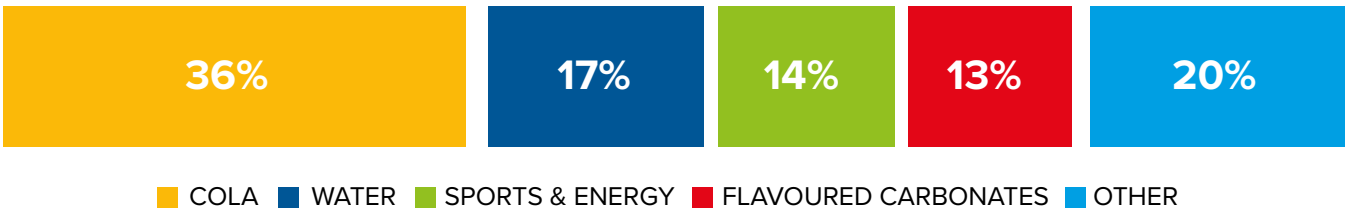
SOFT DRINKS

WHERE DRINK LATER VALUE SITS[1]

Drink Later soft drinks are central to Big Night In, making them the most relevant soft-drink formats for the occasion.



Four segments deliver **80%** of Drink Later value.[1]



COLA LEADS THE OCCASION

Protect leading Cola lines first. Water, Sports & Energy and Flavoured Carbonates complete the four largest Drink Later segments.



PLAN FOR PROFIT T1P

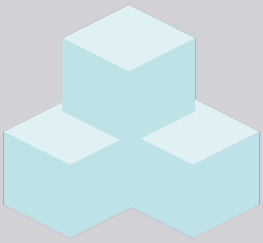
PROTECT THE CORE

Prioritise proven lines across the four largest Drink Later segments before adding slower variants.



COVER ZERO SUGAR

1 in 2 shoppers are actively cutting back on sugar. Make Zero Sugar easy to identify within core Cola.[2]



PLAN FOR MIDWEEK

Younger adults are more likely to enjoy Big Night In occasions midweek, so keep Drink Later best sellers well stocked all week.[3]



1. NielsenIQ GB Total Convenience, Total Independents & Symbols, Total Soft Drinks Future Consumption, latest 52 weeks ending 16 May 2026.
2. Nielsen, Symbols & Independents, 52 weeks ending 10 August 2024.

WHAT HELPS DRIVE SOFT DRINKS SALES?[1]

62% Bought something with a PMP.



57% Bought something on impulse.



42% Bought something on promotion.



PLAN FOR PROFIT TIP

Make prices easy to see and keep best sellers visible.
Use extra displays in high-traffic areas to encourage impulse purchases and pick up sales away from the main fixture.

SHARING BEST SELLERS

Protect availability of these proven lines for Big Night In missions.[2]



Coca-Cola Original

1.75L



Coca-Cola Cherry

1.75L



Diet Coke

2L



Pepsi Max

2L



Pepsi Max Cherry

2L



Dr Pepper

2L



Lucozade Orange

900ml



Volvic Water

1.5L



Coca-Cola Original

8x330ml



Red Bull Energy

4x250ml

1. Lumina Intelligence Convenience Tracking Programme, PMP 31.12.203, data collected 52 WE 24.05.26
2. NielsenIQ GB Total Convenience, Total Independents & Symbols, Total Soft Drinks Future Consumption, latest 52 weeks ending 13 June 2026.

DON'T MISS OUT ON A

BIG NIGHT IN

The UK's No.1 Popcorn Brand*

1 in 2 purchases are Butterkist*

57% brand share*







The UK's No.1 Nut Brand*

1 in 2 purchases are KP Nuts*

Triple the size of the next brand*

New McCoy's Coated Peanuts

Added to the range!



KP SHARING PMP IS 40% MARKET SHARE*

STOCK THE UK'S FAVOURITE SNACK BRANDS

*Nielsen Total Impulse, L52w to 13.06.26.

CRISPS, SNACKS & NUTS

WHERE CATEGORY VALUE SITS[1]

Sharing formats, familiar flavours and clear value make Crisps, Snacks & Nuts a core part of the Big Night In basket.

Snacks and Crisps account for **92%** of category value. Nuts and Popcorn add choice and help complete the occasion.

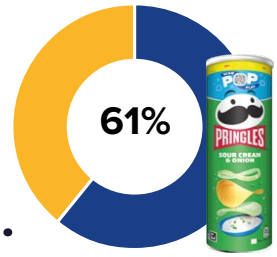


SHARING DRIVES THE BIG NIGHT IN



78% of Crisps, Snacks & Nuts value comes from sharing formats.[1]

61% of CSN sales come from Sharing PMPs.[2]



1 in 5 shopper baskets contains Crisps, Snacks & Nuts. It is the third most-purchased category in the channel.[3]





+7.7% Sharing PMPs are the fastest-growing segment.[2]

SEP–NOV LIFTS DEMAND



+8% PMP sales are higher on average from September to November.[4]



+8.3% Popcorn sales are higher on average over the same period.[4]

PLAN FOR PROFIT TIP



Prepare for higher Sep-Nov demand.

Keep Sharing PMPs fully stocked and make Popcorn easy to find for Big Night In shoppers.

1. SmartView Convenience, Symbols & Independents, Crisps, Snacks & Nuts, MAT 14 June 2026.
2. NielsenIQ, Symbols & Independents, latest 52 weeks to 13 June 2026.
3. Lumina Intelligence, Symbols & Independents, latest 52 weeks to 21 June 2026.
4. NielsenIQ, Symbols & Independents, 2025 four-week-period value sales.

TOP TIPS FROM Tayto GROUP LIMITED

SNACKING SORTED

Savoury Snacks is worth over

£4.7 BILLION[1]

Shopped by

96%

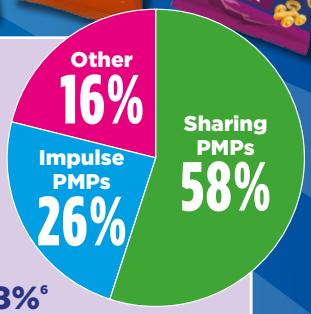
of consumers[2]

Over

65%

of consumers purchase at least once a week[2]

STOCK KEY PRICE POINTS



Sharing PMPs (£1+): 58%[6]

- Worth over half of all snack sales
- Golden Wonder's £1 PMPs are **outperforming the market** and growing at +41.1% vs. +4.2%[7]

Impulse PMPs (<£1): 26%[8]

- Significant footfall driver
- **Over 20 million** Golden Wonder impulse packs sold per year[9]



DON'T MISS OUT ON PORK SNACKS

Midland Snacks is the #1 brand[3]

30% of convenience retailers who sell crisps and snacks don't sell pork snacks, **missing out on a slice of a £45m market**[4]



PMPs ARE A MUST STOCK

for independent retailers and account for

81% of sales[5]



STOCK NPD

TO DRIVE SALES AND INTEREST

- **Oinks £1 PMP**
  Best-selling Impulse Product.[10]
  Available NOW.
- **Saucers Sour Cream & Onion £1 PMP**
  Back by popular demand.
  Available NOW.
- **Bikers Cheese & Onion 35p PMP**
  New nHFSS addition to range.
  Available NOW.
- **Ridges £1 PMP**
  In best-selling flavours.
  Available NOW.



Sources: 1. Circana (UK) Ltd | All Outlets | GB | Savoury Snacks | Value Sales | 52 WE 17 Jan 2026. 2. Norstat | Jan 26. 3. Circana (UK) Ltd | Symbols & Independents | GB | Pork Snacks | Value Sales | 52 WE 17 Jan 2026. 4. Circana (UK) Ltd | Symbols & Independents | GB | Crisps, Snacks & Popcorn and Pork Snacks | Store Count Where Scanned & Value Sales | 52 WE 17 Jan 26. 5. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks | Value Sales | 52 WE 17 Jan 2026. 6. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks 99p - £1.50 | Value Sales | 52 WE 17 Jan 2026. 7. Circana (UK) Ltd | Symbols & Independents | GB | Sharing PMP Snacks 99p - £1.50 | Unit Sales & Unit Sales % Change vs YA | 12 WE 6 June 2026. 8. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks less than £1 | Value Sales | 52 WE 17 Jan 2026. 9. TGL internal sales | Dec 25. 10. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks less than £1 | Unit Rate of Sale | 12 WE 17 Jan 2026.

Tayto GROUP LIMITED
SNACKING SORTED

STOCK UP NOW!

WHAT TO STOCK FOR BIG NIGHT IN

FOCUS THE RANGE

25 SKUs deliver **one-third** of Crisps, Snacks & Nuts sales in Symbols & Independents.

25 SKUs	CRISP, SNACKS & NUTS SALES



Prioritise best sellers before adding NPD or duplicating on flavour.[2]

PLAN FOR PROFIT TIP



LEAD WITH SHARING PMPs

Prioritise proven Sharing PMPs before adding extra variants.

PROTECT CORE FLAVOURS

Taste drives **68%** of bagged-snack occasions, almost three times the next need state. Start with familiar favourites, then expand with bolder options.[1]





COMPLETE THE OCCASION

Include a focused Popcorn and Nut range alongside core Crisps and Snacks.

SHARING BEST SELLERS

Start with these proven lines, then tailor the range to local demand.[3]



Walkers
Cheese & Onion

70g



Walkers
Ready Salted

70g



Pringles
Sour Cream & Onion

165g



McCoy's
Flame Grilled Steak

65g



Hula Hoops
BBQ Beef

70g



Doritos
Chilli Heatwave

70g



Doritos
Tangy Cheese

70g



Quavers
Cheese

54g



Wotsits
Really Cheesy

60g



Nik Naks
Nice 'n' Spicy

75g

1. Kantar Usage, Total In Home/Carried Out, 52 weeks ending 22 March 2026.
2. NielsenIQ, Symbols & Independents, latest 52 weeks to 13 June 2026.
3. SmartView Convenience, Symbols & Independents, Crisps, Snacks & Nuts, MAT 14 June 2026

£1.50 PMP

Stock a delicious break to share



Now in NEW Milk Chocolate & Brownie flavours

Have a break, have a KitKat®

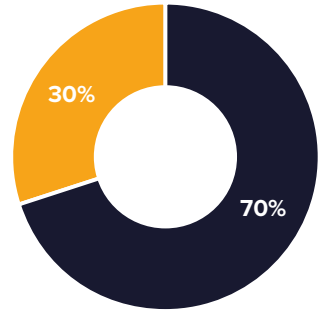
Standard non flashed price-marked packs also available.
Retail pricing is at the sole discretion of the retailer.

For illustrative purposes only.

CONFECTIONERY



WHERE CATEGORY VALUE SITS[1]

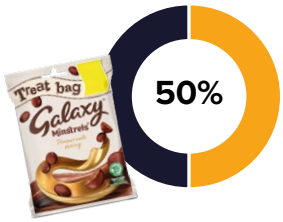


Confectionery adds an easy treat to at-home occasions and helps shoppers complete the Big Night In basket.



+1.6% value growth versus last year.[1]

WHY CONFECTIONERY FITS BIG NIGHT IN



Over **50%** of confectionery is consumed as an afternoon or evening snack.[2]

TREAT IS THE No.1 MISSION



Treat is the most important mission for confectionery shoppers in convenience and is growing year on year.[3]

A HOSTING ESSENTIAL



Sweet and savoury snacks are the most commonly purchased products for at-home social gatherings.[4]

BIG NIGHT IS MORE THAN MOVIE NIGHT



Any-day treats



Movie nights



Gaming nights



Spontaneous sharing



Celebrations

1. SmartView Convenience, Symbols & Independents, Confectionery, Value Sales, MAT 14 June 2026 versus year ago.
2. Kantar Food Usage Panel, 52 weeks ending 15 June 2025 versus year ago.
3. Lumina Intelligence, Convenience Tracking Programme, Convenience excluding Major Multiples, 12 weeks ending 14 September 2025.
4. Mintel, November 2025, and Nestlé Big Night In consumer insight, 2026.

For cosy nights in, pick up a little piece of warmth.

Werther's Original

Traditional Werther's Quality

Half of all sugar-confectionery sales come from older shoppers and it increases to a staggering 70% for traditional sweets!* That makes Werther's Original the UK's #1 traditional caramel* a must-stock range this winter.

Hard candies, toffees, eclairs, and creamy caramels - our range brings comfort to every couch. Offering value for money in £1.25 PMP formats, grow your sales through growing the range.



*TV treat time (cosy night in) largest in-home sugar occasion.***



*Source: Kantar MWP Total Market & Retailer Split 104we 20.05.25 **Source: Kantar Usage Panels 52we 31.10.21

STORCK

NEW LAUNCH COMING SOON!

LOCAL LIVING

Everyday essentials, for less

WE'RE UNWRAPPING SOMETHING SWEET...



PMP's account for 48% of total confectionery sales.

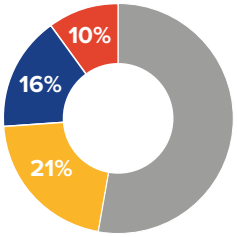
(Lumina Convenience Tracking Programme 2024)

HALAL

WHAT TO STOCK FOR A BIG NIGHT IN

WHERE SHARING VALUE SITS[1]

47% of confectionery sales in Symbols and Independents come from sharing formats.[1]



- Sugar Sharing Bags
- Chocolate Blocks
- Chocolate Sharing Bags

Together these three formats make up the core confectionery opportunity for Big Night In.



LEAD WITH SUGAR BAGS



PROVIDE CORE BLOCKS



COVER CHOCOLATE BAGS

PLAN FOR PROFIT TIP

Almost half of confectionery sales in Symbols and Independents come from PMPs.

Prioritise PMPs where available to make value clear to shoppers.[2]



TOP 10 SHARING BEST SELLERS

Protect availability of these proven sharing lines for Big Night In occasions.[3]



Haribo
Tangfastics
140g



Haribo
Starmix
140g



Squashies
Drumstick
120g



Maynard Bassetts
Wine Gums
130g



Maltesers
68g



Minstrels
80g



Cadbury
Buttons Giant
85g



Cadbury
Dairy Milk
95g



Cadbury
Dairy Milk Caramel
120g



Galaxy
100g

1. Circana, Symbols & Independents, Confectionery Sharing Formats, Value Sales, 12 weeks ending 13 June 2026.
2. Circana, Symbols & Independents, Confectionery Format and PMP Value Sales, 52 weeks ending 6 September 2025.
3. SmartView Convenience, Symbols & Independents, Confectionery, Value Sales, MAT 14 June 2026 versus year ago.

A TOP GROWTH-DRIVING BRAND FOR WORLD BEER IN CONVENIENCE IN 2025*

STOCK UP

ON 4x440ml PMP TODAY



*Circana, Convenience GB (Impulse + Convenience Multis GB), 52w/e 24/01/2026

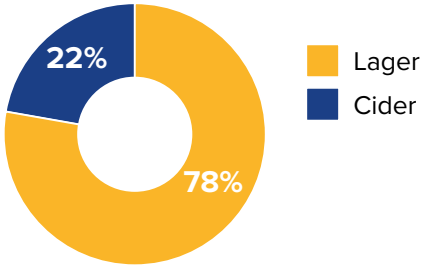
Brewed in the UK

be**drinkaware**.co.uk

Staropramen
EST. IN PRAGUE

LAGER, BEER & CIDER

WHERE CATEGORY VALUE SITS[1]





79% of Beer & Cider occasions take place at home, making the category highly relevant to Big Night In.[2]

PLAN FOR PROFIT T1P

PRIORITISE MULTIPACKS

Multipacks deliver **71%** of category value. Start with best selling 4-packs and 10-packs.[1]





PROVIDE LOW & NO

Low & No Beer & Cider value is up **+14%**. Stock a clearly signposted Lager and Cider option.[1]

ADD SELECTED TRADE-UP

Use Craft and Stout to add choice. Craft Beer is up **+2.3%**, with Stout up **+0.7%**.[1]

MULTI PACK BEST SELLERS

Protect availability of these proven best sellers before adding extra variants.



Stella Artois

4x568ml



Budweiser

4x568ml



San Miguel

4x568ml



Fosters

4x440ml



Carling

4x568ml



Guinness Draught

4x440ml



Stella Artois

10x440ml



Strongbow
Original

4x440ml



Strongbow
Dark Fruit

4x440ml



Thatcher's Gold

4x500ml

1. SmartView Convenience, Symbols & Independents, Beer, Lager & Cider, MAT 14 June 2026 versus year ago.
2. Circana data to 20 April 2024 and Kantar Worldpanel OOH data to 14 April 2024

LEGENDARY Nights In GUARANTEED



LEGENDARY NIGHTS IN GUARANTEED

Certified B Corporation

be drinkaware.co.uk



You don't need a reason.

Just a glass.

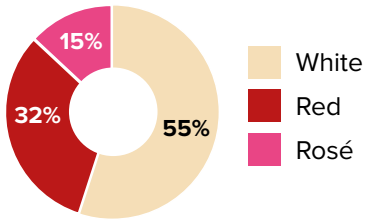
Own brand sparkling wine is a a category on the move, up +10.5%.

Available at your local Unitas Wholesale member depot.

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

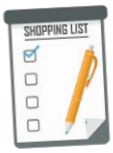
WINE

WHERE CATEGORY VALUE SITS[1]





Wine shoppers buying for social occasions spend **63%** more per trip.[2]



64% plan to buy wine before entering the store, but **60%** choose which wine to buy at the fixture.[3]

Australia is the leading wine origin, accounting for **36%** of value.



PLAN FOR PROFIT TIP



LEAD WITH WHITE

White delivers **55%** of value. Prioritise Pinot Grigio, Sauvignon Blanc and Chardonnay.[1]

MAKE CHOICE EASY

Group wine by colour, then varietal and origin. Use POS and PMPs to help shoppers choose.[3]





COVER CORE AND TRADE-UP

Build the core range around £7-£8 and offer a clear £9-£10 trade-up tier.[4]

MULTI PACK BEST SELLERS

Protect availability of these proven best sellers before adding extra variants.



Hardys VR
Pinot Grigio
75cl



I Heart
Pinot Grigio
75cl



Yellow Tail
Chardonnay
75cl



Casillero Del Diablo
Sauvignon Blanc
75cl



Isla Negra Seashore
Sauvignon Blanc
75cl



Barefoot
White Zinfandel
75cl



Barefoot
Pink Moscato
75cl



Yellow Tail
Shiraz
75cl



Casillero Del Diablo
Cabernet Sauvignon
75cl



Casillero Del Diablo
Merlot
75cl

1. SmartView Convenience, Symbols & Independents, Wine Value Sales, MAT 14 June 2026.
2. CYT, Unitas Big Night In: Wine Category Challenges & Trends 2025
3. Accolade Original Research, Blueprint for Growth, 2024.
4. Nielsen, Symbols & Independents, Wine Value Sales, 52 weeks ending 3 January 2026.

ABSOLUT CRISP TASTE.

NEW



SHOP THE REFRESHING RANGE NOW.

ALC. VOL
5.0%
PLEASE DRINK RESPONSIBLY

© 2026 THE ABSOLUT COMPANY AB
© 2026 THE COCA-COLA COMPANY

HOW TO MERCHANDISE BIG NIGHT IN

Use one clear destination to help shoppers build the whole mission quickly.

1

Group by linked categories
Keep the whole mission together.

2

Lead with sharing
Prioritise the packs shoppers need.

3

Make value easy
Use clear prices and PMPS.

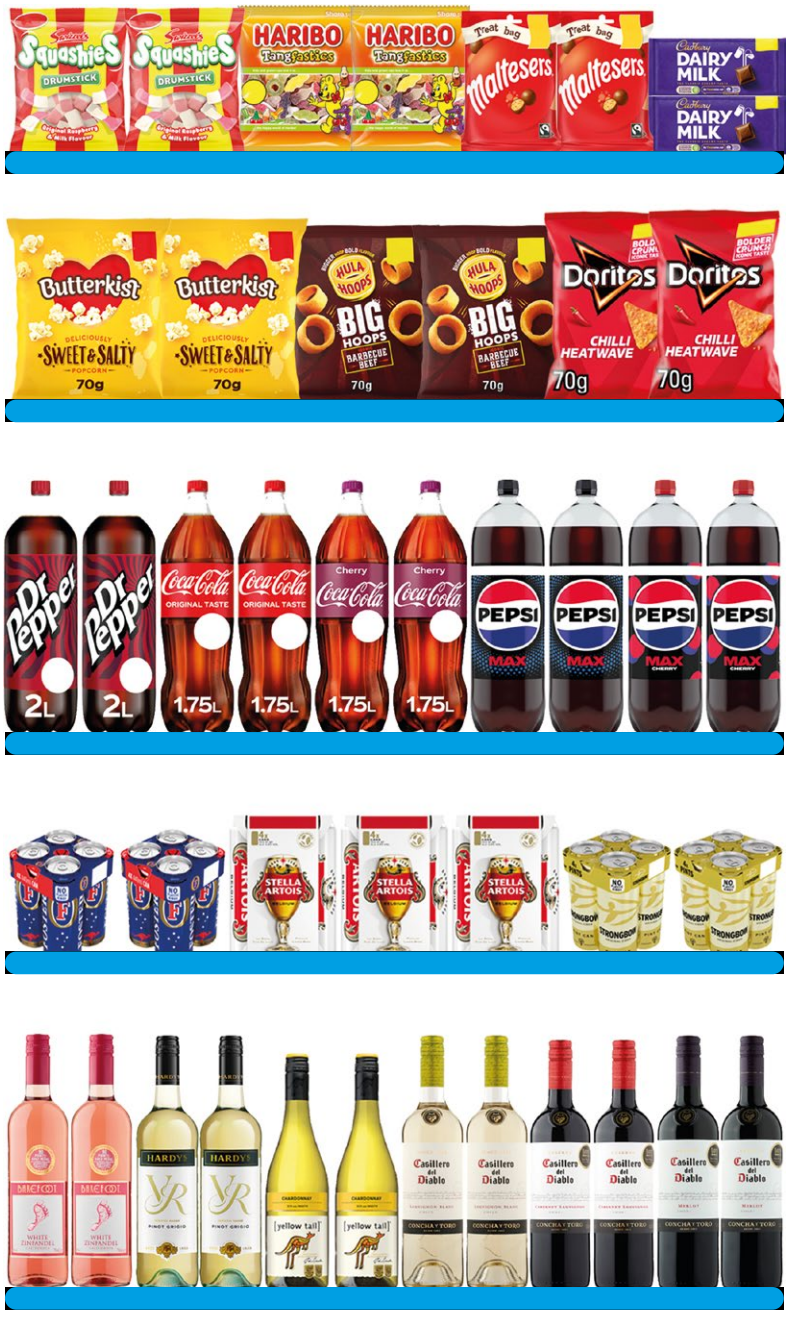
4

Support Promotions
Use simple offers and keep them visible.

5

Keep Best Sellers visible
Front up core lines and refill regularly.

1m x 5 Shelf



Core Range

Extended Range

NPD

AR YOU READY FOR THE BIG NIGHT IN?



STOCK THE UK'S #1 RED WINE VARIETY WITH AN EXCLUSIVE £8.99 UNITAS PMP

- UK'S #1 RED WINE VARIETY*
- EXCLUSIVE UNITAS PMP
- FREE POS KIT TO DRIVE VISIBILITY

A CROWD-PLEASING MALBEC FOR DINNER PARTIES, SOCIAL OCCASIONS AND BIG NIGHTS IN.

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