



Go for Growth

INSIGHTS THAT GROW SALES

BIG FOOTBALL TOURNAMENT GUIDE



Budweiser

OFFICIAL BEER OF THE
FIFA WORLD CUP 26™



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GROW YOUR SALES & PROFITS

POWERED BY PARFETTS



Welcome to your Big Football Tournament Guide



Dear Retailer,

Major events present a powerful opportunity for convenience retailers to drive incremental sales, increase basket spend and create real in-store excitement, with the World Cup standing out as one of the biggest trading opportunities in the calendar.

Retailers who make the most of these occasions focus on planning ahead and executing the fundamentals brilliantly, ensuring strong availability on key lines, creating impactful displays and maximising themed promotions, while catering to every shopper mission, from chilled single-serve beers and ciders for immediate consumption to larger sharing formats, alongside soft drinks and snacks for group occasions.

As part of your approach, building a simple event routine can make a real difference. Planning ahead of key games, reviewing stock levels, tracking sales performance and refreshing displays in line with upcoming matches will help you stay ready to maximise every opportunity.

Small, well-timed actions around key moments can deliver significant gains - helping you turn major events into meaningful, repeatable growth for your store.

Regards,

Cheryl Hope
Parfett's Trading Director



BIG FOOTBALL TOURNAMENT INSIGHTS



11 Jun - 19 Jul 2026



48 teams



104 matches



England

DATE	EVENT	KICK OFF
Sun 14th June	Scotland vs Haiti	2am
Wed 17th June	England vs Croatia	9pm
Fri 19th June	Scotland vs Morocco	11pm
Tues 23rd June	England vs Ghana	9pm
Wed 24th June	Scotland vs Brazil	11pm
Sat 29th June	England vs Panama	10pm



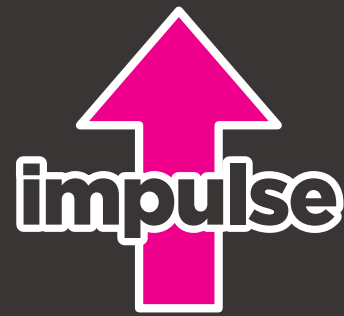
Scotland

The FIFA World Cup is taking place this summer, and this tournament promises to be the biggest yet, creating a key opportunity to drive sales.

The expanded World Cup schedule will create more moments to share at home:



Social viewing occasions: summer weather and games across the week will lead to get togethers at home to view games



Increased impulse spending



Extended trading hours: Differing time zones across host nations mean many matches will kick off post 11pm UK time, making at home celebrations more convenient for fans



Larger basket sizes: Linking drinks with sharing snacks & pizza will build bigger basket spend

QUICK WINS TO BOOST SALES

Planning for specific event-related shopper missions is crucial to maximising profit throughout the tournament:

- Chilled singles and small packs plus premium beers for trade up.
- Late night ready - soft drinks, big packs and low & no alcohol alternatives.
- Match night treats - snacks, sweets and sharing packs
- Freezer essentials, pizza, chips, ice cream and ice



WHY THE EVENT DRIVES SALES

Major sporting events are being enjoyed at home more than ever, increasing footfall and cross-category spend. With shoppers spending more per visit and high demand across drinks snacks and meal solutions, they provide key opportunities for convenience retail.

Key Drivers:

IMPULSE
PURCHASES

DRINKING
WITH
FRIENDS

CROSS
CATEGORY
PURCHASES

CELEBRATION
OCCASIONS

Facts:



During the Euros 9% of beer sales were by people who only purchased during the tournament - totalling 665,000 new customers to the category.



69% of households watched the Euros 2024 at home with friends and family, rather than in the pub.



Evening games create grocery sales spikes of over 10%.



Football is the favourite sport for 18-34 year olds.



It is key to keep track of home team performance - as 29% of shoppers spend more if their team do well.

1. Worldpanel by Numerator | Total Beer | 1-year continuous panel 52w/e 29 Dec 2024. 2. © 2024 Nielsen Consumer LLC. All Rights Reserved. | Source: NielsenIQ, Homescan Attitudes to retailers' survey May 2024. Q: F1. How interested is your household in the UEFA EURO 2024 tournament? F2. Where are the household member(s), who are most interested in the UEFA EURO 2024 tournament, likely to watch it? 3. Coca-Cola powerpoint slide 13, internal classification. 4. (1) GW| 2025 UK (2) NFI datal. 5IGD ShopperVista; 27th Feb-1st March 2026. Base 2000+ UK Shoppers: 597 shoppers who plan on celebrating sporting events.

This summer's major football tournament will present even more sales opportunities for engaged and prepared convenience retailers. It is bigger than ever, with 48 teams, up from 38, and 104 games in total. There will be between 3 and 4 games a day and with both England and Scotland involved, huge opportunities to create growth across all key categories.

QUICK WINS TO BOOST SALES

- Increase stock levels before key matches, ensuring best sellers are always in stock
- Create themed displays with flags, footballs and national colours
- Position key products at the front of store, making sure to highlight cross-category promotions and items
- Ensure chillers are full and highly visible



Scottish Retailer Considerations

MUP and Multibuy rules mean focussing on themed promotions and increasing stock of best sellers will be key for success.

Scan here
for the rules

STOCK UP & GET ON TOP OF YOUR GAME



75%

of viewers grab a snack while watching football games*

41%

of shoppers look out for promotions linked to major sporting events*



WORLD CUP 2026

The 2026 summer football tournament provides additional opportunity to increase footfall and meet the needs of new shoppers visiting your store for this specific shopper mission.

Cheering Together

The 2026 summer football tournament offers the perfect opportunity to watch and celebrate with friends & family during the tournament.



The beer and cider category saw 2.9% growth within the 6 weeks of the Euros vs MAT '24. The World Cup offers more matches, which means more missions and more opportunities for sales.²⁰



CHANCES TO WIN

Midweek games and people moderating their alcohol intake due to late starts means late night top ups and Low & No alcohol missions are expected to grow through the tournament.

32
Teams



48
Teams



40
EXTRA GAMES

1 in 7

UK residents
born abroad,
more nations
in play



**MORE FANS
& OCCASIONS**

Many games are expected to kick off late evening, making at home occasions a more practical choice. Low & no alcohol alternatives are key for this.



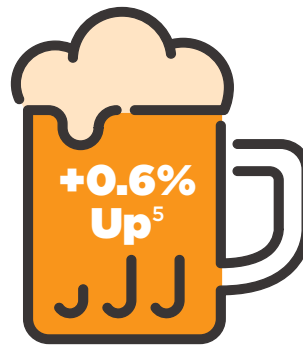
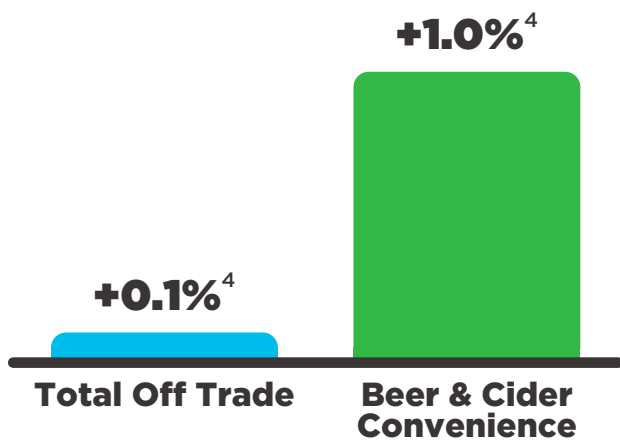
**AT HOME
WATCHING**



Scan here
for
World Cup
Game
Planner

BEER & CIDER MARKET INSIGHT

Sales of beer and cider through convenience stores are growing ahead of the wider off-trade market.



Beer



Cider

Driving % Growth⁷

- Premium & World Lager
- Stout
- Apple Cider
- Low & no alcohol alternatives

Pack Mix

	Biggest Sellers	Highest Margin Growth
Beer	Small Packs (single can or bottle & 4 pack formats)	Small & Single (single can or bottle & 4 pack formats)
Cider	Single Packs	Mid, Small & Single (8, 10 or 12 packs)

4 - 8. Impulse, Symbols & Independents Market
Nielsen NIQ 52we 27.12.25, PRI

2026 Opportunities

- Increase footfall & basket spend through cross category 'with food' (meal/snack) offers
- Ensure you have the right product mix and stock levels for the extra trade the big summer events bring - especially the 2026 World Cup

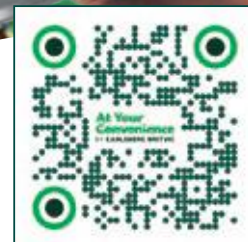
HERE FOR THE CHEERS

NO 1
SOFT DRINKS
BRAND BY VOLUME
SOLD IN
GB RETAIL*

TURN FOOTBALL
MOMENTS INTO SALES,
BACK THE WINNING
STANDARD LAGER
BRAND**



STOCK UP NOW



To claim your
FREE CASE,
SCAN THE QR

or visit atyourconvenience.com

Enjoy responsibly. be.drinkaware.co.uk

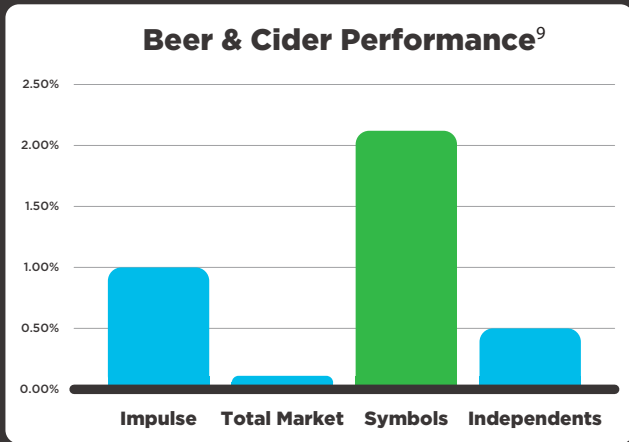
*Nielsen, GB Total Coverage, Total soft drinks brands excluding private label, Volume sales, Calendar year 2025. **Nielsen IQ RMS Total coverage, biggest positive contributor to standard lager category adding £10.7M in Value Sales, Standard Lager, Carlsberg Britvic defined, Carlsberg pilsner, 52 WE 21/03/26.

Subject to availability & while stocks last. x1 free case of registration stock per outlet. Maximum of 2 POS kits per outlet every 30 days & Kits must be of a different description (i.e. no duplicates), NPN. Registration & a valid email address are required. Visit atyourconvenience.com/terms-and-conditions for full Terms and Details. Promoter: Britvic Soft Drinks. One account per outlet. All orders are sent to the business address. For independent venues only. Corporate customers please contact your head office / account manager for access to our services.



GENERAL BEER & CIDER CATEGORY HINTS & TIPS

Symbol stores saw the highest increase in sales for beer and cider in 2025 - growing ahead of the market.



Price & promotions were the largest factor in the growth - offering value increases sales⁹



Premium & World Lager & Apple cider saw the largest sales growth year on year, with premium accounting for **62.1%** of sales¹⁰

Beer



48% of sales came from small format can¹¹



Stout is a key driver within beer and in year on year growth, propelled by Guinness sales **+10%** across symbols and independents¹²



23 million adults in the UK are attempting to moderate their consumption of alcohol, **+1.2 Million** vs 2024¹³

Budweiser

Budweiser are sponsors of the tournament and are investing millions in their campaign. Shopper brand awareness will be through the roof, so take advantage by stocking up on their big match packs and merchandise as part of your football themed displays.



Cider



Mainstream apple cider contributes **40%** to sales in the cider category¹⁴



Convenience over trades in **White Cider** brands vs total off trade. Ensure you have a choice across all sectors to meet consumer needs.¹⁵



Treat & quiet night were the largest consumption moments within cider, totalling **69%** of occasions. Friday and Saturdays account for circa **38%** of purchases.¹⁶

9 & 10. Impulse, Symbols & Independents Market Nielsen NIQ 52we 27.12.25, PRI. 11. NIQ Discover, Impulse, Beer & Cider, March - May & Fy 2025. 12. Impulse, Symbols & Independents Market Nielsen NIQ 52We 27.12.25. 13. Worldpanel By Numerator | Alcovision | Data To 30 June 2025. 14, 15 & 16. Impulse, Symbols & Independents Market Nielsen NIQ 52We 27.12.25.

BIG TOURNAMENT BEER & CIDER INSIGHTS



A substantial sales uplift for beer and cider at the Euros is expected to be bigger for the World Cup⁶



Convenience sales climb as tournaments progress, 4-7 July predicted to be the largest week of sales⁷



13% of shoppers in category only buy Cider so ensure you have an extensive range⁸



Cider Sales peak between May - August, overlapping with the Tournament⁹

Parfest

TRADE WEEK

A FESTIVAL OF DEALS, FOOD AND FUN!

IT'S BACK THIS SUMMER AND BIGGER THAN EVER - THOUSANDS OF LINES AT INCREDIBLE PRICES *PLUS* GIVEAWAYS, FREE FOOD AND MUCH, MUCH MORE.

WATCH OUT FOR OUR BIG SUMMER CELEBRATION - COMING SOON!



In-Store Execution:



Ensure you stock a range of pack formats for different shopper occasions to maximise sales. Small pack formats for impulse purchases and mid to large pack formats for sharing and social viewing occasions.



Ensure chillers are well stocked with promotions clearly highlighted especially before key games.



World Beers will be promoted throughout the tournament - stock up on key lines to drive sales.



Late night games provide an opportunity to increase low & no alcohol alternatives sales.



Feature beers and cider in cross category promotions to drive basket spend across the whole store.

QUICK WINS TO BOOST SALES

The big beer and cider brands will be running extensive World Cup campaigns - make the most of this by prominently displaying relevant brands in store.

THE SUN IS SHINING

BBQ IS A STOCK UP! NOT JUST A TOP UP

74% OF OUTDOOR MEALS ARE EATEN WITH OTHER PEOPLE, MAKING BBQS FAR MORE SOCIAL THAN THE AVERAGE AT HOME OCCASION*



STOCK UP NOW!

To claim your **FREE CASE,** SCAN THE QR or visit atyourconvenience.com



Subject to availability & while stocks last. x1 free case of registration stock per outlet. Maximum of 2 POS kits per outlet every 30 days & Kits must be of a different description (i.e. no duplicates). NPN. Registration & a valid email address are required. Visit atyourconvenience.com/terms-and-conditions for full Terms and Details. Promoter: Britvic Soft Drinks. One account per outlet. All orders are sent to the business address. For independent venues only. Corporate customers please contact your head office / account manager for access to our services. *PepsiCo How to Win research 2024.

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



www.atyourconvenience.com

THE IMPORTANCE OF PROMOTIONS & COMPLIANCE

Execution in store is critical to maximise the sales from a big sporting event.

3 ways to improve sales:



Stock the right range
- scan the QR code to see planograms and category advice to grow your sales



Location matters
- ensure chillers are visible & accessible



Restock - continually restock and ensure fixtures are easy to shop

The best ways to reach your customers are:



Social media (Instagram, Facebook, TikTok)



WhatsApp groups



Local community pages



Go Local consumer leaflets

**STOCK MORE TO
SCORE MORE WITH THE**

NO.1

**LARGE SHARING
CRISP BRAND***



LOW & NO ALCOHOL ALTERNATIVES KEY INSIGHTS



Key ranges to stock:

- Beer ● Cider ● RTDs

Insight:

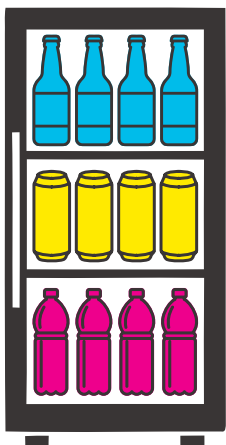


Sales of non alcoholic beer & cider increase during key sporting events¹²



Expected to take 5% share of total sales during the World Cup¹³

In Store Execution:



Ensure key lines are stocked on both shelves and in chillers, keeping same brands and pack formats available across both to give shoppers clear choice.



Ensure a strong range is stocked and supported with themed POS

QUICK WINS TO BOOST SALES

With so many European games being on mid-week and late at night, stocking a wide range of Low & No alcohol alternatives is a great way to offer choice and cater to consumers for those late night viewing occasions.

12. NIQ Discover, Total Coverage Convenience, BEER & CIDER, FY 2025.

13. Worldpanel by Numerator | Total Beer | 1-year continuous panel 52w/e 29 Dec 2024.

SOFT DRINKS CATEGORY INSIGHTS

Soft drinks are one of the most dynamic and high-frequency categories in UK convenience, driven by impulse behaviour, immediate consumption, and strong brand engagement.

The category continues to evolve through:

- Health-led reformulation (low/no sugar growth)
- Premiumisation and functional drinks
- New products coming to market (NPD)



Top 5 shopper needs:

- 1 Health** – driven by sugar reduction and HFSS (High Fat Sugar and Salt) awareness. Scan the QR code below for more details.
- 2 Taste** – still the primary purchase driver
- 3 Energy** – a fast-growing mission, especially among younger shoppers
- 4 Hydration** – water and sports drinks growth
- 5 Anytime Treat** – indulgence remains important



WHY STOCK **SOFT DRINKS?**



Soft drinks are worth £3.3bn in convenience¹



The category sales are growing at +10% annually²



Soft drinks represent 17.5% of total store sales²



Soft drinks outperform many other categories because they:



Drive footfall and impulse purchases



Link strongly with food-to-go missions



Deliver high cash margin per square metre

QUICK WINS TO BOOST SALES

Soft drinks will be a key sales driver during the tournament. Allocate more space than usual to multipacks or sharing packs and review your stock levels before every big game.

NEW

**CRISP
FLAVOURS...**

ON A NUT?!



**'THAT'S NUTS
THE BIGGEST NUTS
NPD LAUNCH
OF 2025'**

SOURCE: NIQ I+S W/E 28/02/26

A WINNING MATCH UP

Soft drinks will appeal to:



Younger fans



Health-conscious fans



People who are driving home after the games



People who are working the following day



They are commonly purchased alongside:



Crisps



Snacks & nuts



Chilled & frozen lines



Ice



Confectionery



Spirits

This makes soft drinks an easy basket builder.

QUICK WINS TO BOOST SALES

Create linked purchasing opportunities:

- Create match day deals - with drinks and snacks
- Merchandise crisps and snacks next to soft drinks
- Create big match displays and gondola ends featuring drinks and snack lines

SMIRNOFF

MORE SIZES. MORE SALES. MORE OFTEN.

SMALLER FORMATS ARE 40% OF TOTAL SPIRITS SALES IN IMPULSE*

*Nielsen, Total Impulse L52W to 3/1/26

ALSO
AVAILABLE IN
MIAMI PEACH
35CL




Scan here
to access your
FREE SMIRNOFF
marketing support

DIAGEO *One*
Business support from the drinks experts

SOFT DRINKS KEY RANGE

Key ranges to stock:



Multipack and sharing soft drink packs

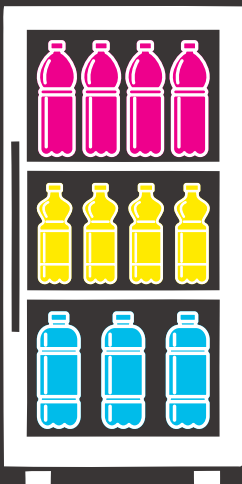


Premium fizzy drinks & Mixers



Energy Drinks

In Store Execution:



Well stocked chillers to cater to those impulse pre-match purchases



Wide range of premium soft drinks in pack & large bottle formats for sharing & entertainment



Light night and Weekend Matches are key for promoting Big Night in cross-category promotions: display soft drinks with confectionery, snacks and chilled food for higher basket spends.

QUICK WINS TO BOOST SALES

Energy drinks will be key for late night games, make sure these are well stocked along with best selling lines.

CONFECTIONERY & SNACKS

KEY INSIGHTS

Key ranges to stock:

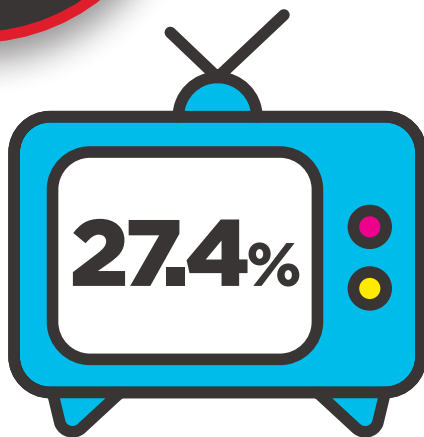


Sharing bags of crisps, snacks & nuts



Large format chocolate bars, sharing bags and gifting

Insight:



Guests watching with friends and family are over 27% more likely to bring a gift with confectionery being a key choice for this occasion.



56.4% of large sharing confectionery purchased as an evening snack

In Store Execution:



Stock a large range of confectionery formats for the tournament, including large bars and sharing packs



Promote as part of a deal with soft drinks to increase cross-category sales



Make sure best selling lines are well stocked before key games

QUICK WINS TO BOOST SALES

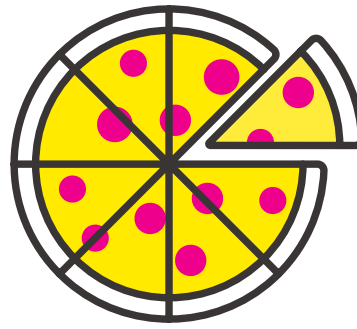
Creating sharing zones and promotional bundles will entice shoppers when impulse shopping and increase basket spend.

CHILLED & FROZEN

Key ranges to stock:



Ready-to-eat chilled lines including pizza, BBQ essentials, world food favourites and snacks



Frozen sharing lines include pizza & chips



Frozen Party Food

Insight:

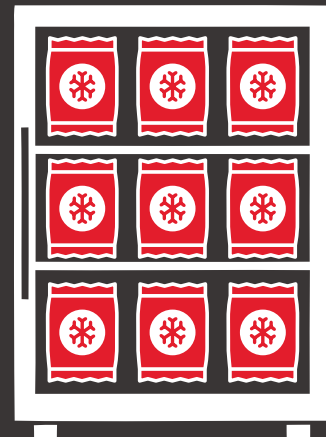


Of shoppers hosting friends plan to buy party food¹⁶



Of shoppers hosting plan to buy food for outside dining¹⁷

In-Store Execution:



Prioritise space in chillers for ready-to-eat food lines, tracking best selling lines throughout the period



Focus on Big Night In promotions with cross-category deals, offers combining chilled & frozen with beer, wine & soft drinks

QUICK WINS TO BOOST SALES

Big Football Tournament themed party bundles & promotional products are great for capturing demand for this category.

16. IGD ShopperVista; 27th Feb-1st March 2026. Base 2000+ UK Shoppers: 597 shoppers who plan on celebrating sporting events. 17. IGD ShopperVista; 27th Feb-1st March 2026. Base 2000+ UK Shoppers: 597 shoppers who plan on celebrating sporting events.

BIG MATCH **PLANOGRAM**



Top-Performing products to boost sales during the tournament period¹⁸

Scan to add to your basket

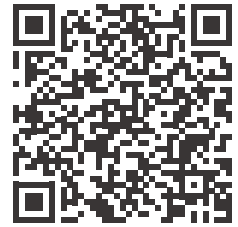


Key: ■ Core ■ New ■ Extended

Core - These are must stock lines | Extended - Recommended lines to support the core

¹⁸. Footnote information to come with Best Sellers when Supplied

BEST SELLERS



Scan to add to your basket

Top-performing products to boost sales over the coming months.

Crisps & Snacks

Beer

Low & No Alcohol

--	--	--	--	--

Cider



Knights Cider 6 x 500ml
(269824)

Lancer Black 24 x 500ml
(273304)

Lancer 6 x 500ml
(273306)

Lancer White 24 x 500ml
(273300)

Westons 8 x 500ml
(49809)



Scrumpy Jack 6 x 4x500ml
(145801)



Crumpton Oaks Pint 6 x 4x568ml
(129464)



Strongbow Pint 6 x 4x568ml
(126864)

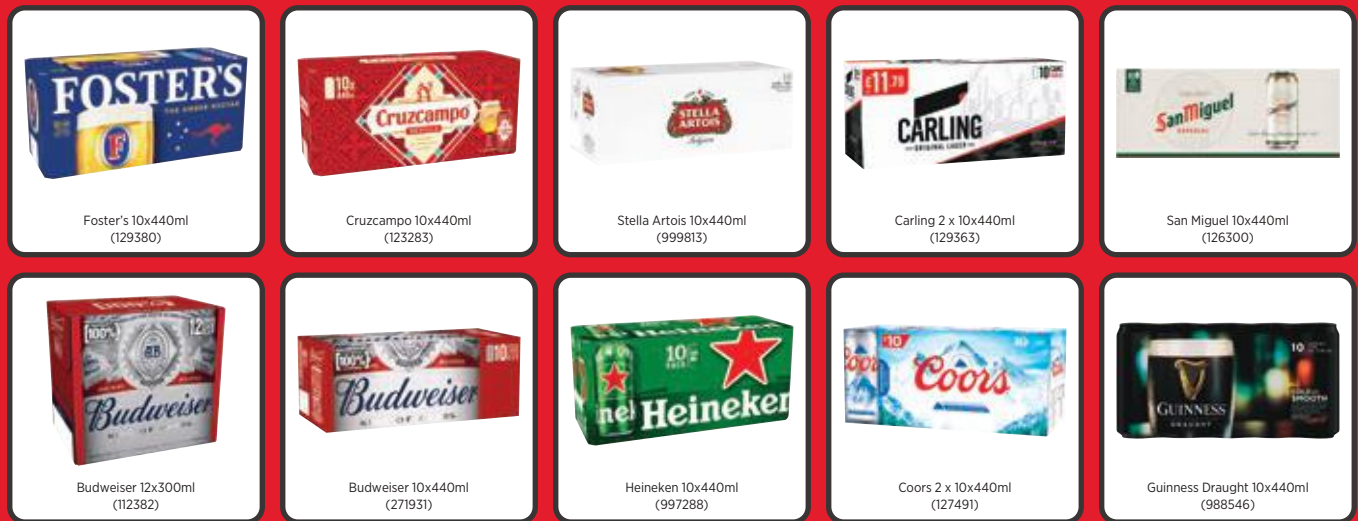


Thatchers Gold 6 x 4x440ml
(273799)



Strongbow Dark Fruit Pint
6 x 4x568ml (269955)

Beer Big Pack



Foster's 10x440ml
(129380)

Cruzcampo 10x440ml
(123283)

Stella Artois 10x440ml
(999813)

Carling 2 x 10x440ml
(129363)

San Miguel 10x440ml
(126300)

Budweiser 12x300ml
(112382)

Budweiser 10x440ml
(271931)

Heineken 10x440ml
(997288)

Coors 2 x 10x440ml
(127491)

Guinness Draught 10x440ml
(988546)

Cider Big Pack



Strongbow Dark Fruit 10x440ml
(152385)

Strongbow Original 2 x 10x440ml
(121262)

Kopparberg 10x330ml
(151224)

Kopparberg 10x330ml
(153358)

Inch's Medium Apple Cider
10x440ml (115243)

Thatchers 10x440ml
(120716)

Kopparberg 10x330ml
(123877)

Magners Original Apple 10x440ml
(127304)

Thatchers 10x440ml
(124586)

Kopparberg 10x330ml
(124873)

Standard Bottle Spirits



Smirnoff Vodka 6 x 70cl
(127950)

Captain Morgan Original Spiced
Gold Rum 6 x 70cl (127946)

Jack Daniel's Bourbon Whiskey
6 x 70cl (128198)

Gordon's London Dry Gin 6 x 70cl
(127938)

High Commissioner Scotch Whisky
6 x 70cl (129182)

This guide is designed to help you make the most of the busy summer football period. Parfett's is not affiliated with or endorsed by any official tournament organisers or partners.

Wines



Echo Falls Fruit Fusion 6 x 75cl
(152700)



Hardys VR 6 x 75cl
(726975)



Yellow Tail 6 x 75cl
(417558)



Hardys VR 6 x 75cl
(101684)



I Heart 6 x 75cl
(111577)



Casillero del Diablo 6 x 75cl
(970640)



Hardys VR 6 x 75cl
(102576)



Yellow Tail 6 x 75cl
(418522)



I Heart 6 x 75cl
(145237)



Isla Negra Seashore 6 x 75cl
(126691)

Soft Drinks



Coca-Cola 6 x 1.75ltr
(119204)



Pepsi Max 6 x 2ltr
(128749)



Pepsi Max 6 x 2ltr
(128750)



Coca-Cola 6 x 1.75ltr
(119200)



Volvic Water Still 12 x 1.5ltr
(550035)



Pepsi Max 4 x 330ml
(128738)



Coca-Cola 3 x 330ml
(128664)



Schweppes Lemonade 6 x 2ltr
(119312)



Dr Pepper 6 x 2ltr
(127274)



Diet Coke 6 x 2ltr
(103143)

Confectionery



Cadbury Treat Bag 10 x 85g
(125985)



Haribo Sweets 12 x 140g
(121395)



Swizzels Squashies 12 x 120g
(122981)



Haribo Sweets 12 x 140g
(121738)



Skittles Sweets Treat Bag
14 x 109g (127178)



Rowntree's Sweets 10 x 114g
(120624)



Haribo Sweets 12 x 140g
(121723)



Haribo Sweets 12 x 140g
(121724)



Haribo Sweets 12 x 140g
(121741)



Swizzels Squashies 12 x 120g
(122982)

QUICK WINS TO BOOST SALES

Make sure you are well stocked with your best selling lines before the big games.



Go for Growth

INSIGHTS THAT GROW SALES

GROW YOUR SALES & PROFITS

**PRACTICAL TOOLS,
MARKET INSIGHT
& EXPERT GUIDANCE
DESIGNED TO HELP
INDEPENDENT
RETAILERS GROW.**



**SCAN THE QR
CODE & START
GROWING TODAY!**

GO FOR GROWTH GIVES YOU:

- CATEGORY RANGE ADVICE**
- CORE RANGE PLANOGRAMS**
- POR CALCULATOR**
- NEW PRODUCT LINE
UPDATES & ADVICE**



**AN EMPLOYEE OWNED COMPANY SUPPORTING
INDEPENDENT CUSTOMERS TO GROW**

Depots Nationwide

Aintree | **Anfield** | **Birmingham** | **Halifax** | **Middlesbrough** | **Sheffield** | **Somercotes** | **Southampton** | **Stockport**
L9 5AL | L6 5BN | B11 2BH | HX3 6RA | TS3 8AL | S9 1XT | DE55 4RF | SO30 2UH | SK4 2JP

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