

# Cold beverages, confectionery and snacks Implementation pack



New range coming 17 July 2019!

# Introduction

The NHS spends over £13.5 million on cold beverages, confectionery and snacks each and every year. We recently completed a tender enabling us to create a new cold beverages, confectionery and snacks range.

## The right range for you

We're committed to providing the NHS with a consumer led range that uses market insight to delight customers and patients alike. And that's exactly what we've achieved:

- We've built the new range based on your feedback, as well as following consumer insight and market trends
- You told us you needed more innovation from key areas like healthy snacking, which is why we have added 149 exciting new products to the range
- The new range helps you to deliver on CQUIN. We can assist by providing planograms of ranges that ensure CQUIN compliance
- We've followed a robust OJEU procurement process ensuring complete transparency to suppliers

## New and exciting products

You've told us innovation and variety is really important to you. Over the next few pages you'll find a sample of some of the exciting new products that will be available from launch. We've provided rationale and reasoning on why we think each is a great product. Here's a snippet;

- **Baked crisps** are a core product in hospital retail, but were previously unavailable through NHS Supply Chain. They offer a strong brand as well as a healthier, CQUIN compliant snacking option – on average 50% less fat than other potato crisps
- **Popcorn** is another new line that has been included to expand the healthy snacking range. Did you know, the popcorn market has grown by more than 160% since 2010 and should form a key part of any snacking range
- We've also added other healthy products such as **protein balls, dried fruit and nut snack boxes, low sugar/diet drinks** all of which are suitable for patient-feeding and retail



# Implementation support

We want to make implementing our new cold beverages, confectionery and snacks range as easy as possible. That's why we have created some retail execution documents to support your trust;

- **Switch To Document – <http://tiny.cc/rtri8y>**

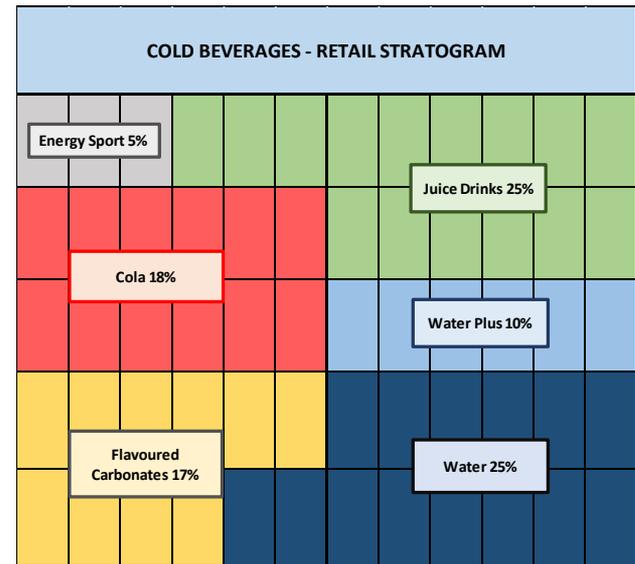
This contains all product level information such as product code, pack size, etc. It identifies like for like products switching from Brakes, Bidfood and the existing NHS Supply Chain products to the new range

- **Stratograms – <http://tiny.cc/erri8y>**

Stratograms help you to understand which products drive the best sales and how many of each product you should stock. We know not every trust has the same retail fridges and displays, so our stratograms are generated to show the best layout for the most common fixture types

- **Recommended Selling Price (RSP) Guidance**

We know trust retail pricing varies significantly from site to site, despite stocking similar ranges. Our RSP guidance on page 12 identifies the average prices in outsourced retail outlets within healthcare sites so you can align to the rest of the market and increase your margin



# Top savings opportunities

These are just some of the great products that are available on the new framework. The percentage saving is based on switching from a similar product from NHS Supply Chain, Brakes or Bidfood. More information can be found in the switch to document.



Save  
38%

## Sweet Assorted Biscuit Minipack

- ADC023 – Crawfords Sweet Assorted Biscuit Minipack x3
- Case of 100



Save  
60%

## Hydr8 Still Natural Mineral Water

- AAR532 – Hydr8 Still Natural Mineral Water 500ml
- Case of 24



Save  
39%

## Orange Juice From Concentrate

- AAN220 – Orange Juice Carton From Concentrate 200ml
- Case of 27



Save  
19%

## Calypso Pure Orange Juice Cuplet

- AAN009 – Calypso Pure Orange Juice Cuplet 85ml
- Case of 96



Save  
24%

## Pepsi Max Sugar Free Cola

- AAZ055 – Pepsi Max Sugar Free Cola Drink 500ml
- Case of 24



New to the range

## Vit-Hit low calorie drinks

In the two weeks following the introduction of the sugar tax, low and no sugar drinks sales surged 15%.

Given the increased consumer demand for healthy beverages, Vit-Hit low calorie drinks are a great new addition to the range. Each serving contains 300mgs of healthy teas!

*Flavours available: Berry, Ginseng & Roobibos, Mandarin, Green Tea & Vitamin, Dragon Fruit & Yuzu and Apple & Elderflower.*

CQUIN compliant ✓



New to the range

## Cawston Press

Premium adult soft drinks are in 30% growth. Cawston Press have increased the amount of natural juice across their products, meaning a reduction in added sugar and calories, whilst retaining the same great taste.

*Flavours available: Cloudy Apple, Elderflower Lemonade and Rhubarb*

CQUIN compliant ✓



New flavours

## Drench

As people increasingly seek out healthy hydration options, Drench juice spring water has just 2 calories per 100ml and is perfect for 'on the go' hydration. Drench is sweetened with naturally sourced stevia.

*Flavours available: Mandarin & Lemon and Peach & Mango*



New to the range

## Aqua Libra sparkling water

The low calorie drinks segment has grown by 12% in the last year. That's why Aqua Libra, an infused sparkling water with natural fruity flavours and under 3 calories per serving is a great new line.

*Flavours available: Grapefruit & Pineapple, Raspberry & Apple and Tangerine*

CQUIN compliant ✓



New flavours

## Robinson Refresh'd

The number one new product out of home in 2017 & continues to deliver value growth. 60% of UK consumers said they would like to see a healthier range of soft drinks on offer. This line contains less than 60 calories and is sweetened with naturally sourced stevia.

*Flavours available: Peach & Mango, Apple and Kiwi, Orange & Passionfruit*

CQUIN compliant ✓



New to the range

## Sobe V Water

Health as a consumption driver has increased by 8% since 2015. Sobe V Water has purposeful health benefits developed by herbalists and dieticians. Zero sugar. No artificial preservatives or flavourings.

*Flavours available: Ginger & Mango, Lemon & Lime and Pomegranate & Blueberry*

CQUIN compliant ✓



New to the range

## Walkers Baked Crisps

Walkers Oven Baked is the fastest growing brand in Better For You. Baked crisps are a core line in the hospital retail space but were previously unavailable through NHS Supply Chain. They contain on average 50% less fat than other potato crisps.

*Flavours available: Cheese & onion, ready salted and salt & vinegar*

CQUIN compliant ✓



New to the range

## Hippeas Chickpea Puffs

A great alternative to ordinary crisps, with less than 90 calories per serving, they are high in fibre and a source of protein. Hippeas are currently outselling other key health brands such as veg crisps.

*Flavours available: Sweet & Smokin', Chilli Fajita and Take it Cheesy*

CQUIN compliant ✓



New to the range

## Popchips

With only 97 calories per pack, Popchips provide great tasting and bold flavours while delivering 1/3 less fat than competitors. With value growth of 36% year on year, they are a great healthy snacking option.

*Flavours available: Salt & Vinegar, Sour Cream & Onion, BBQ and Sea Salt*



Top  
seller

### Jacobs Mini Cheddars

Jacobs are producers of popular biscuits and crackers. Mini Cheddars saw growth in foodservice of more than 8% through 2018. They are an existing line through NHS Supply Chain and have been retained in the new range due to the popularity of the product.

*Flavours available: Original*



New to  
the  
range

### Tyrells hand cooked crisps

Awareness of the Tyrrells brand is growing 7% year on year. Tyrrells were previously unavailable through NHS Supply Chain but have been added to expand the premium snacking offer.

*Flavours available: Mixed Root Veg, Cheese & Chive, Lightly Salted, Sea Salt & Cider Vinegar and Sweet Chilli*



New to  
the  
range

### McCoy's Ridge Cut crisps

McCoy's are the UK's number one ridge cut crisps. During 2018, McCoy's witnessed over two years of growth ahead of the category, growing 5.8%. McCoy's are four times bigger, and sell twice as quick than their nearest competitor.

*Flavours available: Salt & Malt Vinegar, Cheddar & Onion and Flame Grilled Steak*



New to the range

## Nim's Fruit Crisps

Nim's fruit crisps are a healthier alternative to original potato crisps. They are 1 of your 5 a day, contain under 76 calories per pack, no additives and are 100% fruit. They also have a 12 month shelf life.

*Flavours available: Apple and pineapple*

CQUIN compliant ✓



New to the range

## Proper Corn

Popcorn is another new line that has been included to expand the healthy snacking range while not compromising on the strength of the product. The popcorn market has grown by more than 160% since 2010 and is now a key part of any snacking range. The Lightly Sea Salted flavour is CQUIN compliant however, Sweet & Salty is not.

*Flavours available: Sweet & Salty and Lightly Sea Salted*



New to the range

## Pulsin snack bars

Pulsin snack bars have been added to expand the healthy snacking range. They are 30% lower in sugar than some of their key competitors such as Nakd & Primal Pantry, and have more than twice as much fibre. The range of Pulsin snack bars are free from dairy, soya and gluten and are suitable for vegans.

*Flavours available: Cacao & Raisin and Berry and Beet*

CQUIN compliant ✓



New to the range

### The Protein Ball Co.

Protein balls are a completely natural high-protein, high-fibre snack – absolutely no added sugar, stabilisers or emulsifiers. On top of that, the UK sports and nutrition market grew at 62% through 2018, with protein-based snacks making up the majority of the sales value.

*Flavours available: Cherry Bakewell and Peanut Butter*



Top seller

### McVitie's Jaffa Cakes

McVitie's Jaffa Cakes are performing strongly with younger consumers. Overall they have a seen growth in foodservice of more than 24% year on year. Did you know Jaffa Cakes are VAT free and are also CQUIN compliant?

CQUIN compliant ✓



New to the range

### Metcalfe's Rice Cakes

Metcalfe's Rice Cakes are a low-calorie, gluten-free alternative to cakes and biscuits, which are continuing to grow in line with increased customer demand for healthier snacks – 64% growth in foodservice year on year.

*Flavours available: milk chocolate and yoghurt*



## Tovali Limited

Tovali Limited is a family run business, established in 1937. They are a new supplier to the range and to NHS Supply Chain.

*Products in the range include squash and cordial drinks suitable for patient feeding including some sugar free and added vitamin C lines.*



## Pladis Global

Pladis Global is one of the world's leading snacking companies. They are a new supplier to the range and to NHS Supply Chain.

*Products in the range include McVitie's biscuits and cake bars, Jacob's crackers and Crawford's minipack biscuits.*



New supplier

## Kirtons Bakery Ltd

Based in Leicestershire, Kirtons Bakery Ltd is a traditional craft bakery offering the very best in baked goods to customers nationwide. They are a new supplier to the range and to NHS Supply Chain.

*Products in the range include various sponge cakes, flapjacks, brownies and muffins.*

# Recommended selling prices

The retail prices within trusts can vary widely from site to site, despite stocking similar ranges. Benchmarking existing pricing against industry standard, can provide an indication of the revenue trusts are missing out on with lower pricing.

Our recommended 'industry standard' pricing is based on an average of prices in retail outlets within healthcare sites to follow best practice.

Water 500ml	Soft drink 500ml	Soft drink 330ml	Flavoured water	Crisps (original, Baked and crisp alternatives)	Confectionery
					
<p>Benchmark price: <b>£1.20</b></p>	<p>Benchmark price: <b>£1.60</b></p>	<p>Benchmark price: <b>£1.00</b></p>	<p>Benchmark price: <b>£1.40</b></p>	<p>Benchmark price: <b>90p</b></p>	<p>Benchmark price: <b>90p</b></p>

# What do you need to do?

1

## Review your trust impact statement / switch documents

Understand what products are being rationalised and what are the new and alternative products

2

## Contact your NHS Supply Chain Food: Account Manager

Keep your Account Manager posted with your expected switches and any support you need

3

## Make the switch!

Run down any old stock, update tills, refresh shelf edge labels and prepare your first orders for launch on **17 July**.

The sooner you switch, the sooner you'll save!

Please ensure that demand capture forms are submitted to the Inventory team and [lauren.appleyard@supplychain.nhs.uk](mailto:lauren.appleyard@supplychain.nhs.uk) at least 10 days prior to switching.

If you would like support with the following; merchandising, point of sale (POS), samples etc., please contact [nathan.hawker@supplychain.nhs.uk](mailto:nathan.hawker@supplychain.nhs.uk) or your NHS Supply Chain: Food Account Manager.

