

BEHIND THE BAR

STOCK YOUR
PERFECT RANGE



SNACK **KP** PARTNERS
QUALITY PRODUCTS SINCE 1953

THE PERFECT PARTNER TO
DRIVE YOUR SNACK SALES



THE RIGHT CHOICE FOR THE RIGHT SNACKS RANGE!

A massive 86% of customers purchase bagged bar snacks, making it essential to stock a range of best sellers. However 47% of customers say they only rarely purchase or never do, indicating a big opportunity.

We also know that 52% of customers purchase snacks on impulse* – so at KP SnackPartners we want to help you turn these impulse opportunities into incremental snack sales and improved spend in your outlet!

KP Snacks is the No.1 supplier of Bagged Snacks in pubs and bars with stand-out brands like McCoy's, KP Nuts and Tyrrells Crisps (winner of 83 great taste awards).**



*CGA Pub snacking habits survey April 2020
**Kantar OOH Pubs & Bars Spend 52 w/e 23.02.20

Maximise your sales

Pubs and bars can give themselves the best opportunity to maximize sales potential with three simple but key must dos:

- ➔ **Credibility...** Stock a range of best-seller snacks to meet all your customer needs.
- ➔ **Availability...** Ensure your range is always available to purchase and
- ➔ **Visibility...** Position your snacks with high visibility, 37% of customers purchase snacks because they noticed them while at the bar!

WHAT OUR CUSTOMERS SAY...

Catch up with what our customers say....and then get in touch with us and take your snack sales forward!



John Hoare Owner of Cassidy's - Tunbridge Wells

I attract a wide range of customers from families to traditional sports fans. My snacking range isn't something I have previously looked at in depth but KP Snacks worked with me to stock and sell a trusted, iconic range of snacks suitable for all of my guests - Snacks sales are up, the customers are happy and so am I!

A long lasting partnership



Ernie Welch Manager of The Old Star Pub - Winsford

Having worked with KP Snacks, I can honestly say that their help, support, and determination to better my own business has been fantastic. I hope to continue this partnership long into the future.

THE COMPLETE SNACK RANGE FOR ALL YOUR CUSTOMERS

PREMIUM



Tyrrells - The refined hand cooked English crisp brand

KP Nuts - 5 packs sold every minute in bars*

Source of PROTEIN
High in FIBRE

TRADITIONAL



McCoy's the UK's No.1 Ridge Cut Crisp**

KP Nuts - The No.1 branded nut in Bars*

FAMILY



Hula Hoops - 3 Packs sold every second*

Range - Stock a permissible, family friendly range

*Kantar OOH Pubs & Bars Spend 52 w/e 29.12.19 **Kantar OOH Total Market Spend 52 w/e 29.12.19 * AC Nielsen, Bagged Snacks, Total Coverage, Value Sales, 52w/e 22.02.20

BEYOND THE BAR

SHARE IN 'BIGGER' SNACK SALES!

Use our 'bigger' sharing bags to promote your snack sales, as a garnish or perfect accompaniment to customers' favourite beverages.

TURN OVER FOR
TODAY'S SPECIAL



GET YOUR SNACKS SALES MOVING, EMAIL US TODAY AT THEBAR@KPSNACKS.COM



FOR POS PTO





SEEING IS BELIEVING

**VISIBILITY+AVAILABILITY
= BETTER SNACK SALES!**

Visibility is key to improving your bagged snack sales, KP SnackPartners has a wide range of effective merchandise available to help increase visibility and maximise sales.

To find out more email us at thebar@kpsnacks.com

or contact your regular wholesale supplier



INGREDIENTS

- 2 Large tomatoes, diced
- 1 red onion, diced
- 1 jalapeno, diced
- 1 tbsp coriander, chopped

Juice of 1 lime

250g cooking chorizo, crumbled

200g grated cheddar

200g Monterrey Jack

1 tbsp cornflour

1/2 tsp cayenne pepper

120ml Mexican lager

2 tbsp hot sauce

Sour cream to serve

McCoy's Sour Cream & Onion Muchos to serve

BEYOND THE BAR

**BEER, CHEESE &
CHORIZO DIP** *with*
MCCOY'S MUCHOS

What's better than blending beer and cheese? Throwing Chorizo into the mix, obviously.

Perfect when combined with McCoy's Sour Cream & Onion Muchos, You'll never want to snack on anything else!



DIRECTIONS

1. **Fry Chorizo** over a medium heat for 3 mins. Tip into your serving dish
2. **In a saucepan**, heat the lager until bubbling. Combine the cheeses with the cornflour and cayenne, then tip into the beer and whisk until you have a smooth sauce
3. **Pour** over the chorizo
4. **Combine** the tomatoes, red onion, jalapeno, coriander and lime juice in a bowl to make a salsa. Set aside.
5. **When ready** to serve, grill your dish on a high heat until bubbly. Garnish with sour cream and salsa and serve with McCoy's Muchos!

GO ON... TRY SOMETHING NEW WITH KP SNACKS!