

# Costcutter<sup>®</sup>

## TRUST IN CO-OP OWN BRAND

**BROCKLEY, EPSOM, SWANAGE**

Peter Patel, Sue Nathyanandan, Keith Tommes



Shoppers know and trust the brand as one of great quality at a great price.

Our retailers trust in Co-op Own Brand products to deliver them great financial results. Being able to offer your shoppers access to these award-winning ranges increases basket spend, with a blended margin of 30%. Our retailers tell us they routinely see high levels of sales growth and increased footfall.



**2,000+**

**EXCEPTIONAL SKUS**

### SWANAGE, DORSET

Keith Tommes,  
store owner



“Swanage is a tourist town so we have to stock products that the locals and seasonal visitors both want. When Co-op Own Brand products became available, we brought them into our store as soon as we could.

“The Co-op is a strong brand and well-recognised in all communities. People respect and trust it. It’s definitely been a benefit for us and made a difference.”

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### TOP TIP #1:

All products are popular, but fresh food always sells well. It's good quality at a reasonable price.





### EPSOM, SURREY

**Sue Nithyanandan,**  
store co-owner



“Stocking Co-op Own Brand products has been very successful and really enhanced our business. It’s because people are aware of the Co-op brand and trust it. It’s a good brand and a good price. I have two Co-op stores near me and I still sell a lot of Co-op products!”

“Fresh always sells well. We’ve really grown the amount of chilled products we stock. I also look to see what fresh Co-op seasonal ranges are available, like Christmas sandwiches, and BBQ food during the summer, which was very popular in 2021!”

### TOP TIP #2:

People want more from their local stores these days and fresh is key to growing your business. By stocking good quality chilled products from a good brand, like Co-op, you’ll sell more of your other products too.



### BROCKLEY, LONDON

**Peter Patel,**  
store owner



“I’ve been stocking Co-op products for years and they’ve always been good sellers. It doesn’t matter what the demographic of your shoppers. It’s popular with customers right across the board, from those on a budget to those who work in the City.

“The chilled section has been growing steadily and is really popular now. So is the frozen section, like the ice creams, which are really good.”

### TOP TIP #3:

You’ve really got to get behind the value of Co-op Own Brand products. Stock as much of it as you can. It’ll sell and you won’t regret it.

