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## UK's Leading Brewer Launches 1<sup>st</sup> Web Tool for Licensed Premises to Maximise Packaged Drink Sales

**Scottish & Newcastle's PlanYourFridge.com enables non computer-savvy bar managers to create a tailored back bar fridge plan in less than 5 minutes**

**London – 24<sup>th</sup> April, 2008:** Sigmer Technologies today announced it has developed a revolutionary web-based service for Scottish & Newcastle UK (S&N UK), the UK's leading brewer and distributor, designed to increase the profit margins of the UK's 130,000 on-trade licensed outlets. PlanYourFridge, ([www.planyourfridge.com](http://www.planyourfridge.com)), a free service, uniquely enables users to quickly create tailored back of bar fridge plans optimised for their outlet type, workstation set-up and region.

The tool is based on the latest market data and research into how drinkers behave in pubs and bars, such as where people look when deciding what to drink. PlanYourFridge delivers best-practice range and merchandising advice for packaged beer, cider, alcopops, wine and soft drinks. It maximises sales return, provides tailored merchandising solutions to individual workstation layouts, and provides the latest market data and on-trade consumer trends. Users can choose to plan their fridge in 3 ways:

- **Plan Your Fridge** – a fridge plan is created in a few easy steps. The resulting fridge plan is also presented in picture format for greater ease of use.
- **My Sales** – the user can create an optimised plan based on their existing sales and can compare it with the best practice version recommended by PlanYourFridge.
- **Example Fridge Plans** – If the user has time constraints, there are three 'ready-to-go' fridge plans for different sized workstations.

The first application of its kind for the on-trade marketplace, PlanYourFridge will be of particular benefit to smaller on-trade businesses, for which the resources required to learn key market dynamics and compete with larger on-trade businesses have hitherto been a financial barrier. As part of its broader vision for the sector, S&N UK wanted to create a non-biased category initiative providing advice to every on-trade outlet in the UK, not just its own customer base.

Jenni Archibald, space and merchandising strategy manager of S&N UK, said: "We chose Sigmer to build an easy-to-use online tool that would enable on-trade businesses of any size to increase their sales profits. The back bar fridge area – an area often ignored – is a highly profitable area and is currently underutilised by many retailers. Packaged long alcoholic drinks (LADs) are constantly increasing share of sales, particularly with the continuing growth in cider, and now contributes more than £1.5bn of retail sales to the market every year. .

"Despite our independent stance on product advice, [planyourfridge.com](http://planyourfridge.com) has reciprocal benefits for S&N UK; providing a new and significant customer service benefit through the provision of advice to smaller retailers currently serviced through wholesale retailers. Using an opt-in policy, we are able to contact the users of

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PlanYourFridge and track their usage patterns, with a view to offering users tailored product advice based on our findings.”

Packaged drinks have high profit margins and provide flexibility in allowing repeated changes to the stock allowing retailers to capitalise on the latest consumer trends. This is a key advantage over draught products, which are bought in bulk and have equipment costs attached to changing from one product to another.

Pete Kelly, Technical Director of Sigmer Technologies, commented: “We carried out extensive research before developing PlanYourFridge and consulted with S&N UK and a cross-section of end-users in on-trade organisations to gauge the service requirements from both perspectives. For a deeper understanding, our project team visited various types of on-trade outlets to establish current back bar strategies, computer literacy and work patterns to find out what the end users actually need and want out of the service. We then tested the service with a sample customer base and made several tweaks as the testing progressed, until S&N UK and its sample customers were completely happy with the service.”

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**Pilot Test Results**

In the run-up to the launch, Sigmer conducted a 3-month pilot test of the service with 250 bars and hotels of all types around the North-East of England. The results are very positive. On average, of the retailers who implemented the site’s advice, back bar sales increased by 10%. For example, three outlets of one well-established retailer took part in a pilot test and the outputs from PlanYourFridge recommended the following:

- Reduce the number of lines stocked
- Increase the space of key selling lines
- Dedicate a "New Product" area to allow for new market lines
- Increase the space for packaged cider

The outlets adopted the recommended S&N UK range and merchandising and all three saw increases in excess of 10% versus the rest of the estate.

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As well as the public PlanYourFridge service, Sigmer has also gone on to provide a bespoke solution for S&N UK that creates branded micro-sites for regional and national chains, whereby S&N UK tailors the PlanYourFridge service for the particular requirements of their outlets.

Jenni Archibald added, “Sigmer was the only solutions provider that fully understood our requirements. They also demonstrated superior solutions and did their due diligence. Now that the free tool is complete, we will work closely with Sigmer to further develop the bespoke service.”

S&N UK will continue to regularly update the service with more advice and information every two months, as and when new market data results are published.

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For a demonstration of the free service and/or for screenshots, please contact Emily Hiscox on 0845 25 77114 or [Emily@bamboopr.co.uk](mailto:Emily@bamboopr.co.uk).

**About Scottish & Newcastle UK**

S&N UK is a market leading beer and cider -led drinks business. S&N UK's extensive portfolio includes leading brands such as Foster's, Kronenbourg 1664, John Smith's and Strongbow.

For more information, please visit [www.scottish-newcastle.com](http://www.scottish-newcastle.com).

**About Sigmer Technologies Limited**

Sigmer Technologies, founded in 1999, is based in the Innovation Centre of the University of Sussex, Brighton, and has attracted a number of high profile clients, including: British Sky Broadcasting; The International Save the Children Alliance, Scottish and Newcastle, British Red Cross, RNIB and RNID, The British Film Institute, and UNHCR. Through a carefully balanced team of specialist developers, designers and consultants, Sigmer provides a full range of, web design, bespoke software development, database, staff incentivisation and consultancy services covering a broad range of business applications.

More information about the company can be found at [www.sigmer.com](http://www.sigmer.com).

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