

# Trading successfully in a challenged Market

**Ciara McClafferty**

**Waitrose and the discounters are only real winners in new market share data – The Grocer May 2015**

**UK slips into deflation as prices fall 0.1% – The Financial Times May 2015**

**May sees Consumer Confidence drop three points – GfK May 2015**

**Morrisons supermarket cuts prices on 200 'everyday' items – BBC June 2015**



# Who we are.....

# Budgens





# EVERYDAY DISCOVERY AT THE HEART OF LOCAL LIFE

It's time to ditch the dull; grocery shopping just got interesting.

Discover authentic, independently-owned stores at the heart of local life.

Discover great artisan food at affordable prices.

Discover Budgens.



# Know the consumer

# Budgens

## DEMANDING CITY WORKERS



Claire, 37  
Account Manager  
'City sophisticate'

## QUALITY-LED FAMILIES



Androulia, 48  
Medical secretary  
'Executive Wealth'

## COMMUNITY-MINDED SENIORS



Dave Knapp 60  
Retired  
'Mature Money'

## NO-FUSS FAMILIES



Helen, 51  
Housewife  
'Countryside Communities'

Share of  
Budgens sales

Budgens  
8%

Budgens  
30%

Budgens  
22%

Budgens  
23%

Objective

**GROW**

**PROTECT  
& GROW**

**PROTECT  
& GROW**

**PROTECT  
& GROW**

**MEAL FOR  
TONIGHT**



**LUNCH**



**TOP UP**





# Trial Stores

Budgens





# New Ranges - Fresh

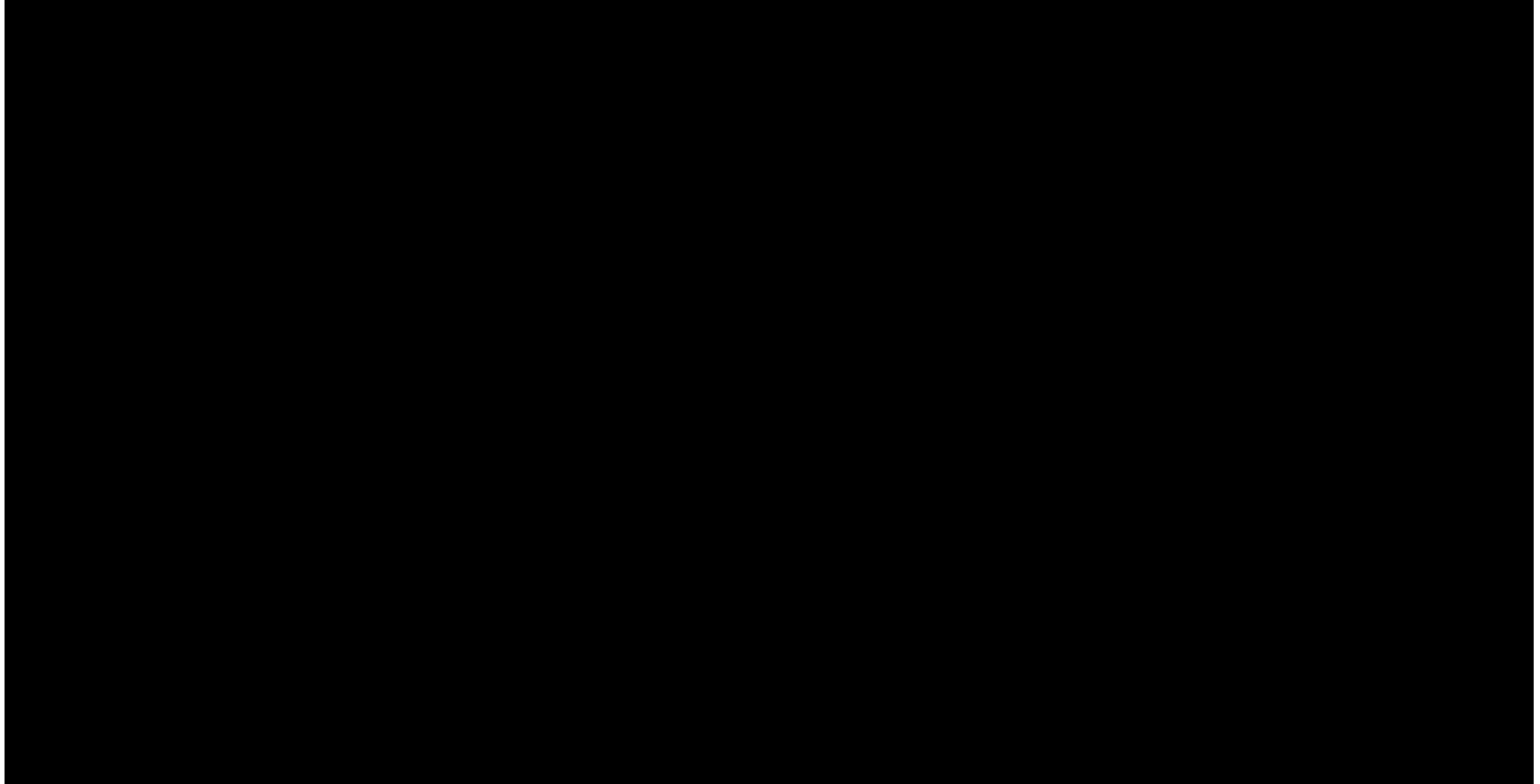
Budgens



# New Ranges – Ambient

Budgens

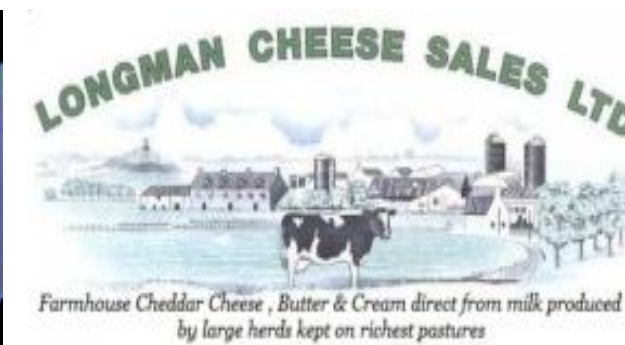






# SUPPORTING LOCAL

Budgens







**PASSIONATE ADVISERS**



# EVERYDAY DISCOVERY



Budgens



# AT THE HEART OF LOCAL LIFE



Budgens

<i>Store</i>	<i>Weekly Turnover £</i>	<i>Performance YOY</i>
<b>Broadstone</b>	<b>£50,000</b>	<b>+21%</b>
<b>Byfleet</b>	<b>£43,000</b>	<b>+19%</b>
<b>Crouch End</b>	<b>£125,000</b>	<b>+15%</b>



## The Grocer

### Musgrave trials new Budgens concept store

Roman Hegarty

Musgrave has opened the first of four new trial stores for its Budgens fascia after a wide-ranging review of its GB business.

The 6,215 sq ft company-owned 'lab' store in Broadstone, Dorset, re-opened earlier this month after a refurbishment.

Musgrave CEO Chris Martin said the development was a sign of the wholesaler's commitment to the GB business and its retail partners. "We think there is a real opportunity if we can find the right brand position for the UK market."

The review followed the appointment of Peter Ridler as GB managing director in May. Ridler said the store had taken



Musgrave is aiming to bring 'posh food to the masses'

14 weeks from concept to opening and would focus on bringing "posh food to the masses".

"Grocery shopping has become relatively formulaic and boring. We are looking to put some excitement back in."

The new store will have a closer focus on local sourcing, with 400 local

lines as well as a larger food-to-go area focusing on breakfast and lunch-time, including freshly prepared porridge and soups.

This 'supermarket' trial will be followed in the first half of next year by three other trial stores, another supermarket, a forecourt store and an

urban high street store. The trials will be held at company-owned stores before being rolled out to independent Budgens retailers in the second half of the year.

Ridler added that the first 10 days of trading at the Broadstone store had been ahead of expectations. However, Musgrave declined to give any details of how much investment was going into the new format claiming it was too early.

As part of the wider review, Musgrave has also installed stricter disciplines for retailers trading under its Londis fascia. Martin said this week the number of Londis retailers had fallen by about 10% as a result of the review.

## The Grocer

### Budgens reopens Crouch End as third concept store

01 Apr 2015

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Budgens has relaunched its Crouch End store in North London as a flagship branch with a bigger selection of fresh goods.

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## **Improper Butter**



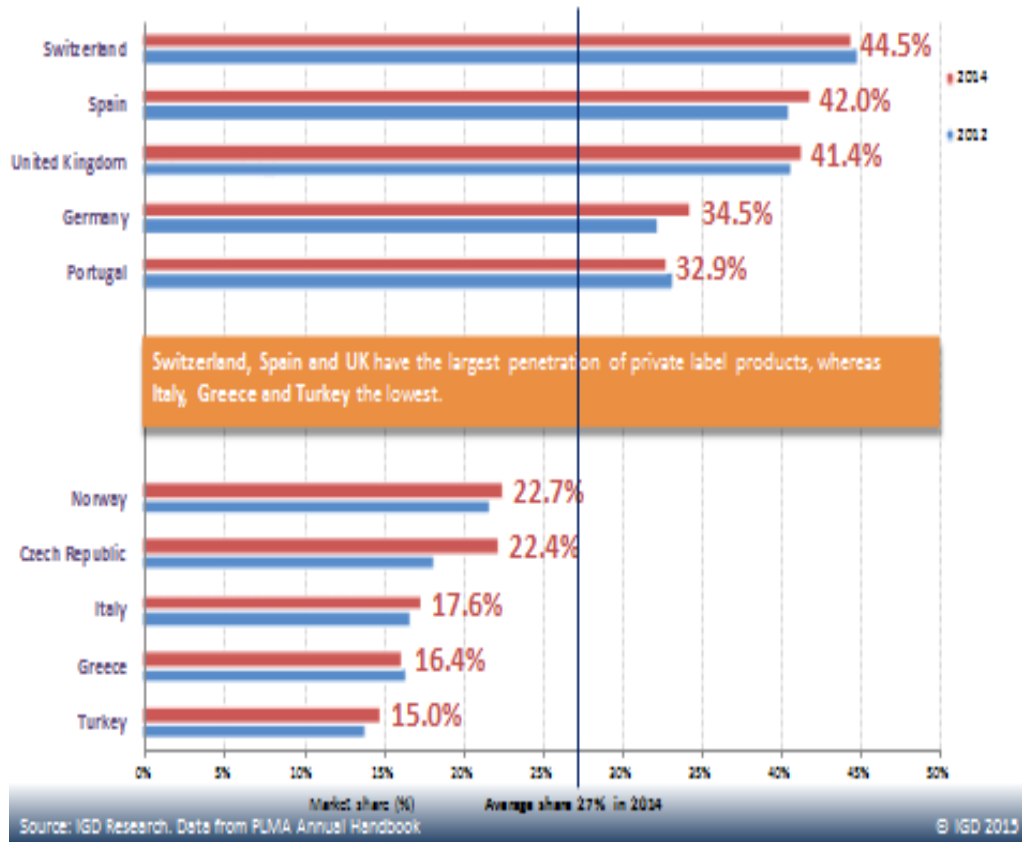
# What does it mean for me....

Budgens

## Private label penetration: focus on Europe



Europe: Private label market share (value), 2012-2014



- ✓ Establish a strong home base
- ✓ Consolidate Transport
- ✓ Have robust Commercial
- ✓ Consider Own Label
- ✓ **Know the Consumer**
- ✓ **Know the Mission**
- ✓ **Have a Point of Difference**

**THANK YOU**