



Over-the-counter care

With the busy summer months approaching, convenient remedies will be in hot demand.

Summer means many things in New Zealand – BBQs, cold beers and weekends away. Unfortunately, many of these activities come with side effects that can put a damper on summer fun. Having over-the-counter remedies available at your store will ensure consumers have access to quick and convenient relief.

FEEL THE BURN
Overindulging during the holiday season is a common occurrence, so Nestlé offers Quick-Eze for fast and effective relief of indigestion and heartburn. Nestlé's Quick-Eze is the market leader and New Zealand's preferred antacid brand with a 39.7 percent share of the total Antacid and Stomach Remedy category*. Richard Brown, category manager – confectionery and snacking says Quick-Eze offers consumers a range of convenient, discrete and pleasant-tasting remedies in highly portable packs. Quick-Eze is currently available for retailers in the original single roll-pack, as well as an original multi-pack. As well as this, Quick-Eze can be purchased in a

chewy variant – also available as a single roll-pack or multi-pack. Brown says visibility is a core driver of the Antacid category, making it essential for products to get optimal levels of display near the counter. "Off-location displays can also be used to drive impulse sales during the summer and Christmas season (November to February) which makes it easier for shoppers to purchase an antacid remedy in time of need, either from a dairy or small- to medium-sized convenience store.

*AC Nielsen Scan Track Total Supermarkets + Wholesalers – MAT to 05/10/08.

REFRESHING REMEDIES
Since 2005, Stuart Alexander has distributed and marketed the Remedies range of products in New Zealand – a convenient counter-top display offering small doses of over-the-counter remedies. Currently the range includes top sellers such as No Doz, No Doz Plus, Nurofen, Kinetic, Strepisils, Refresh, Libra and Durex. National business manager Tony

Wingfield says Remedies has also been at the forefront of developing products in the travel and convenience segment of the market.

"Due to the success of the existing range we plan to launch a new range to the marketplace in mid-November called La Fresh. This will include products such as lens cleaner, screen cleaner, dental finger mitts, shaving gel and nail polish remover. All lines will be available in convenient handy pack boxes with two sachets per box, ideal for the on-the-go shopper."

He says there is an increased demand for new and innovative products, that are of a convenient nature. Remedies and the new La Fresh range meet this demand and are ideal for the traveller or busy shopper over the Christmas period, who may have a headache, need a pick-me-up or have dirty lenses and need an immediate solution from one convenient source.

Remedies will have a new 16-unit stand available for the retailer, which will have both Remedies and the new La Fresh range, optimising the sales potential during the holiday period.

C-Store

Fast Relief

New LA FRESH range. Personal care in a sachet!



NEW!

Remedies™



For more information, please contact
Stuart Alexander & Co Ltd 0800 225 417

NEW La Fresh® Prepack Displays - Available November 2008