



Premier Foods unveils retailer website to support c-stores

‘Your Grocery Partner’ is targeting “time strapped” independent convenience retailers.

The website features insights and information about shopper trends and advice on how to range and display products, as well as providing product information for each of grocery category that Premier Foods products are present in.

As well as category advice and product information, the website gives retailers access to planograms, ranging tips, stockist information, news from Premier Foods and retailer testimonials.

Steve Kelly, convenience channel director at Premier Foods, commented: “It gives retailers an online resource they can refer to whenever suits them, enabling them to gather valuable shopper and category insights that will help to grow their business. It also includes key information about Premier Foods ranges available in the channel, with many of those ranges including the best-selling brands and most-popular products.”

To celebrate the launch of the website, Premier Foods is giving retailers the chance to win some of the company’s newly launched products.