



WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1887

Case Study Istanbul Airport



Introduction

This case study demonstrates how Shelftrak provides brands with actionable insights into their in-store execution across various locations.

Objectives

1. Using total Europe as a benchmark, evaluate W Grant's performance across the Whisk(e)y category in Istanbul Airport (IST) to identify opportunities for improvement.
2. Highlight specific opportunities to enhance W Grant's brand presence and in-store execution across the category.
3. Benchmark Single Malts shelf space, facings, category share, and positioning against competitors, pinpointing targeted growth opportunities.

Key Headlines

W Grant Share Of Total Alcohol In IST

**43%
LOWER**

Than The European Average

Single Malts Share Of Whisk(e)y In IST

**17%
LOWER**

Than The European Average

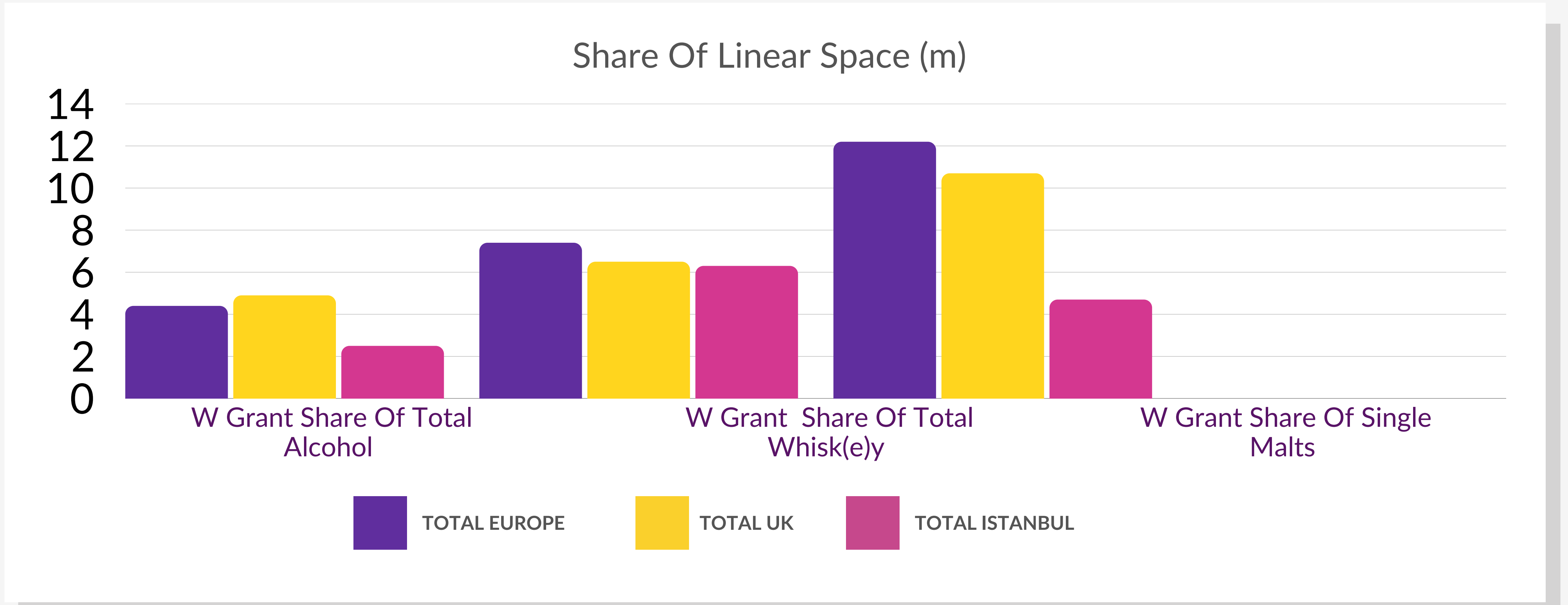
W Grant Share Of Total Single Malts

**61%
LOWER**

Than The European Average

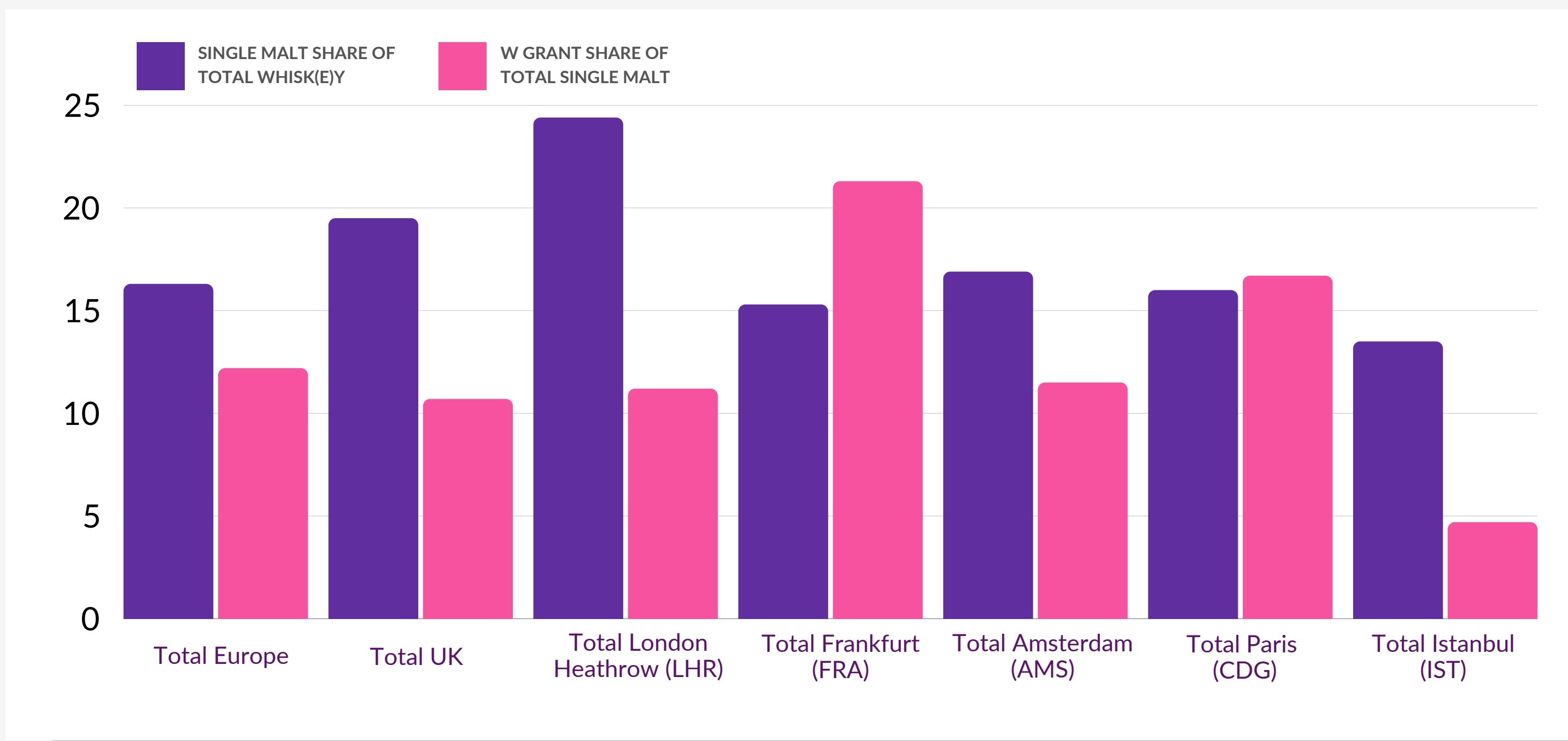
Analysis

Benchmarking the key metrics of share of space at a total and sub-category level highlights strategic opportunities for W Grant to enhance in-store presence and competitiveness.



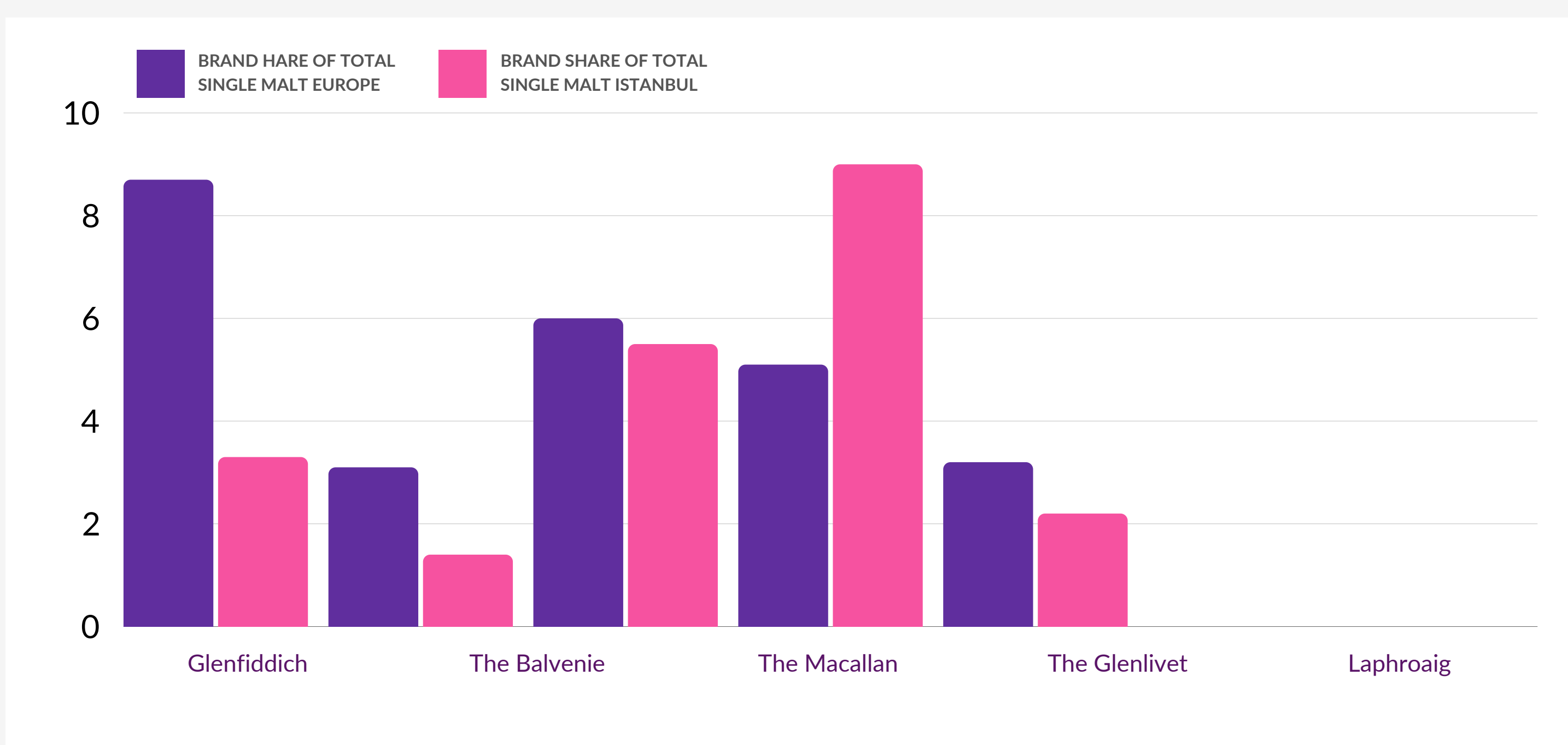
ISTANBUL DEPARTURES MAIN STORE

- W Grant share of total alcohol is significantly lower than the rest of Europe at **-43%** and further behind still compared to total UK at **-49%**.
- W Grant share of total Whiskey is only slightly behind total Europe however W Grant share of Single Malt is **-56% lower** than the total UK share and **-61% lower** than the European average.



W GRANT SHARE OF SINGLE MALT

- When comparing W Grant share of **Single Malt** across other key European hubs, it's clear that IST represents an opportunity for growth.
- W Grant share of **Single Malt** over indexes when looking at total FRA and CDG.



SINGLE MALT BRAND SPACE

- The key W Grant brands, **Glenfiddich** and **The Balvenie**, both hugely under index in IST (**-62%** and **-55% respectively**) compared to their European average.
- In comparison, **The Macallan** is in line with their Europe average while **The Glenlivet** significantly over indexes, representing a possible target brand for space equalisation for W Grant brands.

IST Departures Main Store Execution

Overall execution of total Single Malts, reveals clear opportunity for improvement. The Glenfiddich and The Balvenie space shows clear opportunity for improved visibility.



FACINGS PER SKU (FPS)

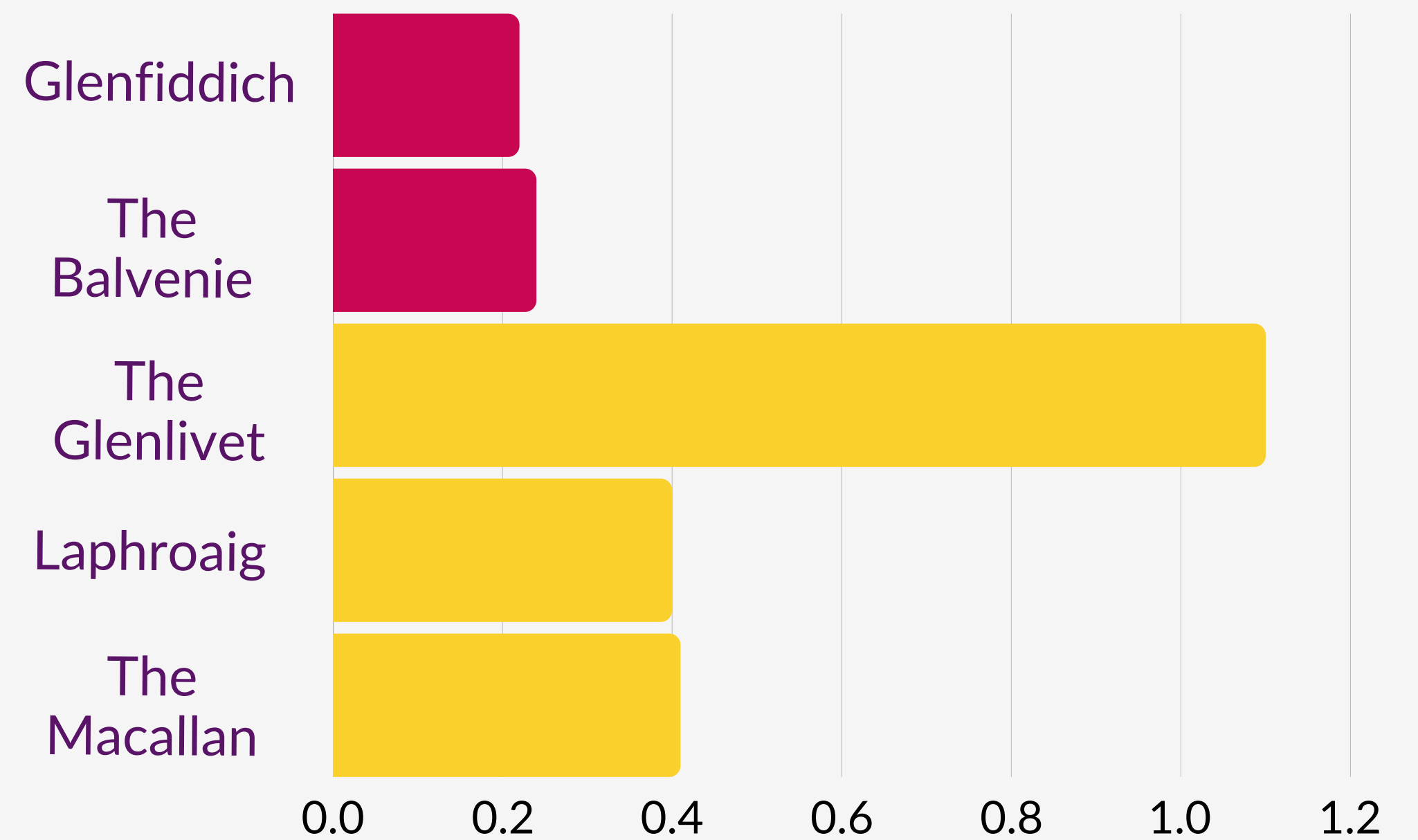
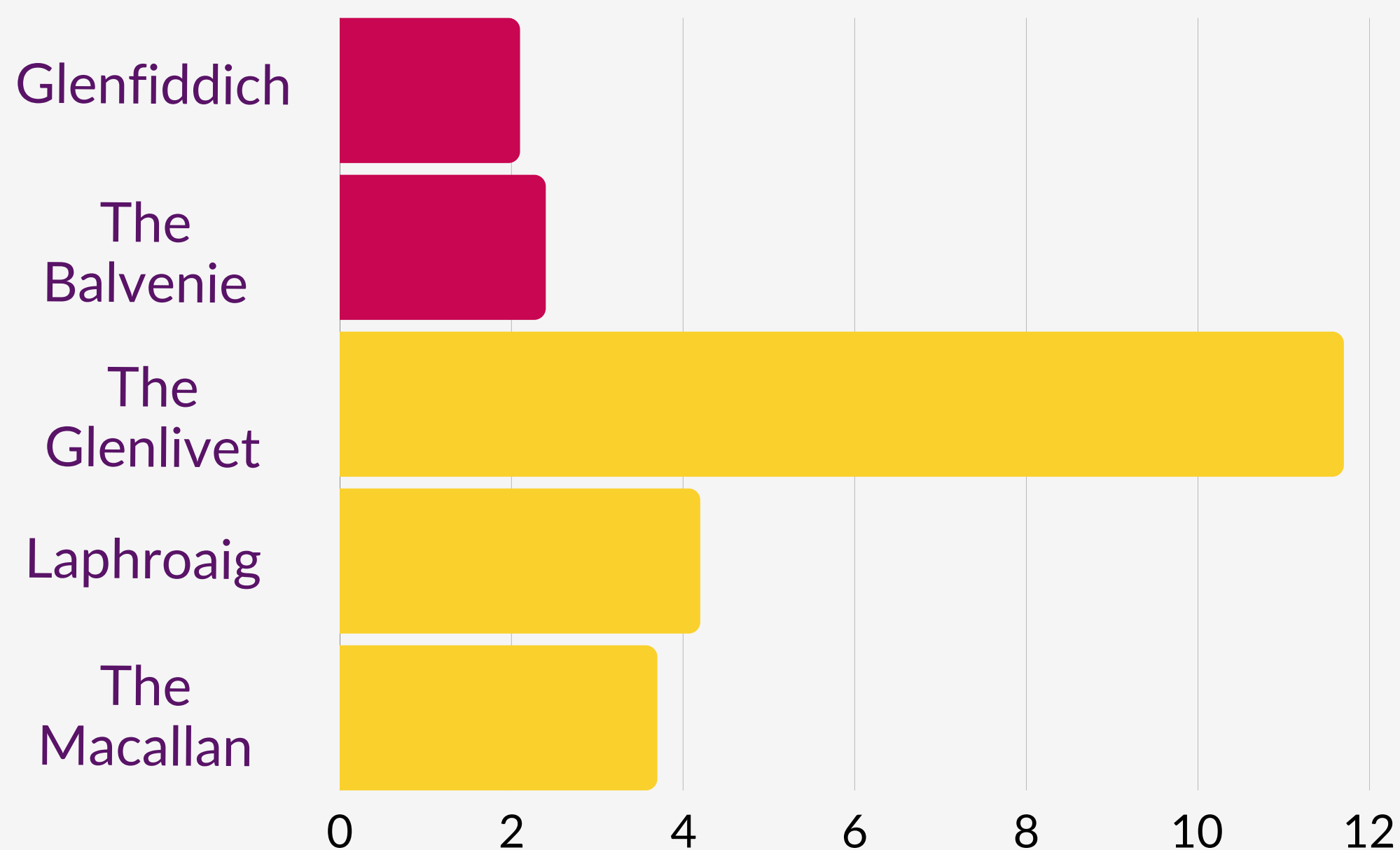
Glenfiddich has 2.1 FPS and The Balvenie has 2.4 FPS.

NB: This compares to LHR T4 at 4.4 and 4.4 respectively

SKU DENSITY RATIO (SDR = No. SKUs Per Lin Mtre)

Glenfiddich has an SDR 0.24 compared to The Balvenie at 0.22 SDR

NB: This compared to LHR T4 at 0.5 and 0.38 respectively



Summary And Opportunities

Overall share of space for W Grant, and specifically for the key Single Malt brands compared to the rest of Europe shows a significant under representation. Execution standards compared to other airport locations shows huge opportunity for increased visibility and presence.

1

W Grant can make significant space and assortment gains by aiming to move share of space towards their European average.

2

W Grant must review their competitive position in-store versus the rest of Single Malts to improve visibility and presence.

3

W Grant to advise on full Single Malt cat-dev plan with Heinemann to unlock clear total category growth opportunity.