



BOBBY'S[®]



Capex[®]

service

WHO ARE WE?

We are a leading UK food distribution company supplying snacks, sweets and cakes direct to local stores via our van sales network.



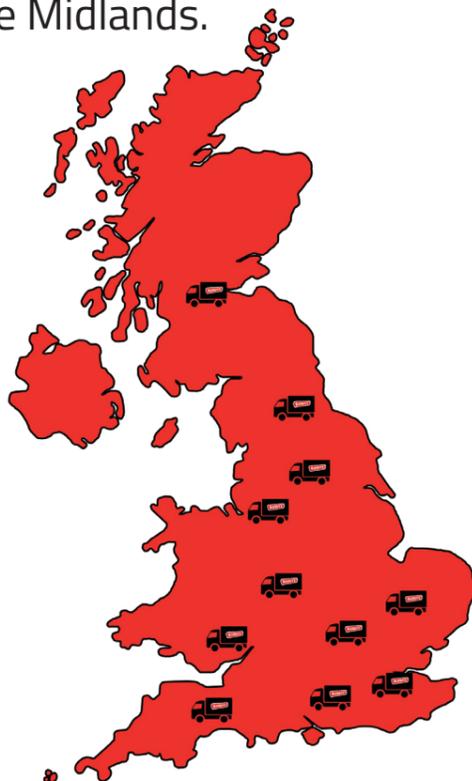
In 1972, Michael Hancock and Bob Isaac started selling cakes and sweets at local markets in Worcestershire. Very quickly there were 12 vans selling Bobby's branded products all over the Midlands.

FROM HUMBLE BEGINNINGS...

Fast forward 50 years, we now have 11 depots with over 100 reps serving the country nationwide.

...NATIONWIDE SERVICE

OVER 20,000 LOCAL STORES SERVED



PAUL KITT
NATIONAL APEX
SERVICE MANAGER



SPENCER MACKLIN
NATIONAL SALES
DEVELOPMENT
MANAGER



ANDY BURFORD
NATIONAL APEX
SALES TRAINER



MEET THE TEAM



Apex is Bobby's National Merchandising Team.
Bobby's Apex Service was launched in 2021.

Apex is a simple approach to doing things differently. We strive to deliver excellence. Everything we do is to help our retailers get the best benefit from our products in their stores.

APEX DEFINITION - THE TOP OR HIGHEST POINT OF ACHIEVEMENT.

The Apex Team travel up and down the country on a regular basis, working to convert and upkeep a wide range of existing stores who may be struggling with space. They help to maximise the benefits of the space and product within your store.

Using a range of techniques, alongside merchandising guidelines, we can ensure that you get a personalised, in store solution to help you.

Apex believe that there is no space too big or too small, and there is always a solution when it comes to product merchandising.

Our friendly team are always here to help, and we would love to hear from you.

**A
SIMPLE
APPROACH
TO DOING
THINGS
DIFFERENTLY**



HOW WE CAN HELP



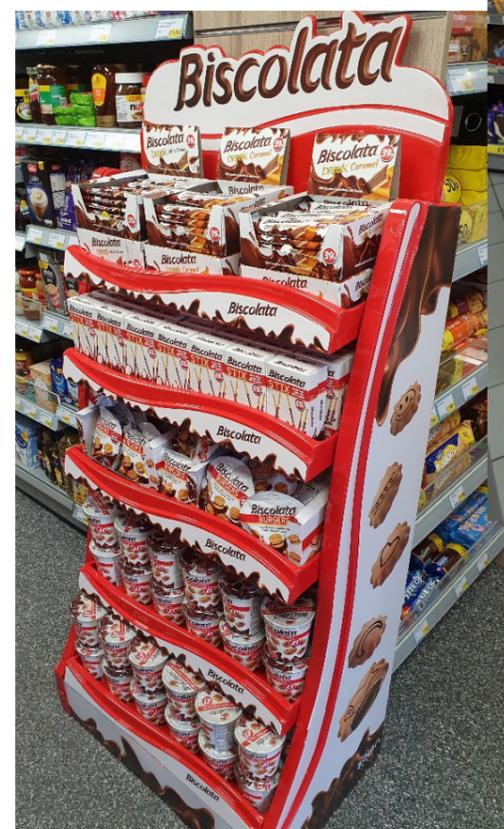
Here's what you can expect from the extra service element that we can offer you:

- More frequent visits, spending more time with you to discuss how to maximise your space, alongside identifying and solving space issues.
- Merchandising Bobby's products to get the best impact, personalised to your store.
- A more developed relationship with your Bobby's Rep, once we know your goals, we can work with you to achieve them.
- Extra POS. We offer a wide range of POS solutions, meaning that we can maximise the benefit of sales in any category. We have different sizes of POS, which can fit in the smallest space or fill a large empty space.

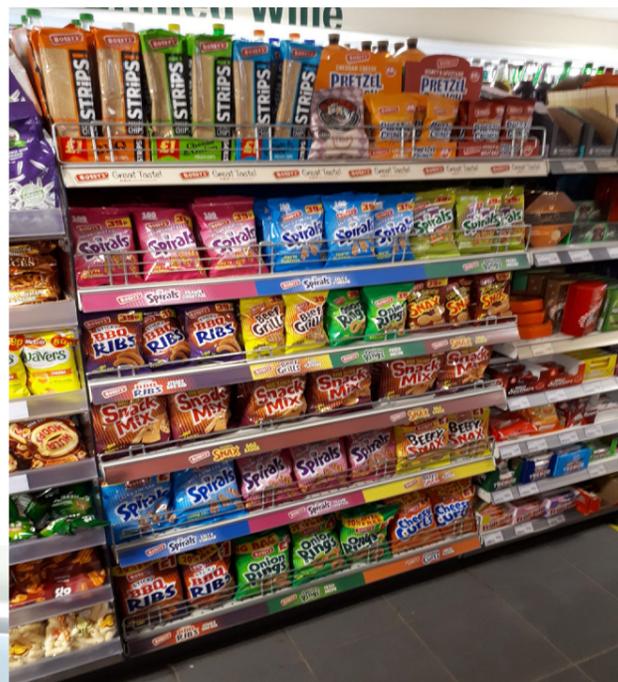


**SCAN THE QR
CODE TO FIND OUT
MORE!**

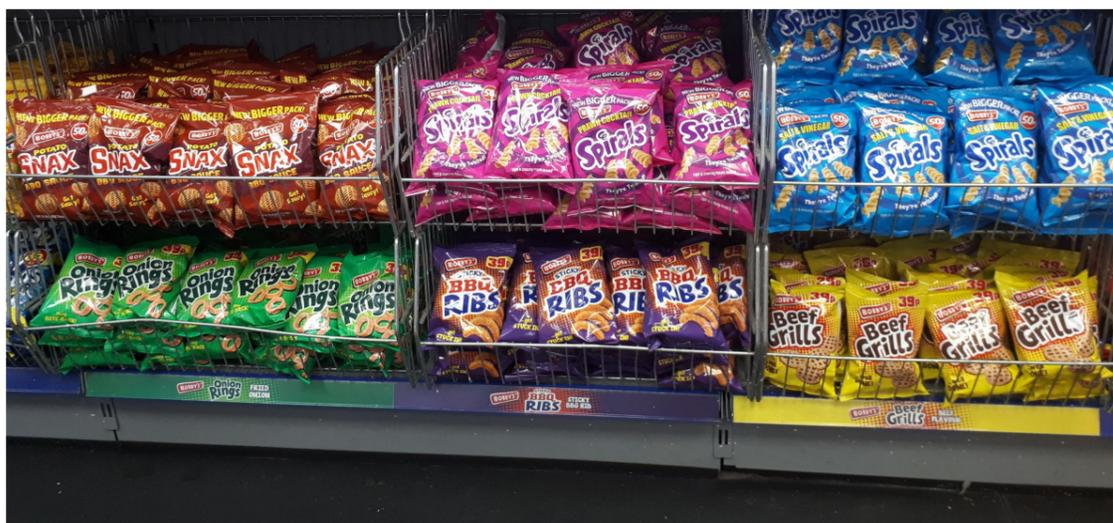
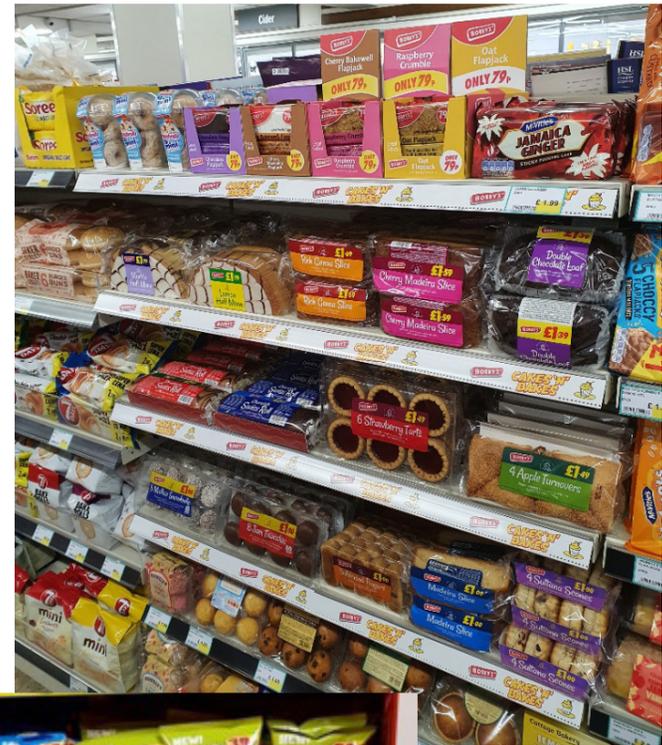
TAKE A LOOK



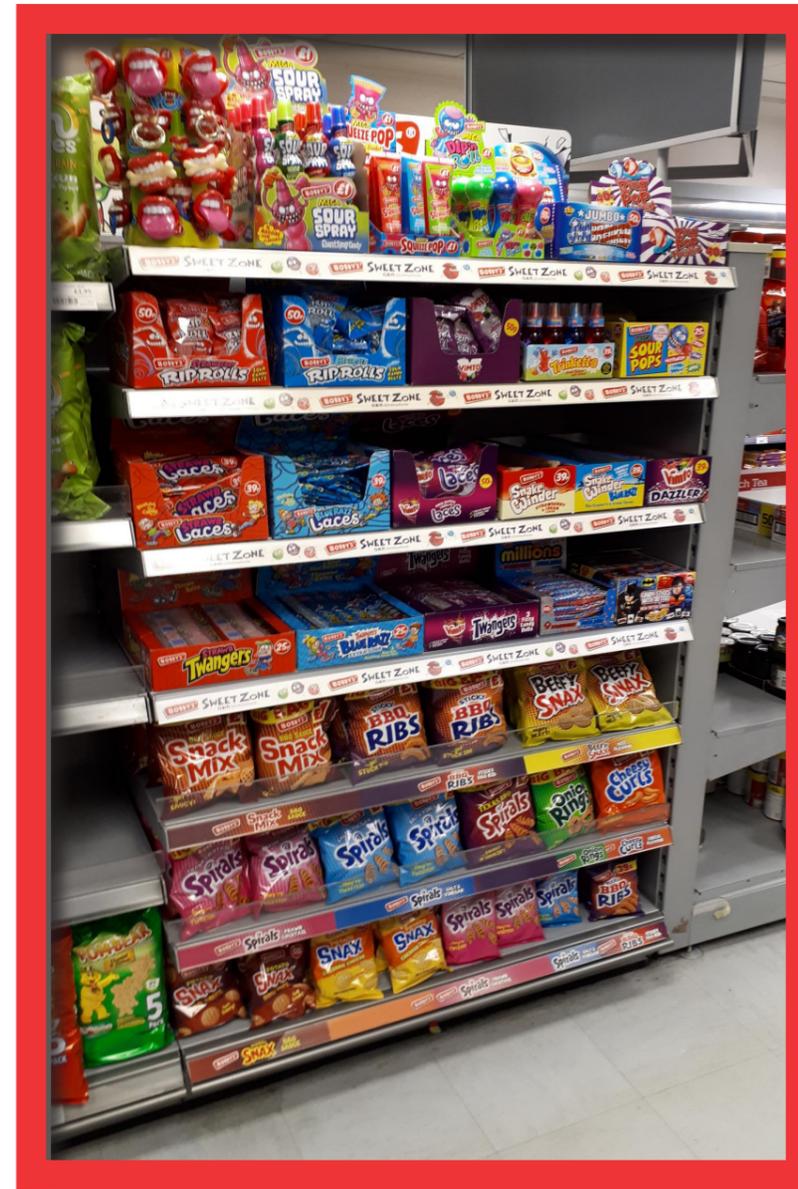
TAKE A LOOK



TAKE A LOOK



TAKE A LOOK



FROM THIS 

 **TO THIS!**

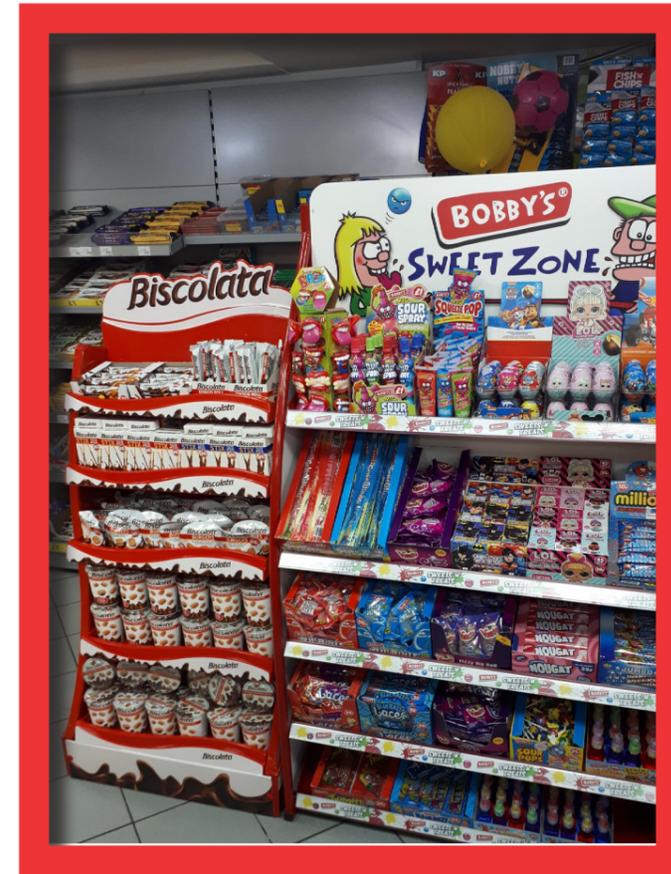
TAKE A LOOK



We have a range of shelf strips which are ideal for pairing with our products. These bring life to existing stands and help to create a cohesive display.

Shelf strips are ideal for displaying our whole range on your shelves.

Dimensions: H37mm, W500mm



Whilst working on APEX Merchandising in stores, we work to a planogram. This helps us to remain cohesive and present our brand and your store in the most eye catching and efficient way.

As shown in the above image, we will try and maximise our provided in-store space.. We like to work to a plan which has been carefully revised by our team.

We primarily use a traffic light system, to merchandise red, blue and purple products together. This is something we follow suit with in every APEX store.

Biscolata is best shown on it's own Biscolata stand, we are able to display our full range on this stand. Alternatively, we can display this on a shelf unit or near a coffee station.



Big Bag Snack Sleeve

Ideal for:
Big Bag Snacking Range

Unit Dimensions:
Height (inc header): 1530mm
Depth: 380mm
Width: 490mm

Top Tip:
Display near entrances and till points in order to increase impulse purchases. Use to cross merchandise for 'big nights in' or other occasions.



Impulse Snack Sleeve

Ideal for:
Snacking Range

Unit Dimensions:
Height (inc header): 1250mm
Depth: 380mm
Width: 480mm

Top Tip:
Display near entrances and till points in order to increase impulse purchases.



Biscolata Stand

Ideal for:
Biscolata Range

Unit Dimensions:
Height: 1500mm
Depth: 430mm
Width: 690mm

Top Tip:
Position in impulse locations near the entrance, on aisle ends and on-the-go.



Bites Stand

Ideal for:
Novelty Confectionery Range

Unit Dimensions:
Height (inc header): 1570mm
Depth: 400mm
Width: 480mm

Top Tip:
Display near entrances and till points in order to increase impulse purchases.





Header Boards

Ideal for:

Bobby's Confectionery Range

Header Dimensions:

Height: 300mm

Depth: 3mm

Width: 1000mm

Top Tip:

Use at the top of shelves or suspended from the ceiling to help direct customers.

ANY QUESTIONS?

**EMAIL US -
APEX@BOBBYSFOODS.CO.UK**

**PHONE US -
01527 917660**

**WE WILL BE HAPPY TO
ASSIST WITH ANY
QUERIES.**



WWW.BOBBYSFOODS.CO.UK
@BOBBYSFOODS

