

## **epoints LAUNCHES NEW SPECIALIST RETAIL DIVISION**

epoints, the digital reward platform has today 12 October 2017, announced an expansion to its retail offering. epoints Trade, is a specialist division working with FMCG brands, retailers and wholesalers to reward retailers (and their employees) for meeting agreed criteria.

Retailer objectives will include stocking and displaying products from leading household brands and purchasing specific SKUs from participating wholesalers. Objectives will also now include completing a series of training modules.

Meeting these objectives, retailers from leading fascia groups and independent convenience retailers, will be rewarded with the epoints currency which can be spent on a huge range of rewards, including experiences, home, garden and electrical products. epoints Trade also enables retailers to redeem points for shop fitting equipment to further improve their in-store offer and increase sales\*.

Brands with their own field sales team will also be able to utilise epoints Trade, and are already signing up to epoints as the reward currency of choice for their own field visits. Rewards will be applied to different criteria, from availability and stock positioning to in-store knowledge.

Where an in-house team is not in place, epoints Trade has partnered with News UK to carry out syndicated field visits, on behalf of multiple brands, every six weeks to evaluate participating retailers performance and determine the number of epoints to be awarded. Syndication offers an opportunity to supplement existing arrangements or provide an efficient method for brands to review the state of play where they don't currently have field support.

Bolt Learning, a specialist in convenience e-learning will also enable retailers and their teams to earn further epoints for completing certain training modules, such as food safety, underage sales and hygiene processes.

Brands already having used epoints as the reward currency for retailers include Molson Coors, Accolade Wines, Vimto, Lucozade Ribena Suntory, Halewood, Nestle, Britvic, Loch Lomond Group, Hovis, Addo Food Group and many more.

Thomas Joyce-Brown, senior customer marketing manager, Accolade Wines, commented: "Despite being the largest wine company in the UK with a market leading share of the convenience channel, there is still work to be done on maximising the distribution of our portfolio across this sector of the trade. This is vital to the long term growth of the business and by having joined with epoints, we were better able to influence the purchasing decisions of retailers by rewarding them for meeting set criteria."

epoints Trade is headed-up by Managing Director, Mark Biscoe whose career in retail spans some 30 years. Mark started his career with the Post Office including his first sales role then as a development manager with Safeway in their Specialist Business Unit. He then joined Camelot, where he spent 14 years in a variety of retail sales and development roles in the UK and the US, followed by time with HIM research before joining IAT in 2014.

"For brands, epoints Trade is an extremely low-cost way to engage with retailers and encourage sales," says Mark. "Brands only pay on performance and each programme can be tailor-made to meet their specific commercial requirements.

"Retailers can quickly amass epoints through a number of channels (not least directly at epoints.com as a consumer) and so reap almost instant rewards from participating in the scheme.

"We currently have nearly 5,000 active retailers receiving epoints rewards and will be working across the sector to grow this significantly over the coming months. We are also providing epoints as the reward currency of choice in many other sectors".

**-ends-**

\* Specific to certain programmes

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