

# recipe card barkers

## What is it?

Excellent opportunity to educate shoppers about products while in the aisle at the point of consideration and purchase

## Key benefits

- Inspire and engage with shoppers when not on promotion. Use your brand in a new recipe which they can take home with them
- Opportunity to partner with other brands, which reduces costs and ensures wider reach as the barker will be sited at both fixtures, achieving presence out of aisle for each brand
- Recipe cards run in-line with Sainsbury's promotional cycles at all main stores
- Brands are nominated to run in each cycle subject to approval by Sainsbury's based on:
  - type of recipe and complexity
  - nutritional sign off
- Recipe card barkers are featured in a plastic dispenser in front of the hero SKU
- Barker ear is an additional POS element that slots into the barker dispenser for improved in-aisle visibility and standout



## Set-up

Live for  
minimum 3 weeks

Booking lead time  
10 weeks

Artwork lead time  
6 weeks

