

64% of Brits pay in cash for surge in boozy winter warmers sales over November

Welwyn Garden City, 07 December 2021: PayPoint data shows how, while the cold established itself throughout November, Brits eagerly rushed to purchase winter warmers including Mulled Wine, Prosecco and Peaky Blinder Whiskey across PayPoint's UK network of 28,000 retailers. 64% of baskets in the network were paid for in cash.

Ten of the top performing alcohol brands in November 2021

Below is a snapshot of some of the most popular brands that saw a huge sales spike in November on the previous month:

Brand	Sales increase November 2021 vs. October 2021
Harvest Fruits Mulled Wine	+240%
Spumante Prosecco Extra Dry	+87%
Peaky Blinder Irish Whiskey	+83%
Baileys Coffee	+75%
Meantime London Pale Ale	+75%
Soplica Polish Vodka	+70%
Thunder Toffee Vodka	+66%
Wolf Blass Eagle Hawk Cabernet Sauvignon	+60%

Tia Maria	+57%
Baileys Salted Caramel	+50%

Cash remains dominant over card*

64% of basket transactions across PayPoint's UK network in November were made using cash rather than card. This is 1% lower than the average across the year to date of 65% but still demonstrates the enduring importance of cash to everyday people around the UK for day to day purchases. Northern Ireland represented the highest use of cash among the devolved nations at **75%**, most closely followed by Scotland at **67%**.

Anthony Sappor, Head of Retail Partnerships, Retail Partnerships & Product, PayPoint said:

"I'm always pleased to see our network of more than 28,000 independent retailers meeting the needs and desires of their local communities as their shopping habits shift through the seasons.

"Similarly, I'm proud of PayPoint's continued commitment to provide a cash-welcoming retail environment for those who rely on it for every purchase. It's why we recently committed to expanding our Counter Cash service to more than 2,000 stores by the end of the year. The service, which PayPoint is the first provider of in the UK in partnership with LINK, enables people to check their balance as well as withdraw any denomination up to £50 from retailers offering the service at no charge and without the need for an accompanying purchase."