

NEWSHUB

FEATURED BRANDS

PIXL

HYOLA

PABLO

FUMI



NORDIC SPIRIT

XQS™

NEW FROM NORDIC SPIRIT

INTENSE TASTE, MAX STRENGTH.



● ● ● ● ● 6

OUR STRONGEST
NICOTINE EXPERIENCE YET

FOR EXISTING NICOTINE POUCH USERS

EXPLORE → [NORDICSPIRIT.CO.UK](https://nordicspirit.co.uk)

18+ This product contains nicotine.
Nicotine is an addictive substance.

Merry
Christmas

Thank you for choosing VSL as
your wholesale partner in 2025!

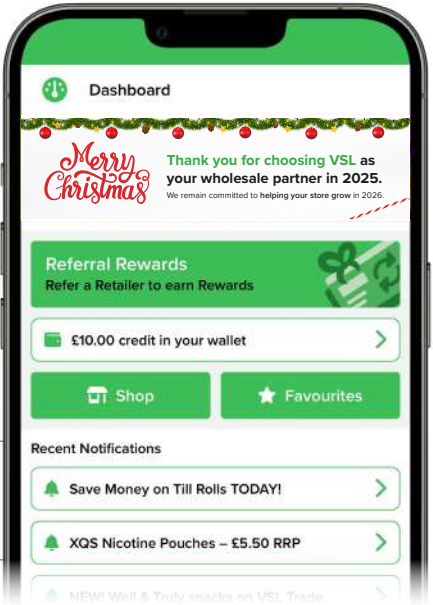
We remain committed to helping your store grow in 2026.





Delivery Update

Order Before 19th December for **Guaranteed Delivery** by Christmas!



📅 Order		🚚 Delivered
Fri 19 th Dec	7:00 PM	Before Christmas (Guaranteed)
Sat 20 th Dec	6:00 PM	Before Christmas (Not Guaranteed)
Sun 21 st Dec	6:00 PM	Before Christmas (Not Guaranteed)
Mon 22 nd Dec	6:00 PM	Before Christmas (Not Guaranteed)
Tue 23 rd Dec	6:00 PM	Before Christmas (Not Guaranteed)
Wed 24 th Dec		● Closed ●
Thu 25 th Dec		● Closed ●
Fri 26 th Dec		● Closed ●
Sat 27 th Dec	6:00 PM	From Mon 29 th Dec
Sun 28 th Dec	6:00 PM	From Mon 29 th Dec
Mon 29 th Dec	6:00 PM	From Tue 30 th Dec
Tue 30 th Dec	6:00 PM	From Wed 31 st Dec
Wed 31 st Dec	6:00 PM	From Mon 5 th Jan
Thu 1 st Jan		● Closed ●
Fri 2 nd Jan	6:00 PM	From Mon 5 th Jan



CHRISTMAS CONFECTIONERY AVAILABLE ON VSL TRADE



Up to
40%
POR

Christmas
Novelty Stand
FSDU
[56pcs]

£1.25 RRP



Up to
45%
POR

Tutti Frutti
Rainbow
Candy Canes 28g
[80pcs]

£0.40 RRP



Up to
50%
POR

Moritz
Chocolate
Santa 80g
[30pcs]

£2.49 RRP



Up to
43%
POR

Mallow Pops
Snowman &
Snowdog 30g
[24pcs]

£1.49 RRP



Up to
36%
POR

Christmas
Jelly & Rock
Pop 60g
[12pcs]

£1.25 RRP



Up to
43%
POR

Orange
& Lemon Jelly
Slices 90g
[24pcs]

£1.49 RRP

LOG IN TO VIEW PRICES. WHILE STOCKS LAST!

£4.99
RRP



BRAND
NEW
FLAVOURS

Pineapple

Pink
Lemonade

Watermelon
Lemon

Coming Soon
to the VSL Trade App

Protect Your Store from Counterfeit Killa & Pablo

New QR verification system to protect retailers and consumers.

With the rise of counterfeit nicotine pouches in the UK, Killa & Pablo has launched a new Track and Trace QR Verification System to help both distributors and consumers confirm that products are genuine.

This system adds another layer of protection for retailers, ensuring customers receive only authentic, compliant stock. Always scan, check and verify.



Authentic Product

Congratulations, you bought an original product.

Item No: 100568UK-RP
Product Name: Pablo Gold Edition
Blue Raspberry 14g (5 cans)
Prod No: 001111
Item: x534RSOs001111



Counterfeit Product

Sorry, we can't verify if this product is original.

Item No: 100568UK-RP
Product Name: Pablo Gold Edition
Blue Raspberry 14g (5 cans)
Prod No: 001111
Item: x534RSOs001111

1 Scan the QR code on the bottom of the product using your phone camera.

2 Check the website address carefully and only trust track.ngptobacco.dk

3 Compare details. Make sure the item number and product name on the site match your packaging.

4 Report any issues. If the product can't be verified, screenshot the result and contact your supplier immediately.

Stop Overpaying for Till Rolls!

Buy direct from VSL
Trade **and save big.**

Our 57 x 40mm till rolls are up to **47%** cheaper than Amazon, and 80 x 80mm rolls up to **32%** cheaper.

Stock up today and keep more profit in your till, where it belongs.



ONE WHOLE YEAR **FULL** **OF FLAVOUR**

Over 30 flavours launched.
Thousands of fans nationwide.
One incredible year.

In just 12 months, we've launched more than 30 flavours across our Pro Max and Ultra editions, bringing bold taste and standout performance to customers across the UK.

We've been on the road too, hosting sampling days from London and Birmingham to Cardiff, Leicester, Liverpool and even Edinburgh, meeting retailers, connecting with customers, and sharing the HYOLA experience everywhere we go.

A huge thank you to everyone who's been part of our journey so far.

VSL
TRADE

Up to
47%
cheaper than
Amazon!

PIXL NICSALTS

Brand
New



FIND YOUR FLAVOUR

Available in **10mg** & **20mg** Strengths



Banana
Ice



Black
Blueberry



Blackcurrant
Menthol



Blue Razz
Cherry



Blue Razz
Gummy



Blue Razz
Lemonade



Blue Sour
Raspberry



Blueberry
Raspberry



Cherry
Ice



Cherry Sour
Raspberry



Cola
Lime



Dark
Cherry Ice



Fizzy
Cherry



Fresh
Mint



Grape



Grape
Berry



Gummy
Bear



Hub Bub



Juicy
Peach



Lemon
& Lime



Menthol



Mr Blue



Oasis



Pineapple
Ice



Raspberry
Rhubarb



Strawberry
Ice Cream



Strawberry
Raspberry Cherry



Strawberry
Watermelon



Triple
Mango



Watermelon
Ice

Brands Leading Sales in October

rdp retail data partnership

Independent retail's highest sellers this month, backed by RDP data.

Using October RDP unit sales data, we have identified the nicotine pouch brands that performed strongest across the industry. These rankings are based purely on units sold, showing the products customers purchased most consistently throughout the month. This helps retailers understand which lines are driving real volume in convenience stores.

Top 10 Nicotine Pouch Brands

Source: RDP Data (May - October 2025)



Nicotine Pouch Insights

- VELO ranked as the **highest selling** nicotine pouch range in October based on total unit sales.
- Nordic Spirit and Pablo took second and third place, showing **strong demand for established pouch brands**.
- ZYN, XQS and FUMI also ranked within the top 10, confirming consistent demand in October.



£6.50*
PER CAN

DISCOVER NICOTINE.
THE NORDIC WAY.
nordicspirit.co.uk

 This product contains nicotine. Nicotine is an addictive substance.

*Recommended retail price. Retailers are free at all times to sell JTI products at whatever price they choose.



NEW

SINGLE FLAVOUR EDITIONS

**SOME
THINGS
ARE JUST
BETTER
DOUBLED**



**HYOLA
ULTRA**



BLUE RAZZ CHERRY

This product contains nicotine which is a highly addictive substance



**BLUE
RAZZ CHERRY**



BLUE SOUR RAZZ

This product contains nicotine which is a highly addictive substance



**BLUE
SOUR RAZZ**



BLUEBERRY RASPBERRY

This product contains nicotine which is a highly addictive substance



**BLUEBERRY
RASPBERRY**



MR BLUE

This product contains nicotine which is a highly addictive substance



**MR
BLUE**



STRAWBERRY RASPBERRY CHERRY

This product contains nicotine which is a highly addictive substance



**STRAWBERRY
RASPBERRY CHERRY**



Kit RRP

£13.99



Pod RRP

£8.99

2025 Wrapped

The Brands That Defined the Year

As we wrap up 2025, the latest VSL Trade data gives a clear picture of which subcategories and product ranges defined the year in convenience. Certain brands have consistently led both unit sales and revenue, shaping what customers chose most often throughout the year.

This review breaks each category into the **top three performers by unit sales and revenue**, giving retailers a precise view of which ranges drove the strongest demand.



Pods have now overtaken kits in Big Puff, with October data showing pods at 55% and kits at 45%, showing how customer habits continue to evolve post-disposable ban.

2ml Prefilled Kits

Unit Rank	Product Range
1	SKE Bar 600
2	Lost Mary BM600
3	Elfbar 600

Rev. Rank	Product Range
1	SKE Bar 600
2	Lost Mary BM600
3	Elfbar 600

Big Puff Kits

Unit Rank	Product Range
1	Lost Mary BM6000
2	PIXL 8000
3	PIXL DUO

Rev. Rank	Product Range
1	Lost Mary BM6000
2	PIXL 8000
3	PIXL DUO

Nicotine Salts

Unit Rank	Product Range
1	ELUX Legend
2	Elfbar Elfliq
3	Bar Juice 5000

Rev. Rank	Product Range
1	ELUX Legend
2	Elfbar Elfliq
3	Bar Juice 5000

Batteries

Unit Rank	Product Range
1	Duracell
2	Panasonic
3	Energizer

Rev. Rank	Product Range
1	Duracell
2	Panasonic
3	Energizer

Confectionery

Unit Rank	Product Range
1	Meltz
2	Bolci
3	Shades by Niko

Rev. Rank	Product Range
1	Meltz
2	Shades by Niko
3	Bolci

Drinks

Unit Rank	Product Range
1	Mogu Mogu
2	Fanta (Chinese)
3	Fanta (USA)

Rev. Rank	Product Range
1	Fanta (USA)
2	Fanta (Chinese)
3	Mogu Mogu

2ml Prefilled Pods

Unit Rank	Product Range
1	Lost Mary BM600
2	Elfbar 600
3	SKE Bar 600

Rev. Rank	Product Range
1	Lost Mary BM600
2	Elfbar 600
3	Elfbar ELFA Pro

Big Puff Pods

Unit Rank	Product Range
1	PIXL 8000
2	Lost Mary BM6000
3	PIXL DUO

Rev. Rank	Product Range
1	PIXL 8000
2	Lost Mary BM6000
3	PIXL DUO

Nicotine Pouches

Unit Rank	Product Range
1	Pablo Exclusive
2	VELO
3	Killa

Rev. Rank	Product Range
1	Pablo Exclusive
2	VELO
3	Killa

Groceries

Unit Rank	Product Range
1	Samyang Buldak
2	Like Home
3	Blackfriars

Rev. Rank	Product Range
1	Samyang Buldak
2	Blackfriars
3	Like Home

Smoking Accessories

Unit Rank	Product Range
1	Swan
2	RAW
3	Rizla

Rev. Rank	Product Range
1	RAW
2	Rizla
3	Swan

Snacks

Unit Rank	Product Range
1	Candy Pop Porcorn
2	Munchkins
3	Elit

Rev. Rank	Product Range
1	Candy Pop Porcorn
2	Munchkins
3	Elit



FLAVOUR. ALL IN.



52% POR

NEW

£5.50 RRP

18+

FOR ADULT NICOTINE CONSUMERS ONLY.
This product contains nicotine.
Nicotine is an addictive substance.

WHEN FLAVOURS MEET.



XQS™



DELICIOUSLY SWEDISH
NICOTINE POUCHES

PIXL 8000

BRAND NEW FLAVOURS UNLOCKED

£12.99
KIT RRP

£7.99
POD RRP



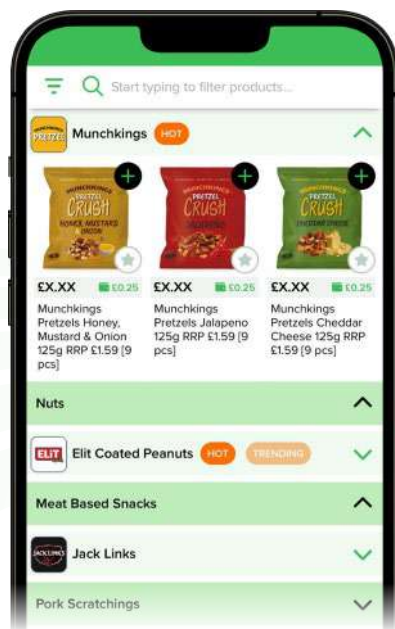
Crunch Up Your Profits!

The top selling savoury snack favourites are revealed.

Savoury snacks remain a cornerstone of convenience sales, driving both impulse buys and repeat sales.

On the VSL Trade App, retailers can now browse a wide range of bestselling products across various snack categories.

The products available through VSL Trade offer high-quality opportunities that stand out from standard snack ranges, giving retailers access to trusted, great-tasting brands with strong repeat sales potential.



Hot



Munchkings

Sourdough Pretzel Crush

9 pcs 3 SKUs £1.59 RRP

Hot



Elit Nuts

Coated Crispy Peanuts

15 pcs 7 SKUs £1.30 RRP

Hot



Jack Link's

Beef Jerky Teriyaki

12 pcs 3 SKUs £1.79 RRP

Hot



Coan

Original Pork Scratchings

24 pcs 1 SKUs £1.59 RRP

New



Doughbrik's

Wavers Crispy Snacks

12 pcs 4 SKUs £5.99 RRP

Hot



Proper

Lentil Chips

30 pcs 1 SKUs £2.00 RRP

ELIT
nuts

BOLD FLAVOURS. ELIT CRUNCH

INTRODUCING ELIT NUTS – A NEW ERA IN SNACKING FOR THOSE WHO CRAVE FLAVOUR, CRUNCH, AND QUALITY IN EVERY BITE.

PAPRIKA

A smoky, pepper sweet kick with a touch of heat – Paprika delivers that rich, roasted warmth that lingers just right. A flavour that's both comforting and bold, perfect for those who like their snacks with mild flavours.



BBQ

Sink your teeth into a BBQ smoky flavour. This flavour brings sweet, smoky, tangy notes with a subtle chilli finish. BBQ Inferno is your go-to for that fire-grilled taste in a crunch.



SOUR CREAM & ONION

Smooth, savoury, and seriously addictive. Sour Cream & Onion Fusion balances creamy richness with the zesty zing of onion – a classic combo elevated to Elit snack status.



WASABI

Brace yourself – this one bites back. Our Wasabi flavour is a rush of sharp heat and clean flavour, delivering that unmistakable Wasabi tingle that spice-lovers live for. Crunchy, punchy, and totally unforgettable.



SPICE CHILLI

Turn up the heat with our most popular flavour yet. Spiced Chilli Heatwave blends warming spices and chilli fire for a slow-burning kick that builds with every bite. This one's for Mild sweet spiced lovers.



TEX MEX

NEW FLAVOUR!

A smoky, savoury blend inspired by classic Tex-Mex flavours – think paprika warmth, herby undertones, and just the right amount of tang.



FIRE MIX

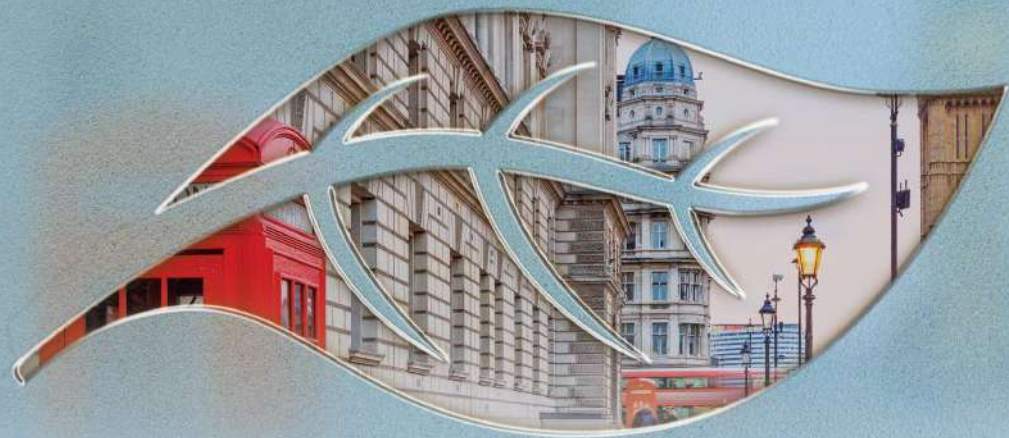
NEW FLAVOUR!

A fiery fusion of spices with a satisfying heat that builds as you crunch. Perfect for spice lovers who like their snacks with a kick. Turn up the flavour and the crunch with Fire Mix Coated Peanuts.



ELIT NUTS – SNACKING JUST GOT SERIOUS.

70G PACK SIZE — £1.30 RRP



23.56% POR

23.56% POR

22.34% POR

**CELEBRATING OVER 60
YEARS OF BRAND HERITAGE**

THE TRUSTED NAME
IN PREMIUM SMALL CIGARS

**SINCE
1963**



SIGNATURE

**THE WINNING
MIX**



NEW

**NOW
AVAILABLE
IN 17S**

NEW

**BERRY
CLICK**

**MINT
CLICK**

Action
15.59% POR

Action Mix
15.86% POR

Action 17s
16.28% POR

MORE CLICKS. MORE FLAVOURS. MORE PROFITS.

Also available in non price-marked packs.

HYOLA PROMAX



£8.99 RRP

£6.99 RRP

PRICE DROP

Up to 10% Off WSP. Limited time only.

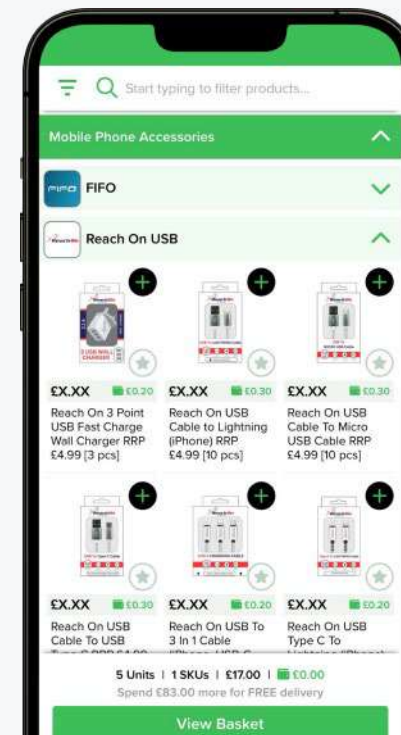
Stock up now

Super Charge Your Profits

Plug in to value with these affordable mobile accessories.

Mobile accessories are a growing add-on category in convenience, with strong impulse appeal and demand.

From replacement chargers and cables to premium in-car products, the range available on the VSL Trade App covers every customer's need and price point.



Hot



Fifo
7 Foot Type-C to
Lightning Cable

£8.99 RRP

Up to
50%
POR

Hot



Fifo
Dual USB Car
Charger Type-C

£9.99 RRP

Up to
50%
POR

Hot



Fifo
7 Foot Type-C to
Type-C Cable

£11.99 RRP

Up to
50%
POR

Hot



Grundig
TWS Bluetooth
Stereo Earphones

£8.99 RRP

Up to
47%
POR

Hot



Reach On
PD+QC3.0 USB
Quick Charger

£4.99 RRP

Up to
28%
POR

Hot



Reach On
3 in 1, Type-C, Micro USB,
Lightning Charging Cable

£5.99 RRP

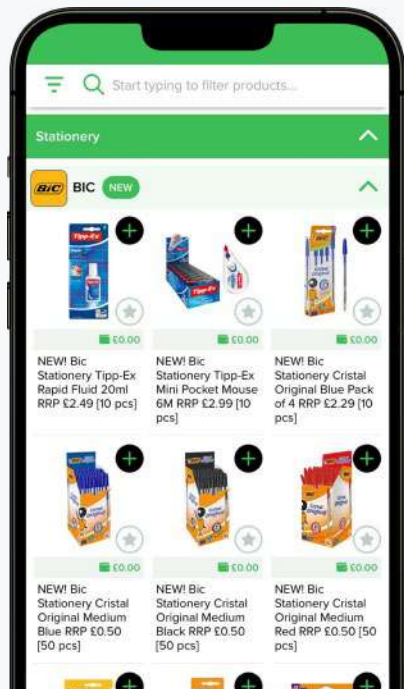
Up to
50%
POR

Stationery & Seasonal Top Sellers

Everyday stationery meets fast-selling seasonal stock.

Stationery continues to deliver steady sales across convenience, with trusted brands that customers know and buy regularly. Now, on the VSL Trade App, you can explore a wide selection of stationery essentials alongside a range of festive products designed to capture seasonal spend.

For December, the range expands with party hats, garlands, glow sticks and novelty photo props, perfect for New Year celebrations and impulse purchases at the till.



Hot

Bic
Cristal Original
Medium Black

50 pcs **£0.50 RRP**

Up to 50% POR

Hot

Bic
Marking 2300
Chisel Tip Pen Black

12 pcs **£0.99 RRP**

Up to 40% POR

Hot

Bic
Intensity Black Ultra
Fine Permanent Marker

20 pcs **£1.99 RRP**

Up to 40% POR

Hot

Tipp-Ex
Rapid Fluid 20ml

10 pcs **£2.49 RRP**

Up to 50% POR

Hot

Bic
Soft Feel Black

10 pcs **£2.39 RRP**

Up to 30% POR

Hot

Bic
Cristal Original
Medium Blue

50 pcs **£0.50 RRP**

Up to 50% POR

Hot

Tipp-Ex
Mini Pocket Mouse 6M

10 pcs **£2.99 RRP**

Up to 45% POR

Hot

Bic
Cristal Original Blue

10 pcs **£2.29 RRP**

Up to 45% POR

Hot

Bic
Kids Colour Felt Wallet

10 pcs **£4.99 RRP**

Up to 40% POR

Hot

Bic
Cristal Original Medium Red

50 pcs **£0.50 RRP**

Up to 50% POR

Hot

Bic
4 Colours Original
Standard Ink

10 pcs **£2.99 RRP**

Up to 40% POR

Hot

Bic
Cristal Original
Medium Assorted

10 pcs **£2.29 RRP**

Up to 45% POR

NYE

Eddy Toys
54 Playing Cards

£1.49 RRP

Up to 50% POR

NYE

Glow in the Dark
Glow Sticks 20cm

£3.99 RRP

Up to 40% POR

NYE

Party Casa
"Happy New Year"
Balloon Photo Frame

£1.99 RRP

Up to 50% POR

NYE

Party Casa
"Happy New Year"
Garland Gold

£1.49 RRP

Up to 50% POR

NYE

Party Casa
"Happy New Year"
Party Glasses

£1.99 RRP

Up to 50% POR

NYE

Party Casa
Party Hat Gold

£1.99 RRP

Up to 50% POR



Tobacco and Vapes Bill Under Review in the House of Lords

Key proposals discussed as the Bill progresses through multiple readings.

The Tobacco and Vapes Bill has continued through its House of Lords readings, with discussions focused on strengthening regulation and improving youth protection. Peers explored topics including vape flavour and packaging rules, limits on high strength nicotine products, stronger penalties for non compliance, and updated age verification requirements.

These debates are part of the routine legislative process, and no measures have been finalised. Further refinement is expected as the Bill progresses.

Source: Better Retailing

Shoplifting Offences Hit Record High

13% increase in reported incidents across England and Wales

Shoplifting offences across the UK have reached their highest level on record, according to the latest figures from the Office for National Statistics. Between July 2024 and June 2025, police recorded 529,994 shoplifting incidents, up from 469,698 the previous year — a 13% rise.

Retail groups say the surge highlights the growing pressure on convenience stores, where theft has become one of the most significant daily challenges. Calls for stronger enforcement and better protection for shop workers continue to grow as incidents rise nationwide.

Source: Asian Trader



Vapers Overtake Smokers for the First Time

Data shows 5.4 million adults now using vapes in Great Britain.

For the first time, there are now more adults in Great Britain who vape than smoke traditional cigarettes. The Office for National Statistics reports 5.4 million adults use vapes daily or occasionally, compared to 4.9 million cigarette smokers. The shift is most evident among 25 to 49 year olds, with rising use among women.

The findings underline a major milestone in the UK's ongoing move away from tobacco. Public health experts say the trend shows how vaping continues to help adult smokers reduce harm and transition away from cigarettes.

Source: BBC

Public Backs Regulation on Nicotine Pouches

Survey finds widespread support for tighter rules.

New research shows strong public support for the regulation of nicotine pouches, with most respondents backing age restrictions, packaging controls and product standards.

The findings come as the government prepares to introduce new legislation under the Tobacco and Vapes Bill, which is expected to bring nicotine pouches in line with existing tobacco and vape rules. Industry voices say clear regulation will help protect consumers and level the playing field for compliant brands already operating responsibly in the category.

Source: Convenience Store



STOCK FUMI. SATISFY DEMAND.

FUMI delivers brilliant taste with **professional brand activation support** for your store.

Maximise the growing nicotine category.

Give your customers what they need.

Recommended Core FUMI Range



**FAST
GROWING
NICOTINE
POUCH
BRAND***

41% Growth
since launch in
July 2025



MADE IN SWEDEN

* Fumi Number 1 NPD Brand - Last 12 Weeks Volume & Value - Source "IRI" - Total MarketPlace Date to 03/08/25* NPD - SKU launch within the latest Quarter



This product contains nicotine which is a highly addictive substance.



OUR BEST SELLING FLAVOURS

PRO

1. Fizzy Cherry
2. Blue Raspberry Ice
3. Blue Sour Raspberry
4. Classic Menthol
5. Lemon Lime
6. Pineapple Ice
7. Red Sour Raspberry
8. Strawberry Raspberry Cherry
9. Spearmint
10. Mixed Berry

SMART MAX

1. Fizzy Cherry
2. Blueberry Raspberry
3. Classic Menthol
4. Purple Lemonade
5. Cola Ice
6. Summer Grape
7. Watermelon Strawberry
8. Lemon Lime
9. Pro Blue
10. Blue Raspberry Ice