

Educational Vape Store-Within-Store: Sid Sidhu and Aquavape Transform Retail Experience

Independent retailer Sid Sidhu has recently unveiled a groundbreaking addition to his St John's Budgens store in Kenilworth, Warwickshire. In collaboration with UK vape supplier Aquavape, Sidhu has introduced an innovative vape store that prioritizes education. Located prominently at the front of the shop, adjacent to the main tills, this store-within-store concept offers a diverse range of Aquavape hardware, including affordable disposables and high-powered Modular devices, along with an extensive selection of e-liquids and shortfills from Aquavape and other trusted suppliers.

Enhancing Consumer Education

A notable feature that sets this educational vape store apart is the inclusion of a large "silent salesman" media screen. This cutting-edge technology enables prospective vapers to delve into the vaping category and explore the wide range of products available. Sid Sidhu, the visionary retailer, believes that consumer education is paramount in the vaping industry. He affirms, "The vaping category is still crying out for greater consumer education, so the addition of the media screen was an absolute must and really sets us apart from other local vape shops and competition." The store allows vapers, whether new or experienced, to explore the offerings at their own pace, free from any pressure. This is particularly important as Sidhu's shop tends to get exceptionally busy at certain times of the day.

Personalized Product Recommendations

The media screen also offers a unique feature by engaging existing adult smokers in a conversation about their smoking habits. It asks questions like the number of cigarettes consumed daily, enabling the screen to recommend the most suitable vape products for their individual needs. Sid Sidhu emphasizes, "Vaping is a very personal experience, and getting the right product into the hands of the right consumer is crucial to the category's success." This personalized approach ensures that customers receive tailored recommendations to enhance their vaping journey.

Convenience and Accessibility

Apart from the educational aspect, the vape store provides a seamless shopping experience. Customers can place their product orders through the media screen and conveniently collect them from the main till during the payment process. To assist shoppers in navigating the hardware range, the store employs color-coded "Top Trumps" style point of sale cards. These cards clearly highlight battery life, power, and e-liquid types, while e-liquids are arranged based on their nicotine content. This thoughtful organization makes it easier for customers to find the products that suit their preferences.

Embracing the Future

Sid Sidhu recognizes the growing popularity of the vaping category and the need to adapt to changing consumer demands. He states, "We wanted to ensure that we were in the best position to really make the most of the opportunity, especially with the ban on menthol cigarettes approaching in May." By offering a comprehensive range of options, from entry-level devices for new vapers to advanced solutions for regular enthusiasts, Sidhu aims to cater to every type of vaper. He strongly believes that concepts like the educational vape store are the way forward, as shoppers desire convenience and a one-stop-shop experience. Sidhu's vision materializes in his store, where vapers can effortlessly place an order through the media screen, peruse the aisles for groceries and coffee, and then conveniently pay for everything at the till. Furthermore, the store provides ample free parking and extends its operating hours beyond those of any vape shop on the high street.

Aquavape's Enthusiastic Partnership

Aquavape director Ebrahim Kathrada expresses his enthusiasm for the collaboration, stating, "We are delighted to have partnered with Sid with our Shop in a Shop concept. It looks fantastic and has really transformed the store." This joint effort showcases the commitment of both Sid Sidhu and Aquavape to provide vapers with an exceptional and educational retail experience.

The new vape store is set to officially launch next week with a range of exciting promotions. These will be advertised on social media, and customers can expect three days of in-store offers, including a complimentary Aquavape disposable device for adult smokers who purchase cigarettes. Furthermore, knowledgeable staff members from Aquavape will be available to offer guidance and assistance, ensuring customers feel supported throughout their vaping journey.

FAQs (Frequently Asked Questions)

1. Is the educational vape store affiliated with Budgens? No, the educational vape store is an independent venture by retailer Sid Sidhu, located within the St John's Budgens shop in Kenilworth, Warwickshire. It is operated in partnership with UK vape supplier Aquavape.

2. What products can I find in the vape store? The vape store offers a wide range of Aquavape hardware, including disposable devices, Modular devices, and various e-liquids and shortfills from Aquavape and other suppliers.

3. How does the media screen enhance the shopping experience? The large "silent salesman" media screen allows prospective vapers to learn more about the vaping category and explore the extensive range of products on offer. It also engages existing adult smokers in a conversation to determine the most suitable [vape products for their needs](#).

4. Can I place orders through the media screen? Yes, customers can place their product orders via the media screen and then collect them from the main till where payment is taken.

5. What additional services are available in the vape store? To assist shoppers, the store utilizes color-coded "Top Trumps" style point of sale cards to navigate the hardware range. E-liquids are arranged according to nicotine content. The store also offers ample free parking, extended operating hours, and knowledgeable staff members from Aquavape to provide guidance and assistance.