

CATEGORY ADVICE 2021

CHILLED FOOD



- **Market Insights**
- **Must Stock Lines**
- **Planograms**



BATLEYS



Market Insight

CATEGORY ADVICE
2021

**Chilled Dairy is worth
£279m in Convenience
and is growing +4.8%.**

(IRI Symbols & Independents 18.04.21)

**Total Yogurts is the third
largest category within Dairy
and is worth £32m.**

(IRI Symbols & Independents 18.04.21)

**Yogurts is growing +10.2%
outperforming
Total Chilled Dairy.**

(IRI Symbols & Independents 18.04.21)

**Natural Yogurt is a
must stock!**

**Natural Yogurt is the largest
sector and is bought by over
60% of all UK households.**

(IRI 18.04.21 & Kantar 18.04.21)

**Shoppers over 65
are driving the growth
in Yogurts contributing
nearly half of the growth.**

(Kantar 18.04.21)

**The top 10 Yogurt SKUs
account for 22% of all Yogurt
sales.**

(IRI Symbols & Independents 18.04.21)



Market Insight

CATEGORY ADVICE
2021

TOP PERFORMING BRANDS

Ensure you stock the core sub categories!

Over 60% of Yogurt sales come from the following categories:

- Naturals
- Corners & Everyday
- Flavoured Big Pots

IRI Symbols & Independents 18.04.21



Top Up shopping is key within Yogurts as basket sizes continue to increase.

8 out of the top 10 Yogurts are take home formats.

Ensure larger pack formats are available to cater to the Top Up shopping mission.

IGD 2021 & IRI Symbols & Independents 18.04.21

Don't forget on the go!

On the go Yogurt has suffered during the last year but we expect to see this bounce back as consumers head back to the office.



NPD LAUNCHING IN MAY



Remember to list the top performing brands!

Stocking well known brands whilst removing underperforming SKUs and duplication will help to drive growth.



Must Stock Lines

CATEGORY ADVICE
2021

These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

BUTTER, FAT & SPREADS					CHEESE					COOKED MEATS		
1	2	3	4	5	6	7	8	9	10	11	12	
BACON & SAUSAGES		JUICES		MILK DRINKS			CHILLED COFFEE					
13	14	15	16	17	18	19	20	21	22			
CREAM		YOGHURTS & DESSERTS				MILK ALTERNATIVES		READY MEALS				
23	24	25	26	27	28	29	30	31	32	33	34	35
ON-THE-GO SNACKS								WET SALADS				
36	37	38	39	40	41	42	43	44	45	46		



Must Stock Lines

CATEGORY ADVICE
2021

1



ANCHOR BUTTER
250G
SKU CODE: BW 336457 BAT 565649

2



LURPAK SPREADABLE
250G
SKU CODE: BW 336512 BAT 595898

3



FLORA ORIGINAL PM £1.09
250G
SKU CODE: 610644

4



CLOVER PM £2
500G
SKU CODE: 341094

5



UTTERLY BUTTERLY
PM £1.89 500G
SKU CODE: 175958

6



CATHEDRAL CITY MATURE CHEDDAR
PM £2.49 200G
SKU CODE: 749580

7



BEST-ONE MATURE WHITE
PM £1.69 OR 2 FOR £3 200G
SKU CODE: 164124

BEST-ONE MILD WHITE CHEESE
PM £1 150G
SKU CODE: 11512

BEST-ONE ESSENTIAL CHEESE SLICES
PM £1.29 200G
SKU CODE: 164257

8



DAIRYLEA SLICES
PM £1.70 200G
SKU CODE: 58921

9



CATHEDRAL CITY GRATED CHEESE
PM £2.49 180G
SKU CODE: 749591



Must Stock Lines

CATEGORY ADVICE
2021

10



PHILADELPHIA ORIGINAL
PM £1.99 180G
SKU CODE: 410242

13



BEST-ONE UNSMOKED BACK BACON
PM £1.79 200G
SKU CODE: 424102

BEST-ONE SMOKED BACON
PM £1.79 200G
SKU CODE: 429756

11



DFE COOKED HAM PM £1 100G
SKU CODE: 780157

DFE COOKED HAM PM £1 90G
SKU CODE: 631437

14



RICHMOND THICK SAUSAGES
PM £2.29 454G
SKU CODE: 156350

12



BERNARD MATTHEWS
TURKEY & HAM PM £1.75 280G
SKU CODE: 500395

15



TROPICANA SMOOTH
PM £2.50 850ML
SKU CODE: 558815

TROPICANA ORIGINAL
PM £2.50 850ML
SKU CODE: 558804



Must Stock Lines

CATEGORY ADVICE
2021

16



TROPICANA SMOOTH
PM £1 250ML
SKU CODE: 321286

TROPICANA ORIGINAL
PM £1 250ML
SKU CODE: 321264

17



YAZOO MILK CHOCOLATE
PM £1 400ML
SKU CODE: 275737

YAZOO MILK STRAWBERRY
PM £1 400ML
SKU CODE: 275748

YAZOO MILK BANANA
PM £1 400ML
SKU CODE: 275750

18



MARS
PM £1.29 350ML
SKU CODE: 324956

19



YAZOO MILK CHOCOLATE
PM £1.69 1LTR
SKU CODE: 383303

YAZOO MILK STRAWBERRY
PM £1.69 1LTR
SKU CODE: 383325

YAZOO MILK BANANA
PM £1.69 1LTR
SKU CODE: 383314

20



STARBUCKS FRAPPUCCINO COFFEE
250ML
SKU CODE: 569927

21



STARBUCKS DOUBLE SHOT
200ML
SKU CODE: 569905



Must Stock Lines

CATEGORY ADVICE
2021

22



**EMMI CAFFÈ LATTE
CAPPUCCINO 230ML**
SKU CODE: 570719

25



**ONKEN MANGO PAPAYA &
PASSIONFRUIT 450G**
SKU CODE: 564972

23



ELMLEA SINGLE CREAM
PM £1.10 270ML
SKU CODE: 751646

ELMLEA DOUBLE CREAM
PM £1.10 270ML
SKU CODE: 751635

26



BEST-ONE RICH & CREAMY YOGHURT
PM 49P 150G
SKU CODE: 402333

27



**NOMADIC OAT CLUSTERS WITH
STRAWBERRY & NATURAL YOGHURT**
169G
SKU CODE: 978877

24



ONKEN NATURAL
500G
SKU CODE: BW 94810 BAT 232495

28



WILDLIFE CHOOPS STRAWBERRY
PM £1 6 X 37G
SKU CODE: 547436



Must Stock Lines

CATEGORY ADVICE
2021

29



MULLER CORNER STRAWBERRY
150G
SKU CODE: 154754

30



ALPRO ALMOND ORIGINAL
1LTR
SKU CODE: 214028

31



ALPRO SOYA ORIGINAL UHT
1LTR
SKU CODE: 77264

32



AL FORNO STONEBAKE
THREE CHEESE PIZZA 331G
SKU CODE: 117432

33



BEST-ONE BEEF LASAGNE
PM 2 FOR £5 450G
SKU CODE: 586787

34



BEST-ONE CHICKEN TIKKA MASALA
PM 2 FOR £5 450G
SKU CODE: 586754

35



BEST-ONE COTTAGE PIE
PM 2 FOR £5 450G
SKU CODE: 586732

36



DAIRYLEA LUNCHABLES HAM & CHEESE
PM £1.65 83.4G
SKU CODE: 414276



Must Stock Lines

CATEGORY ADVICE
2021

37



DAIRYLEA DUNKER JUMBO
PM 69P 45G
SKU CODE: 414308

40



RUSTLERS CHEESE BURGER
PM £1.19 141G
SKU CODE: 402790

38



CHEESESTRINGS
PM 39P 20G
SKU CODE: 210084

41



DELICATESSEN SWEDISH MEATBALLS
PM £1 200G
SKU CODE: 752680

DELICATESSEN CHICKEN BITES
PM £1 200G
SKU CODE: 752679

39



PEPERAMI
22.5G
SKU CODE: 325832

PEPERAMI HOT
PM 79P 22.5G
SKU CODE: 325810

42



FRIDGE RAIDERS ROAST CHICKEN
PM £1.39 60G
SKU CODE: 156426

FRIDGE RAIDERS SOUTHERN FRIED CHICKEN
PM £1.39 60G
SKU CODE: 156437



Must Stock Lines

CATEGORY ADVICE
2021

43



SNACKSTERS SAUSAGE ROLL
PM £1 130G
SKU CODE: 655270

45



LINCOLNSHIRE SALAD COMPANY
CRUNCHY COLESLAW 225G
SKU CODE: BW 302054 BAT 559089

44



SNACKSTERS 2 PORK PIES
PM £1 120G
SKU CODE: 654994

46



LINCOLNSHIRE SALAD COMPANY
CREAMY POTATO SALAD 225G
SKU CODE: BW 301992 BAT 559099



Planogram 1.25m x 6 Shelf

CATEGORY ADVICE
2021

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF
6



SHELF
1

SKUs

BESTWAY BATLEYS

569927	569927	STARBUCKS FRAPPUCINO COFFEE 250ML
570198	570198	STARBUCKS FRAPPUCINO MOCHA 250ML
569905	569905	STARBUCKS DOUBLE SHOT 200ML
275737	275737	YAZOO MILK CHOCOLATE PM £1 400ML
275750	275750	YAZOO MILK BANANA PM £1 400ML
275748	275748	YAZOO MILK STRAWBERRY PM £1 400ML
324956	324956	MARS PM £1.29 350ML
752680	752680	DFE SWEDISH MEATBALLS PM £1 200G
752679	752679	DFE CHICKEN BITES PM £1 200G
500395	500395	BERNARD MATTHEWS WAFER THIN TURKEY & HAM PM £1.75 280G
631437	631437	DFE COOKED HAM PM £1 90G

SHELF
2

SKUs

BESTWAY BATLEYS

321286	321286	TROPICANA SMOOTH ORANGE PM £1 250ML
414308	414308	DAIRYLEA DUNKER JUMBO PM 69P 45G
414276	414276	DAIRYLEA LUNCHABLES HAM & CHEESE PM £1.65 83G
302054	559089	AXGRO PREMIUM COLESLAW 227G
341094	341094	CLOVER PM £2 500G
175958	175958	UTTERLY BUTTERLY PM £1.89 500G
610644	610644	FLORA ORIGINAL PM £1.09 250G
336512	595898	LURPAK SPREADABLE 250G
336677	502082	BEST-ONE BUTTER 250G
336457	565649	ANCHOR BUTTER 20S 250G

SHELF
3

SKUs

BESTWAY BATLEYS

210084	210084	CHEESTRINGS PM 39P 20G
749580	749580	CATHEDRAL CITY MATURE PM £2.49 200G
78184	78184	CATHEDRAL CITY EXTRA MATURE PM £2.89 200G
164124	164124	BEST-ONE MATURE WHITE CHEESE PM £1.69 / 2 FOR £3 200G
11512	11512	BEST-ONE MILD WHITE CHEESE PM £1 150G
11523	11523	BEST-ONE MILD COLOURED CHEESE PM £1 150G
749591	749591	CATHEDRAL CITY GRATED CHEESE PM £2.49 180G
164257	164257	BEST-ONE ESSENTIALS CHEESE SLICES PM £1.29 200G
58921	58921	DAIRYLEA SLICES PM £1.70 200G
410242	410242	PHILADELPHIA ORIGINAL PM £1.99 180G



Planogram 1.25m x 6 Shelf

CATEGORY ADVICE
2021

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF
6



SHELF 4 SKUs

BESTWAY BATLEYS

655270	655270	SNACKSTERS SAUSAGE ROLL PM £1 130G
731373	731373	PEPERAMI PM £1 28G
402790	402790	RUSTLERS CHEESE BURGER PM £1.19 141G
402333	402333	BEST-ONE RICH CREAMY YOGHURT PM 49P 150G
94810	232495	ONKEN YOGURT NATURAL SET 500G
109952	109952	ONKEN FAT FREE STRAWBERRY 450G
751635	751635	ELMLEA DOUBLE CREAM PM £1.10 270ML
751646	751646	ELMLEA SINGLE CREAM PM £1.10 270ML
640111	640111	BEST-ONE WHOLE MILK 500ML
640122	640122	BEST-ONE SEMI SKIMMED MILK 500ML

SHELF 5 SKUs

BESTWAY BATLEYS

424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
429756	429756	BEST-ONE SMOKED BACON PM £1.79 200G
156350	156350	RICHMOND THICK SAUSAGES PM £2.29 454G
634831	634831	BEST-ONE SEMI SKIMMED MILK 1LTR
634686	634686	BEST-ONE SEMI SKIMMED MILK 2LTR

SHELF 6 SKUs

BESTWAY BATLEYS

558815	558815	TROPICANA SMOOTH PM £2.50 850ML
383325	383325	YAZOO MILK STRAWBERRY PM £1.69 1LTR
383314	383314	YAZOO MILK BANANA PM £1.69 1LTR
383303	383303	YAZOO MILK CHOCOLATE PM £1.69 1LTR
77264	77264	ALPRO SOYA ORIGINAL UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR
634820	634820	BEST-ONE WHOLE MILK 1LTR
634707	634707	BEST-ONE WHOLE MILK 2LTR



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**