CATEGORY ADVICE

2018

FROZEN FOOD

BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

www.bestway.co.uk www.batleys.co.uk

FROZEN FOOD

MARKET INSIGHT

CATEGORY ADVICE

Stock PMPs – 21 out of 26 SKUs in our Must Stock range are PMPs.
PMPs offer competitive pricing and are particularly important within the Frozen section of your store as Shelf Edge Labels are often hard to place

Ensure you stock the Must Stock lines
as they are proven best sellers that offer something for everyone

Trade up your customers – encourage sales of Take Home Ice Cream such as Multipacks and Tubs which sell well all year round

Why not offer a Meal Deal?
37% of convenience shoppers want a Meal for Tonight and Frozen Food plays an important part*

*Him!

Don't forget impulse snacking opportunities e.g. parents on the way home from the school run.
Products such as Chicago Town 2 Pack Deep Pizza and McCain Micro Chips are ideal for increasing basket spend

Take advantage of seasonal opportunities such as Easter and BBQ season and ensure you have a wider range of products such as frozen sausages, extend your range of Yorkshire puddings and frozen vegetables

FROZEN FOOD

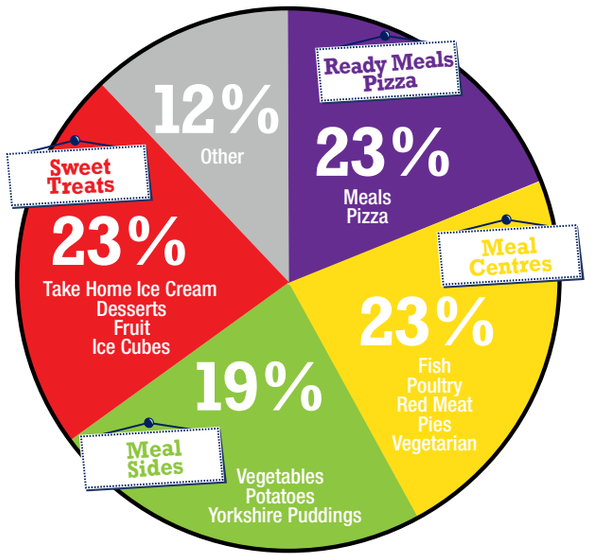
MARKET INSIGHT

CATEGORY ADVICE

How to get the most out of your freezer

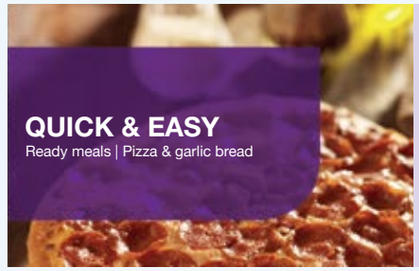
- ✔ Ensure your freezers are clean, tidy and defrosted
- ✔ Disinfect and sanitise your freezers regularly using all-purpose cleaner or kitchen cleaner
- ✔ Keep your freezers at less than -18°C
- ✔ Ensure shoppers can see the full face of the packaging
- ✔ Follow suggested merchandising flow and keep categories together

% Space Allocation Based on Sales*



*No 3 space: Data Nielsen Impulse latest 52 weeks to 31.12.16 (does not include hand held)

Make sure you cater to these shopper missions:



Ensure you have a good range of ready meals, pizza's and garlic bread for your shoppers wanting to pick up a quick easy meal or snack on their way home from work or the school run.

These are different products when combined with 'Quick & Easy' and 'Tea Time' products make a meal e.g. chips, garden peas and fish fingers.

Easy pop in the oven products such as breaded or coated fish (including fish fingers) or breaded chicken. Don't forget to have a vegetarian option in your freezer too!

Great opportunity to encourage your shoppers to add something sweet to their basket with their meal for tonight.

Stocking the best sellers will increase your sales by 24%

Size of prize based on core range being worth 24% more than current range. This means moving the weekly sales from £22.92 to £30.17 based on current best distributed products v's core range products: AC Nielsen total impulse.

Price marked packs deliver up to 60% more sales than standard packs

Birds Eye 400g Garden Peas non PMP and PMP £ROS Total Impulse 12 w/e 15/08/15.

FROZEN FOOD

MUST STOCK LINES

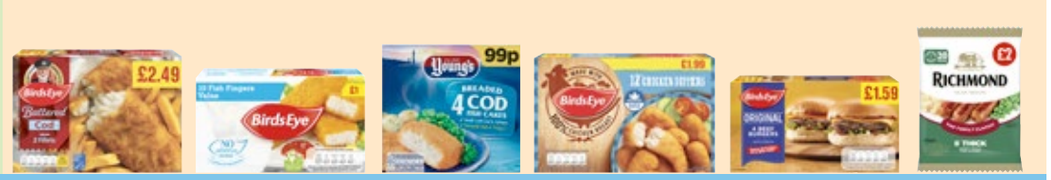
CATEGORY ADVICE

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.

QUICK & EASY
READY MEALS & PIZZA

1 2 3 4 5 6 7

TEA TIME
FISH, POULTRY & MEAT



8 9 10 11 12 13

INSPIRING MEALS FOR TONIGHT
VEGETABLES, POTATO & SAVOURY BAKERY

14 15 16 17 18 19 20

SOMETHING SWEET
TAKE HOME ICE CREAM, DESSERTS & ICE

21 22 23 24 25 26

FROZEN FOOD

MUST STOCK LINES

CATEGORY ADVICE

1

BIRDS EYE CHICKEN CURRY PM £1.75 400g

SKU Code: 169478

2

BIRDS EYE BEEF DINNER PM £2.50 400g

SKU Code: 25438

3

BIRDS EYE LASAGNE PM £1.99 400g

SKU Code: 169480

4

YOUNGS ADMIRALS PIE PM £1.50 320g

SKU Code: 418322

5

CHICAGO TOWN THE DEEP PAN TRIPLE CHEESE PM £2 405g

SKU Code: 58876

6

CHICAGO TOWN THE DEEP PAN PEPPERONI PM £2 415g

SKU Code: 58887

7

CHICAGO TOWN THE DEEP DISH PEPPERONI PM £2 320g

SKU Code: 21637

8

BIRDS EYE HARRY RAMSDENS COD IN BATTER PM £2.49 200g

SKU Code: 359844

FROZEN FOOD

MUST STOCK LINES

CATEGORY ADVICE

9

BIRDS EYE VALUE FISH FINGERS
PM £1 250g

SKU Code: 608433

10

YOUNGS 4 COD CAKES
PM 99p 200g

SKU Code: 716499

11

BIRDS EYE 12 CHICKEN DIPPERS
PM £1.99 220g

SKU Code: 382473

12

BIRDS EYE 4 BEEF BURGERS
PM £1.59 227g

SKU Code: 167451

13

RICHMOND 8 PORK SAUSAGES
PM £2 364g

SKU Code: 381442

14

BIRDS EYE GARDEN PEAS
PM £1.29 375g

SKU Code: 349252

15

BIRDS EYE POTATO WAFFLES 10'S
PM £1.99 567g

SKU Code: 271436

16

MCCAIN QUICK CHIPS
PM £1.09 200g

SKU Code: 387483

FROZEN FOOD

MUST STOCK LINES

CATEGORY ADVICE

17

MCCAIN OVEN CHIPS
PM £2.50 825g

SKU Code: 387494

18

AUNT BESSIES HOME ROAST POTATOES
PM £1.89 700g

SKU Code: 366000

19

LANDS 8 GARLIC SLICES
PM £1.09 152g

SKU Code: 970772

20

AUNT BESSIES 12 YORKSHIRE PUDDINGS
PM £1.85 220g

SKU Code: 385998

21

BEN & JERRY'S CHOCOLATE FUDGE BROWNIE 500ml

SKU Code: 566788

22

BEN & JERRY'S COOKIE DOUGH 500ml

SKU Code: 566755

FROZEN FOOD

MUST STOCK LINES

CATEGORY ADVICE

23

CARTE D'OR VANILLA
1ltr

SKU Code: 381431

24

VIENNETTA VANILLA PM £1.84
650ml

SKU Code: 355865

25

COPPENRATH AND WIESE
CHOCOLATE GATEAU 350g

SKU Code: 571754

26

ESKIMO ICE CUBES
2kg

SKU Code: 66963

FROZEN FOOD

1 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1 SKUs

SHELF 1

BESTWAY	BATLEYS	
608433	608433	BIRDS EYE VALUE FISHFINGERS PM 250G
418322	418322	YOUNGS ADMIRAL PIE PM 320G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G

SHELF 2 SKUs

SHELF 2

BESTWAY	BATLEYS	
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
382473	382473	BIRDS EYE CHICKEN DIPPERS PM 220G

SHELF 3 SKUs

SHELF 3

BESTWAY	BATLEYS	
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G

SHELF 4 SKUs

SHELF 4

BESTWAY	BATLEYS	
970772	970772	LANDS 8 GARLIC SLICES PM 152G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
387494	387494	MCCAIN OVEN CHIPS PM 825G

SHELF 5 SKUs

SHELF 5

BESTWAY	BATLEYS	
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
21637	21637	CHICAGO TOWN DEEP DISH PEPPERONI PM 320G

SHELF 6 SKUs

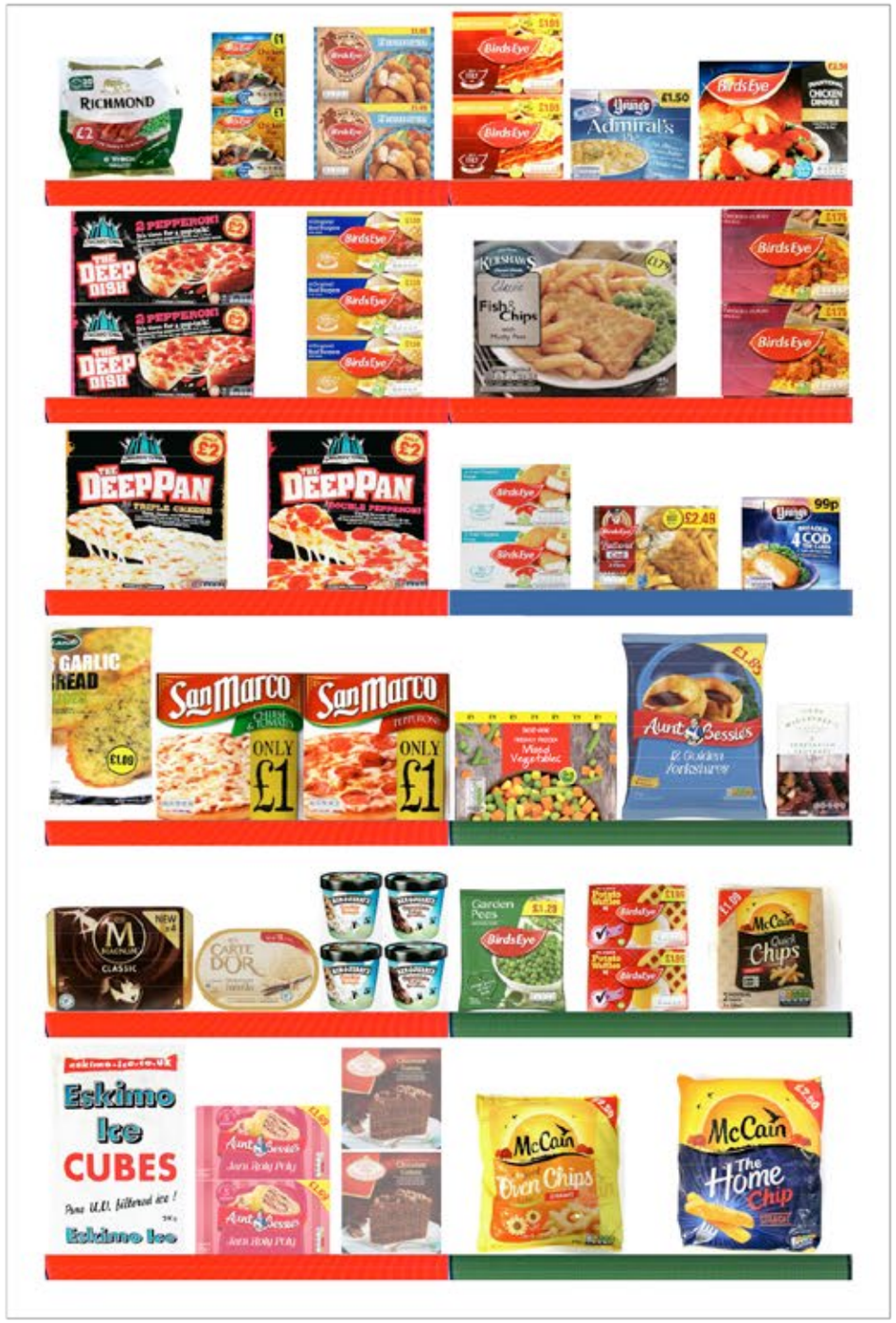
SHELF 6

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
188811	188811	WALLS MAGNUM CLASSIC 4PK
381431	381431	CARTE D'OR VANILLA 1LTR

FROZEN FOOD

2Door x6 SHELF PLANOGRAM

CATEGORY ADVICE



SHELF 1 SKUs

SHELF 1

BESTWAY	BATLEYS	
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
748238	748238	BIRDS EYE CHICKEN PIE PM 155G
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
418322	418322	YOUNGS ADMIRAL PIE PM 320G
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G

SHELF 2 SKUs

SHELF 2

BESTWAY	BATLEYS	
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZAS PM 320G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
389633	389633	KERSHAWS FISH & CHIPS PM 400G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G

SHELF 3 SKUs

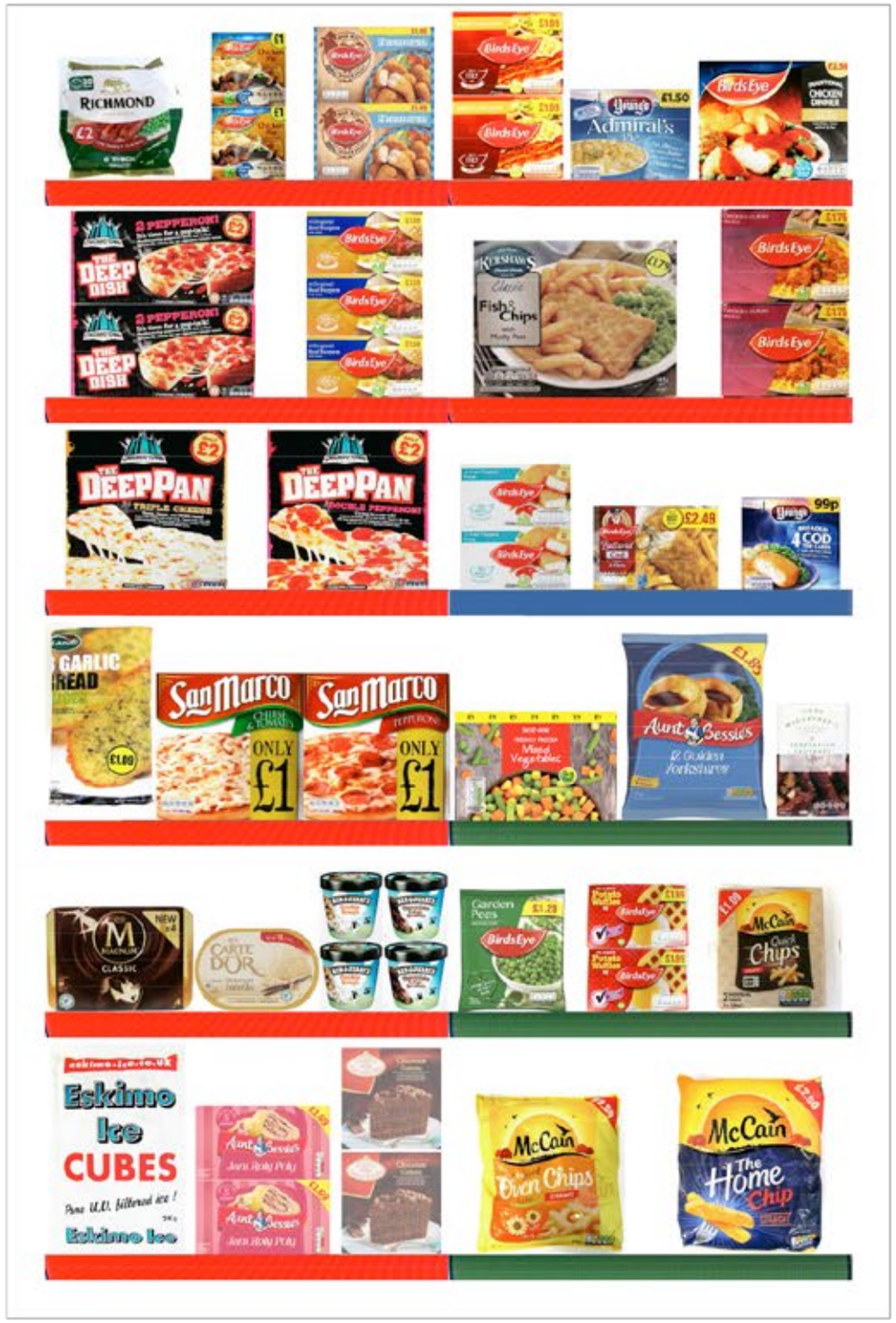
SHELF 3

BESTWAY	BATLEYS	
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
58887	58887	CHICAGO TOWN DEEP PAN PEPPERONI PM 415G
608433	608433	BIRDS EYE VALUE FISH FINGERS PM 250G
359844	359844	BIRDS EYE COD IN BATTER PM 200G
716499	716499	YOUNGS 4 COD CAKES PM 200G

FROZEN FOOD

2Door x6 SHELF PLANOGRAM

CATEGORY ADVICE



SHELF 4 SKUs

SHELF 4

BESTWAY	BATLEYS	
970772	970772	LANDS 8 GARLIC SLICES PM 152G
217907	217907	SAN MARCO THIN CHEESE PM 250G
217864	217864	SAN MARCO THIN PEPPER PM 250G
417257	417257	BEST-ONE MIXED VEG PM £1 500G
385998	385998	AUNT BESSIE 12 YORKSHIRE PUDDINGS PM 220G
993636	993636	LMC SAUSAGES 360G

SHELF 5 SKUs

SHELF 5

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
381431	381431	CARTE D'OR VANILLA 1LTR
566755	566755	BEN & JERRY'S COOKIE DOUGH 500ML
566788	566788	BEN & JERRY'S CHOCOLATE FUDGE BROWNIE 500ML
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G

SHELF 6 SKUs

SHELF 6

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
385987	385987	AUNT BESSIES JAM ROLY POLY PM 300G
458502	571754	C&W CHOCOLATE GATEAU 350G
387494	387494	MCCAIN OVEN CHIPS PM 825G
387348	387348	MCCAIN HOME CHIPS PM 900G

FROZEN FOOD

3 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1 SKUs

SHELF 1

BESTWAY	BATLEYS	
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G
25438	25438	BIRDS EYE TRADITIONAL BEEF DINNER PM 400G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
271458	271458	BIRDS EYE QUARTER POUNDER BURGER PM 454G
346660	346660	YOUNGS SCAMPI PM 220G
359844	359844	BIRDS EYE COD IN BATTER PM 200G
359833	359833	BIRDS EYE COD IN CRUMB PM 200G

SHELF 2 SKUs

SHELF 2

BESTWAY	BATLEYS	
418322	418322	YOUNGS ADMIRAL PIE PM 320G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
346247	346247	BIRDS EYE 2 CRISP CHICK FILLETS PM 170G
708632	708632	BIRDS EYE CHICKEN SOUTHERN FRIED 2'S 180G
748238	748238	BIRDS EYE CHICKEN PIE PM 155G
716499	716499	YOUNGS 4 COD CAKES PM 200G
608433	608433	BIRDS EYE VALUE FISH FINGERS PM 250G
344664	344664	BIRDS EYE 10 COD FINGERS PM 280G

SHELF 3 SKUs

SHELF 3

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
188844	188844	WALLS MAGNUM WHITE 4PK
993636	993636	LMC SAUSAGES 360G
349441	349441	QUORN PIECES PM 300G
349328	349328	QUORN MINCE PM 300G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G
712929	712929	MCCAIN JACKET POTATOES 2PK

FROZEN FOOD

3 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 4 SKUs

SHELF 4

BESTWAY	BATLEYS	
417981	417981	HAAGEN DAZS VANILLA 460ML
418022	418022	HAAGEN DAZS STRAWBERRY CHEESE CAKE 460ML
566755	566755	BEN & JERRY'S COOKIE DOUGH 500ML
566788	566788	BEN & JERRY'S CHOCOLATE FUDGE BROWNIE 500ML
271393	271393	OREO COOKIE TUB PM 480ML
21626	21626	CHICAGO TOWN DEEP DISH 2 4 CHEESE PIZZA PM 310G
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZA PM 320G
385998	385998	AUNT BESSIES 12 YORKSHIRE PUDDINGS PM 220G
366000	366000	AUNT BESSIES HOMESTYLE ROAST POTATOES PM 700G

SHELF 5 SKUs

SHELF 5

BESTWAY	BATLEYS	
205120	205120	WALLS SOFT SCOOP VANILLA 1.8LTR
381431	381431	CARTE D'OR VANILLA 1LTR
458502	571754	C&W CHOCOLATE GATEAU 350G
58887	58887	CHICAGO TOWN DEEP PAN PEPPERONI PM 415G
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
387494	387494	MCCAIN OVEN CHIPS PM 825G
387348	387348	MCCAIN HOME CHIPS PM 900G

SHELF 6 SKUs

SHELF 6

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
355865	355865	WALLS VIENNETTA VAN PM 650ML
385987	385987	AUNT BESSIES JAM ROLY POLY PM 300G
970772	970772	LANDS 8 GARLIC SLICES PM 152G
217907	217907	SAN MARCO THIN CHEESE PM 250G
217864	217864	SAN MARCO THIN PEPPER PM 250G
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
417257	417257	BEST-ONE MIXED VEG PM £1 500G
288678	288678	AUNT BESSIES ONION RINGS PM 375G

FROZEN FOOD

4 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

FROZEN FOOD

4 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1

SHELF 2

SHELF 3

SHELF 1

SKUs

SHELF 1

BESTWAY	BATLEYS	
950480	950480	WALLS CORNETTO CLASSICO 4PK
950491	950491	WALLS CORNETTO STRAWBERRY 4PK
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G
25438	25438	BIRDS EYE TRADITIONAL BEEF DINNER PM 400G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
748238	748238	BIRDS EYE CHICKEN PIE PM 155G
359790	359790	YOUNGS FISH & BUTTER PM 140G
346660	346660	YOUNGS SCAMPI PM 220G
246357	246357	YOUNGS COOKED & PEELED PRAWNS PM £4 180G

SHELF 2

SKUs

SHELF 2

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
188844	188844	WALLS MAGNUM WHITE 4PK
418322	418322	YOUNGS ADMIRAL PIE PM 320G
418333	418333	YOUNGS MARINERS PIE PM 320G
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
271458	271458	BIRDS EYE QUARTER POUNDER BURGER PM 454G
359844	359844	BIRDS EYE COD IN BATTER PM 200G
359833	359833	BIRDS EYE COD IN CRUMB PM 200G

SHELF 3

SKUs

SHELF 3

BESTWAY	BATLEYS	
417981	417981	HAAGEN DAZS VANILLA 460ML
418022	418022	HAAGEN DAZS STRAWBERRY CHEESE CAKE 460ML
566755	566755	BEN & JERRY'S COOKIE DOUGH 500ML
566788	566788	BEN & JERRY'S CHOCOLATE FUDGE BROWNIE 500ML
271393	271393	OREO COOKIE TUB PM 480ML
621814	621814	ROSS COTTAGE PIE PM 320G
389633	389633	KERSHAWS FISH & CHIPS PM 400G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
346247	346247	BIRDS EYS 2 CRISPY CHICKEN FILLETS PM 170G
708632	708632	BIRDS EYE CHICKEN SOUTHERN FRIED 2'S 180G
716499	716499	YOUNGS 4 COD CAKES PM 200G
608433	608433	BIRD EYE VALUE FISH FINGERS PM 250G
344664	344664	BIRDS EYE 10 COD FINGERS PM 280G

FROZEN FOOD

4 Door x 6 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 4

SHELF 5

SHELF 6

SHELF 4 SKUs

SHELF 4

BESTWAY	BATLEYS	
413045	413045	LYONS MAID VANILLA PM 900ML
413256	413256	LYONS MAID RASPBERRY PM 900ML
381431	381431	CARTE D'OR VANILLA 1LTR
21626	21626	CHICAGO TOWN DEEP DISH 2 4 CHEESE PIZZA PM 310G
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZA PM 320G
993636	993636	LMC SAUSAGES 360G
349441	349441	QUORN PIECES PM 300G
349328	349328	QUORN MINCE PM 300G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G
712929	712929	MCCAIN JACKET POTATOES 2PK

SHELF 5 SKUs

SHELF 5

BESTWAY	BATLEYS	
205120	205120	WALLS SOFT SCOOP VANILLA 1.8LTR
355865	355865	WALLS VIENNETTA VAN PM 650 ML
385987	385987	AUNT BESSIES JAM ROLY POLY PM 300G
58887	58887	CHICAGO TOWN DEEP PAN PEPPERONI PM 415G
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
417268	417268	BEST-ONE GARDEN PEAS PM £1 500G
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
288678	288678	AUNT BESSIES ONION RINGS PM 375G
385998	385998	AUNT BESSIES 12 YORKSHIRE PUDDINGS PM 220G
366000	366000	AUNT BESSIES HOMESTYLE ROAST POTATOES PM 700G

SHELF 6 SKUs

SHELF 6

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
571754	571754	C&W CHOCOLATE GATEAU 350G
808259	557863	JUS-ROL PUFF PASTRY 500G
970772	970772	LANDS 8 GARLIC SLICES PM 152G
217907	217907	SAN MARCO THIN CHEESE PM 250G
217864	217864	SAN MARCO THIN PEPPER PM 250G
417257	417257	BEST-ONE MIXED VEG PM £1 500G
417346	417346	BEST-ONE SWEETCORN £1 500G
387494	387494	MCCAIN OVEN CHIPS PM 825G
387348	387348	MCCAIN HOME CHIPS PM 900G

FROZEN FOOD

1.5m x 1 SHELF PLANOGRAM

CATEGORY ADVICE

Shelf 1:

SHELF 1 SKUs

SHELF 1

BESTWAY	BATLEYS	
970772	970772	LANDS 8 GARLIC SLICES PM 152G
66963	66963	ESKIMO ICE CARRY PACK 2KG
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZA PM 320G
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
188811	188811	WALLS MAGNUM CLASSIC 4PK
381431	381431	CARTE D'OR VANILLA 1LTR
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G
418322	418322	YOUNGS ADMIRAL PIE PM 320G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G

SHELF 1 SKUs

SHELF 1 Continued

BESTWAY	BATLEYS	
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
608433	608433	BIRDS EYE VALUE FISH FINGERS PM 250G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G
387494	387494	MCCAIN OVEN CHIPS PM 825G

FROZEN FOOD

2m x 1 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1

Shelf 1:

SHELF 1

SKUs

SHELF 1

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
970772	970772	LANDS 8 GARLIC SLICES PM 152G
188811	188811	WALLS MAGNUM CLASSIC 4PK
381431	381431	CARTE D'OR VANILLA 1LTR
571754	571574	C&W CHOCOLATE GATEAU 350G
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZA PM 320G
58887	58887	CHICAGO TOWN DEEP PAN PEPPERONI PM 415G
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G

SHELF 1

SKUs

SHELF 1 Continued

BESTWAY	BATLEYS	
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
418322	418322	YOUNGS ADMIRAL PIE PM 320G
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
716499	716499	YOUNGS 4 COD CAKES PM 200G
608433	608433	BIRDS EYE VALUE FISH FINGERS PM 250G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
385998	385998	AUNT BESSIES 12 YORKSHIRE PUDDINGS PM 220G
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G
387494	387494	MCCAIN OVEN CHIPS PM 825G

FROZEN FOOD

2.5m x 1 SHELF PLANOGRAM

CATEGORY ADVICE

SHELF 1

Shelf 1:

SHELF 1

SKUs

SHELF 1

BESTWAY	BATLEYS	
970772	970772	LANDS 8 GARLIC SLICES PM 152G
66963	66963	ESKIMO ICE CARRY PACK 2KG
566788	566788	BEN & JERRY'S CHOCOLATE FUDGE BROWNIE 500ML
566755	566755	BEN & JERRY'S COOKIE DOUGH 500ML
188811	188811	WALLS MAGNUM CLASSIC 4PK
381431	381431	CARTE D'OR VANILLA 1LTR
571754	571754	C&W CHOCOLATE GATEAU 350G
58876	58876	CHICAGO TOWN DEEP PAN CHEESE PM 405G
21637	21637	CHICAGO TOWN DEEP DISH 2 PEPPERONI PIZZA PM 320G
58887	58887	CHICAGO TOWN DEEP PAN PEPPERONI PM 415G
169478	169478	BIRDS EYE CHICKEN CURRY PM 400G
418322	418322	YOUNGS ADMIRAL PIE PM 320G
25440	25440	BIRDS EYE TRADITIONAL CHICKEN DINNER PM 400G

SHELF 1

SKUs

SHELF 1 Continued

BESTWAY	BATLEYS	
169480	169480	BIRDS EYE BEEF LASAGNE PM 400G
382473	382473	BIRDS EYE 12 CHICKEN DIPPERS PM 220G
167451	167451	BIRDS EYE 4 BEEF BURGERS PM 227G
381442	381442	RICHMOND 8 PORK SAUSAGES PM 364G
359844	359844	BIRDS EYE COD IN BATTER PM 200G
716499	716499	YOUNGS 4 COD CAKES PM 200G
608433	608433	BIRDS EYE VALUE FISH FINGERS PM 250G
349252	349252	BIRDS EYE GARDEN PEAS PM 375G
387483	387483	MCCAIN 2 QUICK CHIPS PM 200G
387494	387494	MCCAIN OVEN CHIPS PM 825G
271436	271436	BIRDS EYE POTATO WAFFLES PM 567G
366000	366000	AUNT BESSIES HOMESTYLE ROAST POTATOES PM 700G
385998	385998	AUNT BESSIES 12 YORKSHIRE PUDDINGS PM 220G

FROZEN FOOD

CATEGORY ADVICE

For more information including planograms and advice on other key ranges, go to

www.bestway.co.uk/categoryadvice

or call 01738 646666 quoting MARCH RANGE