CATEGORY ADVICE 2020

FROZEN FOOD

- Market Insights
- Must Stock Lines
- Planograms

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BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

FROZEN FOOD

Market Insight

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Frozen is a key category in your store with **1 in 4 shoppers** purchasing products from convenience

Make the most of events!

Shoppers visit convenience stores more during **bank holidays, extreme weather & televised sporting events.**

Key products to include:

- Pizza
- Sausages
- Chips
- Burgers
- Ice Cream Tubs
- Ice

Stock PMPs!

- Deliver 60% more sales
- Competitive pricing
- Reassurance – for the shopper, and for you!

Meal Deals!

Shoppers love a meal deal, and Frozen can play a part!

22% of Frozen shoppers are more likely to purchase frozen if included as part of an evening meal deal*

Keep in stock of the core sub categories!

Over 70% of Frozen sales come from the following categories:

- Take Home Ice Cream
- Pizza
- Traditional Ready Meals
- Chips
- Fish & Chicken
- Vegetables/Sides

FROZEN FOOD

Market Insight

CATEGORY ADVICE 2020

Being cool at Frozen: Handy tips

- ✔ **Keep it neat** - it's your Frozen "shop window"- clean, tidy and defrosted
- ✔ **Keep it clean** - ice build up costs you money, defrost and clean down at least twice a year
- ✔ **Keep it cool** - ensure your freezer stays below -18°C
- ✔ **Keep it easy to shop** - use the suggested merchandising flow and keep in stock by double facing your best sellers

Make sure you cater to these shopper missions:

QUICK & EASY

No matter what time of day, there are solutions to every need in the freezer

SURPRISINGLY BALANCED

Reassurance that frozen foods can provide balanced meals.

INSPIRING MEALS FOR TONIGHT

Combined with Quick & Easy or Surprisingly Balanced, these products help create inspiring midweek meals

FINISHING TOUCHES

Products to make a meal complete, often forgotten in main shops, a distress and valuable purchase

*Data Sources: * - Nielsen data (Impulse) to Oct 2019 ** - Kantar data to Oct 2019 † - Him data (CTP) 2019*

FROZEN FOOD

Must Stock Lines

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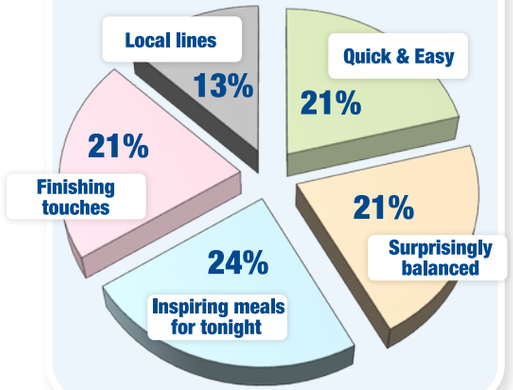
These are the ‘Must Stock’ lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers’ needs and therefore they will visit your store again.

Freezer Space split:



What good looks like in store:

QUICK & EASY
MEALS, PIES & PIZZA

1 2 3 4 5 6 7

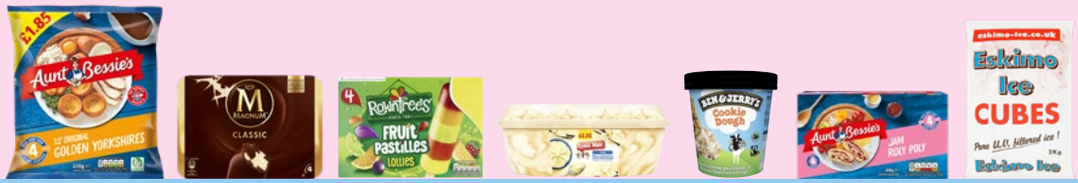
SURPRISINGLY BALANCED
MEAT, FISH & POULTRY

8 9 10 11 12 13

INSPIRING MEALS FOR TONIGHT
VEGETABLES, CHIPS & SIDES

14 15 16 17 18 19 20 21

FINISHING TOUCHES
TO SUPPORT A FULL MEAL



22 23 24 25 26 27 28

FROZEN FOOD

Must Stock Lines

CATEGORY ADVICE 2020

1

YOUNG'S ADMIRAL'S PIE PMP 300G
SKU CODE: 649100

2

KERSHAWS CHICKEN DINNER PMP 400G
SKU CODE: 641520

3

BISTO BEEF LASAGNE PMP 375G
SKU CODE: 346682

4

BIRDS EYE CHICKEN PIE PMP 155G
SKU CODE: 748238

5

CHICAGO TOWN DEEP PEPPERONI PMP 415G
SKU CODE: 58887

6

CHICAGO TOWN THIN ONE CHEESE PIZZA PMP 350G
SKU CODE: 304394

7

CHICAGO TOWN DEEP DISH PEPPERONI PMP 320G
SKU CODE: 21637

8

BIRDS EYE CHICKEN DIPPERS PMP 220G
SKU CODE: 607491

FROZEN FOOD

Must Stock Lines

CATEGORY ADVICE 2020

9

BIRDS EYE 10 VALUE FISH FINGERS PMP 250G
SKU CODE: 688062

10

BIRDS EYE BATTERED COD FILLETS PMP 200G
SKU CODE: 359844

11

BIRDS EYE BEEF BURGER PMP 227G
SKU CODE: 438417

12

RICHMOND 8 PORK SAUSAGES PMP 364G
SKU CODE: 381442

13

GOOD LIFE NON-MEATY SAUSAGES PMP 252G
SKU CODE: 639106

14

BEST-ONE MIXED VEG PMP 500G
SKU CODE: 417257

15

BEST-ONE GARDEN PEAS PMP 500G
SKU CODE: 417268

16

BIRDS EYE POTATO WAFFLES PMP 567G
SKU CODE: 271436

FROZEN FOOD

Must Stock Lines

CATEGORY ADVICE 2020

17

MCCAIN HOME CHIPS PMP 750G
SKU CODE: 711132

18

MCCAIN QUICK CHIPS PMP 200G
SKU CODE: 711110

19

BEST-ONE AMERICAN FRIES PMP 750G
SKU CODE: 421421

20

BEST-ONE GARLIC BREAD PMP 310G
SKU CODE: 620593

21

AUNT BESSIE'S HOME ROASTIES PMP 800G
SKU CODE: 606514

22

AUNT BESSIE'S HOME YORKSHIRES 12S PMP 220G
SKU CODE: 385998

23

WALLS MAGNUM CLASSIC 4 PACK
SKU CODE: 188811

24

ROWNTREE'S FRUIT PASTILLLES ICE LOLLIES PMP 4 PACK
SKU CODE: 349274

FROZEN FOOD

Must Stock Lines

CATEGORY ADVICE 2020

25

LYONS MAID VANILLA ICE CREAM PMP 900ML
SKU CODE: 671920

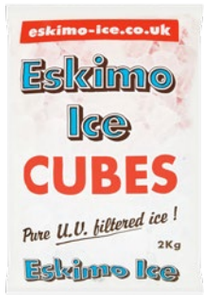
26

BEN & JERRY'S COOKIE DOUGH ICE CREAM 465ML
SKU CODE: 678868

27

AUNT BESSIE'S JAM ROLY POLY PMP 300G
SKU CODE: 385987

28



ESKIMO ICE CARRY PACK 2KG
SKU CODE: 66963

FROZEN FOOD

Planogram
Vertical 1 Door

CATEGORY ADVICE 2020

SHELF 1

SHELF 1 SKUs

BESTWAY	BATLEYS	
649100	649100	YOUNGS ADMIRAL PIE P/M 300G
641520	641520	KERSHAWS CHICKEN DINNER £1.89 400G

SHELF 2

SHELF 2 SKUs

BESTWAY	BATLEYS	
21637	21637	CT DEEP PEPPERONI £2.00 320G
58887	58887	CT D/PAN PEPPERONI P/M 415G

SHELF 3

SHELF 3 SKUs

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
671920	671920	LYONS MAID VANILLA £2.25 900ML
678868	687768	BEN & JERRYS COOKIE DOUGH 465ML

SHELF 4

SHELF 4 SKUs

BESTWAY	BATLEYS	
607491	607491	BIRDS EYE 12 CHICKEN DIPPERS P/M 220G
688062	688062	BIRDS EYE FISHFINGERS £1.25 250G
438417	438417	BIRDS EYE 4 BEEFBURGER P/M 227G

SHELF 5

SHELF 5 SKUs

BESTWAY	BATLEYS	
381442	381442	RICHMOND 8 PORK SAUSAGES P/M 364G
421421	421421	BEST-ONE AMERICAN FRIES £1 750G

SHELF 6

SHELF 6 SKUs

BESTWAY	BATLEYS	
417268	417268	BEST-ONE GARDEN PEAS £1 500G
66963	66963	ESKIMO ICE CARRY PACK 2KG

FROZEN FOOD

Planogram
Vertical 2 Door

CATEGORY ADVICE 2020

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 1 SKUs

BESTWAY	BATLEYS	
649100	649100	YOUNGS ADMIRAL PIE P/M 300G
641520	641520	KERSHAWS CHICKEN DINNER £1.89 400G
346771	346771	BISTO COTTAGE PIE P/M 375G
346682	346682	BISTO BEEF LASAGNE P/M 375G
438417	438417	BIRDS EYE 4 BEEFBURGER P/M 227G
381442	381442	RICHMOND 8 PORK SAUSAGES P/M 364G
639106	639106	G/F NON MEAT SAUSAGE £1.99 252G

SHELF 2 SKUs

BESTWAY	BATLEYS	
21626	21626	CT D/DISH 2 4 CHEESE PIZZA P/M 310G
21637	21637	CT DEEP PEPPERONI £2.00 320G
620593	620593	BEST-ONE GARLIC BAGUETTE £1 310G
748238	748238	BIRDS EYE CHICKEN PIE P/M 155G
607491	607491	BIRDS EYE 12 CHICKEN DIPPERS P/M 220G

SHELF 3 SKUs

BESTWAY	BATLEYS	
58887	58887	CT DEEP PEPPERONI £2 415G
304394	304394	CT THIN ONE CHEESE P/M 305G
676417	676417	S/MARCO PEPPERONI £1.39 253G
688062	688062	BIRDS EYE FISHFINGERS £1.25 250G
359844	359844	BIRDS EYE COD IN BATTER P/M 200G
716499	716499	YOUNGS 4 COD CAKES P/M 200G

FROZEN FOOD

Planogram
Vertical 2 Door

CATEGORY ADVICE 2020

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 4 SKUs

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
671920	671920	LYONS MAID VANILLA £2.25 900ML
418288	418288	CADBURY FLAKE CONE P/M 4PK
271436	271436	BIRDS EYE POTATO WAFFLES P/M 567G
711132	711132	MCCAIN HOME CHIPS £2.49 750G
711110	711110	MCCAIN 2 QUICK CHIPS £1.29 200G

SHELF 5 SKUs

BESTWAY	BATLEYS	
349274	349274	FRUIT PASTILLE ICE LOLLY P/M 4PK
678868	678868	BEN & JERRYS COOKIE DOUGH 465ML
385987	385987	AUNT BESSIES JAM ROLY POLY P/M 300G
421421	421421	BEST-ONE AMERICAN FRIES £1 750G
421432	421432	BEST-ONE STRAIGHT CUT CHIPS £1 900G
606514	606514	AUNT BESSIES HOME ROASTS P/M 800G

SHELF 6 SKUs

BESTWAY	BATLEYS	
417257	417257	BEST-ONE MIXED VEGETABLES £1 500G
417268	417268	BEST-ONE GARDEN PEAS £1 500G
385998	385998	AUNT BESSIES 12 YORKSHIRES P/M 220G
66963	66963	ESKIMO ICE CARRY PACK 2KG

FROZEN FOOD

Planogram
Vertical 3 Door

CATEGORY ADVICE 2020

SHELF 1 SKUs

BESTWAY	BATLEYS	
188811	188811	WALLS MAGNUM CLASSIC 4PK
188844	188844	WALLS MAGNUM WHITE 4PK
418288	418288	CADBURY FLAKE CONE P/M 4PK
649100	649100	YOUNGS ADMIRAL PIE P/M 300G
641520	641520	KERSHAWS CHICKEN DINNER £1.89 400G
643703	643703	KERSHAWS FISH & CHIPS £1.89 400G
346682	346682	BISTO BEEF LASAGNE P/M 375G
346771	346771	BISTO COTTAGE PIE P/M 375G
748238	748238	BIRDS EYE CHICKEN PIE P/M 155G
607491	607491	BIRDS EYE 12 CHICKEN DIPPERS P/M 220G

SHELF 2 SKUs

BESTWAY	BATLEYS	
671920	671920	LYONS MAID VANILLA £2.25 900ML
671818	671818	LYONS MAID RASPBERRY £2.25 900ML
385987	385987	AUNT BESSIES JAM ROLY POLY P/M 300G
21637	21637	CT DEEP PEPPERONI £2.00 320G
21626	21626	CT DEEP FOUR CHEESE £2 310G
620593	620593	BEST-ONE GARLIC BAGUETTES £1 310G
708632	708632	BIRDS EYE CHICKEN S/FRIED 2'S 180G
607423	607423	BIRDS EYE 2 CRISP CHICKEN FILLETS P/M 170G

SHELF 3 SKUs

BESTWAY	BATLEYS	
678868	678868	BEN & JERRYS COOKIE DOUGH 465ML
678857	678857	BEN & JERRYS CHOCOLATE FUDGE BROWNIE 465ML
675021	675021	OREO COOKIE TUB £3.25 480ML
349274	349274	FRUIT PASTILLES ICE LOLLY P/M 4PK
58887	58887	CT DEEP PEPPERONI £2 415G
304394	304394	CT THIN ONE CHEESE P/M 305G
271436	271436	BIRDS EYE POTATO WAFFLES P/M 567G
711132	711132	MCCAIN HOME CHIPS £2.49 750G
711110	711110	MCCAIN 2 QUICK CHIPS £1.29 200G
692002	692002	MCCAIN LIGHTLY SPICED WEDGE 650G

FROZEN FOOD

Planogram
Vertical 3 Door

CATEGORY ADVICE 2020

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 4 SKUs

BESTWAY	BATLEYS	
385998	385998	AUNT BESSIES 12 YORKSHIRES P/M 220G
417257	417257	BEST-ONE MIXED VEGETEBLES £1 500G
417268	417268	BEST-ONE GARDEN PEAS £1 500G
676417	676417	S/MARCO PEPPERONI £1.39 253G
676406	676406	S/MARCO CHEESE & TOMATO £1.39 253G
614567	614567	G/F THIN MARGHARITA P/M 345G
421421	421421	BEST-ONE AMERICAN FRIES £1 750G

SHELF 5 SKUs

BESTWAY	BATLEYS	
606514	606514	AUNT BESSIES HOME ROASTS P/M 800G
369214	369214	BNS BAKED POTATOES 400G
606503	606503	AUNT BESSIES MASH P/M 650G
381442	381442	RICHMOND 8 PORK SAUSAGES P/M 364G
438417	438417	BIRDS EYE 4 BEEFBURGER P/M 227G
271458	271458	BIRDS EYE QTR POUNDER BURGER P/M 454G
421432	421432	BEST-ONE STRAIGHT CUT CHIPS £1 900G

SHELF 6 SKUs

BESTWAY	BATLEYS	
688062	688062	BIRDS EYE FISH FINGERS £1.25 250G
614523	614523	BIRDS EYE 8 COD FINGERS P/M 224G
359844	359844	BIRDS EYE COD IN BATTER P/M 200G
716499	716499	YOUNGS 4 COD CAKES P/M 200G
606958	606958	YOUNGS SCAMPI P/M 240G
598987	598987	QUORN MINCE 300G
702214	702214	BIRDS EYE GC VEGGIE FINGER £1.25 284G
686366	686366	BIRDS EYE GC M/FREE BURGERS £2.50 200G
639106	639106	G/F NON MEAT SAUSAGE £1.99 252G
66963	66963	ESKIMO ICE CARRY PACK 2KG

FROZEN FOOD

Planogram
Vertical 4 Door

CATEGORY ADVICE 2020

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

REGIONAL/LOCAL PRODUCTS

FROZEN FOOD

Planogram
Vertical 4 Door

CATEGORY ADVICE 2020

SHELF 1 SKUs

BESTWAY	BATLEYS	
188811	188881	WALLS MAGNUM CLASSIC 4PK
188844	188844	WALLS MAGNUM WHITE 4PK
418288	418288	CADBURY FLAKE CONE P/M 4PK
641520	641520	KERSHAWS CHICKEN DINNER £1.89 400G
643703	643703	KERSHAWS FISH & CHIPS P/M 400G
641464	641464	KERSHAWS ALL DAY BREAKFAST £1.89 400G
688062	688062	BIRDS EYE FISH FINGERS £1.25 250G
614523	614523	BIRDS EYE 8 COD FINGERS P/M 224G
359844	359844	BIRDS EYE COD IN BATTER P/M 200G
271436	271436	BIRDS EYE POTATO WAFFLES P/M 567G
369214	369214	BANNISTERS BAKED POTATOES 400G
711110	711110	MCCAIN 2 QUICK CHIPS £1.29 200G

SHELF 2 SKUs

BESTWAY	BATLEYS	
671818	671818	LYONS MAID RASPBERRY £2.25 900ML
671920	671920	LYONS MAID VANILLA £2.25 900ML
381431	381431	CARTE D'OR VANILLA 1LTR
346682	346682	BISTO BEEF LASAGNE P/M 375G
346693	346693	BISTO SPAGHETTI BOLOGNESE P/M 375G
346771	346771	BISTO COTTAGE PIE P/M 375G
606958	606958	YOUNGS SCAMPI P/M 240G
716499	716499	YOUNGS 4 COD CAKES P/M 200G
607491	607491	BIRDS EYE 12 CHICKEN DIPPERS P/M 220G
421643	421643	SFC BONELESS CHICKEN BUCKET 650G
421421	421421	BEST-ONE AMERICAN FRIES £1 750G
421432	421432	BEST-ONE STRAIGHT CUT CHIPS £1 900G

SHELF 3 SKUs

BESTWAY	BATLEYS	
385987	385987	AUNT BESSIES JAM ROLY POLY P/M 300G
355865	355865	WALLS VIENNETTA VANILLA P/M 650ML
734941	734941	C&W CHOCOLATE FUDGE CAKE 450G
649100	649100	YOUNGS ADMIRAL PIE P/M 300G
748238	748238	BIRDS EYE CHICKEN PIE P/M 155G
387304	387304	AUNT BESSIES TOAD IN THE HOLE P/M 190G
607423	607423	BIRDS EYE 2 CRISPY CHICKEN FILLETS P/M 170G
708632	708632	BIRDS EYE CHICKEN S/FRIED 2'S 180G
708609	708609	BIRDS EYE CHICKEN CHARGRILLS
711132	711132	MCCAIN HOME CHIPS £2.49 750G
692002	692002	MCCAIN LIGHTLY SPICED WEDGE 650G

FROZEN FOOD

Planogram
Vertical 4 Door

CATEGORY ADVICE 2020

SHELF 4 SKUs

BESTWAY	BATLEYS	
678868	678868	BEN & JERRYS COOKIE DOUGH 465ML
678857	678857	BEN & JERRYS FUDGE BROWNIE 465ML
675021	675021	OREO COOKIE TUB £3.25 480ML
21637	21637	CT DEEP PEPPERONI £2.00 320G
21626	21626	CT DEEP FOUR CHEESE £2 310G
304394	304394	CT THIN ONE CHEESE P/M 305G
438417	438417	BIRDS EYE 4 BEEF BURGER P/M 227G
271458	271458	BIRDS EYE QUARTER POUNDER BURGER P/M 454G
581466	581466	BIRDS EYE CHICKEN BURGERS P/M 200G
606514	606514	AUNT BESSIES HOME ROASTS P/M 800G
606503	606503	AUNT BESSIES MASH P/M 650G
385998	385998	AUNT BESSIES 12 YORKSHIRES P/M 220G

SHELF 5 SKUs

BESTWAY	BATLEYS	
433642	433642	CORNETTO STRAWBERRY 6PK
349274	349274	FRUIT PASTILLES ICE LOLLY P/M 4PK
685018	685018	VIMTO LOLLIES £1 6PK
58887	58887	CT DEEP PEPPERONI £2 415G
676417	676417	S/MARCO PEPPERONI £1.39 253G
676406	676406	S/MARCO CHEESE & TOMATO £1.39 253G
381442	381442	RICHMOND 8 PORK SAUSAGES P/M 364G
311852	598987	QUORN MINCE 300G
620603	620603	BEST-ONE BATTERED ONION RINGS £1 454G
417257	417257	BEST-ONE MIXED VEGETABLES £1 500G
417268	417268	BEST-ONE GARDEN PEAS £1 500G

SHELF 6 SKUs

BESTWAY	BATLEYS	
66963	66963	ESKIMO ICE CARRY PACK 2KG
808259	557863	JUS ROL PUFF PASTRY 500G
614567	614567	G/F THIN MARGHARITA P/M 345G
53177	53177	DR OETKER PEPPERONI SALAMI 320G
620593	620593	BEST-ONE GARLIC BAGUETTES £1 310G
639106	639106	G/F NON MEAT SAUSAGE £1.99 252G
702214	702214	BIRDS EYE GC VEGGIE FINGER £1.25 284G
686366	686366	BIRDS EYE GC M/FREE BURGER £2.50 200G

FROZEN FOOD

CATEGORY ADVICE 2020

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

www.bestwaywholesale.co.uk/categoryadvice

or call 01738 646666 quoting SEPTEMBER RANGE