CATEGORY ADVICE 2019

PET

- Market Insights
- Must Stock Lines
- Planograms

www.bestwaywholesale.co.uk

BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

PET

Market Insight

CATEGORY ADVICE
2019

Pet food shoppers:

- Visit more
- Spend more
- Buy more

(HIM 2017)

Know your customer:

50% of shoppers visiting your store own a pet!

(Nestle Purina 2018)

Lost revenue:

Shoppers will switch stores and take their basket with them if they cannot find their favourite brands

(Nestle Purina 2018)

Number of visits:

Pet food is fed every day, which converts to 34 shopper visits to your store per year to buy pet food

(Nestle Purina 2018)

Must stocks:

42% of shoppers buy from where they can find their pets favourite food

(Nestle Purina 2018)

Merchandising:

57% of pet owners want quick access to their usual brands and 43% want to be inspired. Make your aisles easier to shop to attract both shoppers!

(Nestle Purina Consumer Research)

PET

Market Insight

CATEGORY ADVICE 2019

PRIORITIES: Over half of UK pet care buyers would rather cut back on spending on themselves than on their pet.

(Mintel Pet Food & Pet Care Retailing UK 2018 Report)

KNOW YOUR CONVENIENCE PET FOOD SHOPPER

LUXURY CAT FOOD – is growing strongly in convenience.[1] Shoppers will pay a premium for luxury and this will drive value in your store.

WET DOG POUCH GROWTH – trends are showing that shoppers want a quick and convenient pet food solution. Pouch has grown £1 million in convenience YOY.

CAT POUCH – 50% of cat food sold in convenience is pouch. This is 4 times more than cat cans.

TREATING – Treats are a great way to drive additional sales. Over 1,800 shoppers buy cat treats in convenience daily.[2]

Stock PMP's – 30% of shoppers said they would be more likely to buy a product on impulse if it was a PMP.[3]

1 IRI, Total Convenience 52 w/e 24th March 2018
2 Kantar Total Convenience 24th March 2018
3 HIM Wholesale Programme 2016

WATCH OUT FOR THESE GROWTH AREAS THIS YEAR

PREMIUM DRY DOG

Harringtons is a complete pet food formulated to provide wholesome nutrition which contains no artificial colours or flavours, no dairy, no soya and no added wheat whilst providing the benefits associated with premium foods.

WET DOG POUCHES

Shoppers want pouches and not cans, so Winalot 12 Pack pouches, with their brand heritage since 1927, is ideally positioned to cater for these demands. Multipacks drive value for shoppers and weight of purchase for retailers.

PREMIUM DRY CAT Coming Soon…

A market leading advanced nutrition brand that carries a shopper Money Back Guarantee with a PMP for the convenience channel. Specifically designed to help optimise a cats overall health, with visible results.

How to Grow Your Pet Sales

REACH MORE SHOPPERS

Improve penetration

- Stock core range
- Convert shoppers from can to pouch
- Offer treats
- Create visibility in store
- Right pack format for your shoppers missions

CONVERT MORE TRANSACTIONS

Improve frequency

- Trade shoppers from singles to multipacks
- Offer variety to cater for more occasions e.g. menu choice/treat
- Create spontaneous purchase

ADD MORE VALUE

Improve premiumisation

- Offer the appropriate range, space and position on shelf
- Premiumisation plays on the emotional state of the pet owner – take advantage by clear segmentation
- Premium products command higher ticket prices which means higher profits

PET

Must Stock Lines

CATEGORY ADVICE 2019

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.

CAT LITTER

1

2

3

CAT WET CAN

4

5

CAT WET POUCH

6

7

8

9

10

11

CAT PREMIUM WET POUCH

12

13

14

15

CAT DRY

16

17

CAT TREAT

18

DOG WET CAN

19

20

21

22

23

DOG PREMIUM WET POUCH

24

25

26

DOG DRY

27

28

29

30

31

DOG TREATS

32

33

PET

Must Stock Lines

CATEGORY ADVICE 2019

1

BEST-ONE ANTI BACTERIAL CAT LITTER
PM £2.39 5LTR
SKU CODE: 334972

2

THOMAS CAT LITTER
PM £2.99 5LTR
SKU CODE: 439272

3

CATSAN HYGIENE LITTER
PM £3.39 5LTR
SKU CODE: 427527

4

BEST-ONE CHICKEN IN JELLY
PM 59P 400G
SKU CODE: 343411

5

WHISKAS CHICKEN CHUNKS IN JELLY
PM 80P 390G
SKU CODE: 363463

6

WHISKAS POUCH CHICKEN IN JELLY
PM 3 FOR £1.19 100G
SKU CODE: 576262

7

WHISKAS POUCH POULTRY IN JELLY
PM £3.75 12 X 100G
SKU CODE: 410918

8

WHISKAS POUCH FISH IN JELLY
PM £3.75 12 X 100G
SKU CODE: 410907

PET

Must Stock Lines

CATEGORY ADVICE 2019

9

FELIX POUCH MIXED IN JELLY
PM £3.75 12 X 100G
SKU CODE: 358557

10

FELIX POUCH MEAT IN JELLY
PM £3.75 12 X 100G
SKU CODE: 358568

11

FELIX POUCH FISH IN JELLY
PM £3.75 12 X 100G
SKU CODE: 358546

12

WHISKAS POUCH CASSEROLE POULTRY IN JELLY PM £4.25 12 X 100G
SKU CODE: 424713

13

FELIX AGAIL OCEAN FISH IN JELLY
PM £4.25 12 X 100G
SKU CODE: 343700

14

SHEBA TRAY SALMON IN JELLY
PM 2 FOR £1.20 85G
SKU CODE: 427473

15

GOURMET PERLE CHICKEN IN GRAVY
PM 2 FOR £1 85G
SKU CODE: 253224

16

WHISKAS COMPLETE CHICKEN
PM £1.19 340G
SKU CODE: 427505

PET

Must Stock Lines

CATEGORY ADVICE 2019

17

GO-CAT TUNA, HERRING & VEGETABLE
PM £1 340G
SKU CODE: 161487

18

DREAMIES CHICKEN
PM £1.25 60G
SKU CODE: 363396

19

BUTCHER'S CAN TRIPE MIX
PM 75P 400G
SKU CODE: 433718

20

PEDIGREE CAN ORIGINAL LOAF
PM 75P 400G
SKU CODE: 364837

21

PEDIGREE CAN CHUNKS IN JELLY
PM £3.95 6 X 400G
SKU CODE: 363152

22

WINALOT CLASSIC CAN CHICKEN
PM 70P 400G
SKU CODE: 343766

PET

Must Stock Lines

CATEGORY ADVICE 2019

23

WINALOT CLASSIC CAN CHICKEN
PM £1.75 1.2KG
SKU CODE: 343744

24

BAKERS HOME CLASSIC BEEF
PM 3 FOR £1 100G
SKU CODE: 406234

25

CESAR CLASSIC CHICKEN & TURKEY
PM 2 FOR £1.30 150G
SKU CODE: 356930

26

CESAR CLASSIC TURKEY & LAMB
PM 2 FOR £1.30 150G
SKU CODE: 356928

27

WAGG COMPLETE BEEF & VEGETABLE
PM £1.49 1KG
SKU CODE: 432450

28

WAGG COMPLETE BEEF & VEGETABLE
2.5KG
SKU CODE: 382295

PET

Must Stock Lines

CATEGORY ADVICE 2019

29

BAKERS BEEF & VEGETABLE
PM £2.49 1KG
SKU CODE: 425900

30

BAKERS CHICKEN & VEGETABLE
PM £2.49 1KG
SKU CODE: 426911

31

BAKERS MEATY MEALS BEEF
PM £3.19 1KG
SKU CODE: 425922

32

PEDIGREE DENTASTIX MEDIUM DOG
PM £1 3 STICKS
SKU CODE: BW 541457 BAT 573336

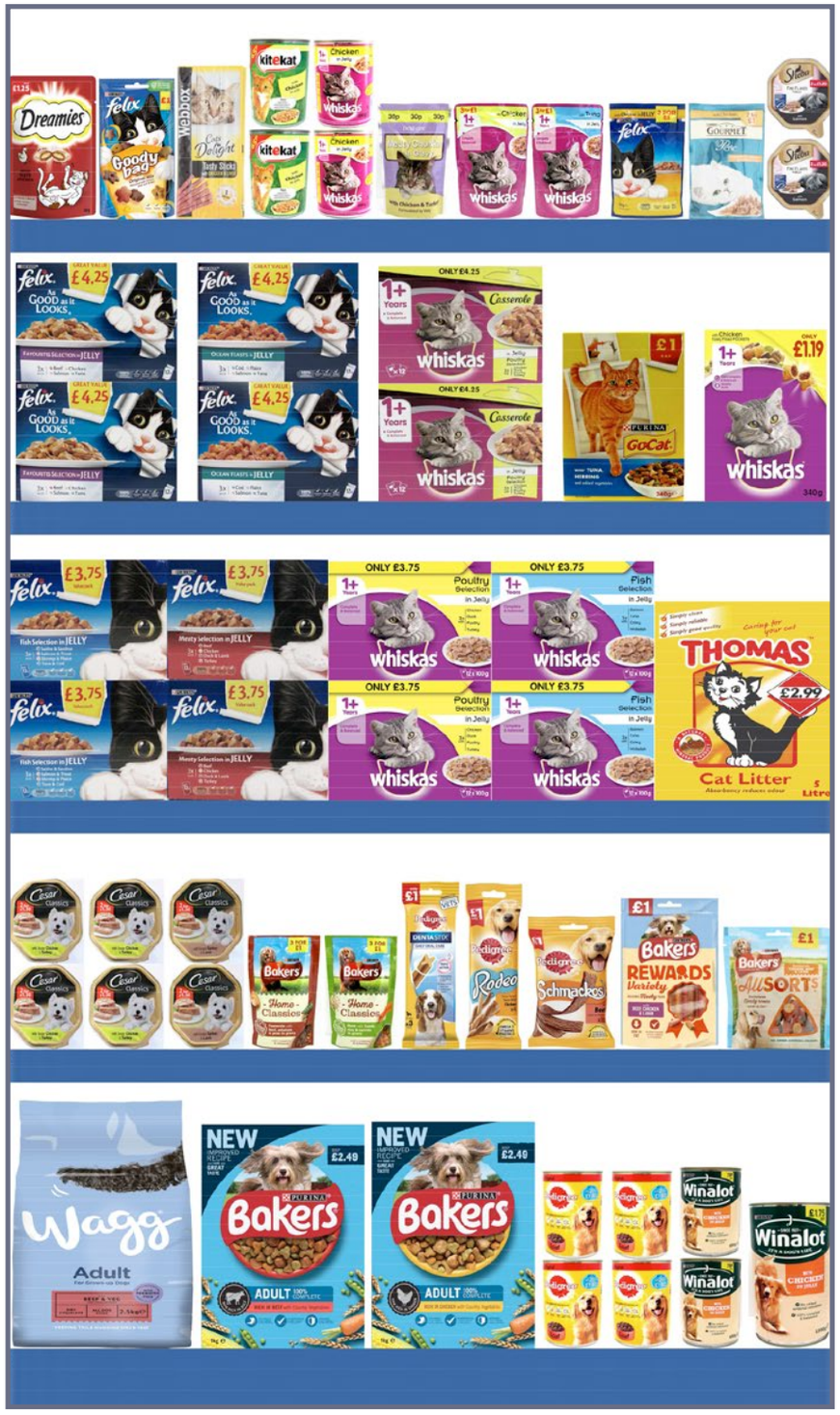
33

PEDIGREE RODEO CHICKEN
PM £1 4 STICKS
SKU CODE: BW 111706 BAT 424837

PET

Planogram
1m x 5 Shelf

CATEGORY ADVICE 2019



SHELF 1 SKUs

BESTWAY	BATLEYS	
363396	363396	DREAMIES CHICKEN PMP 60G
558226	558226	FELIX GOODY BAG ORIGINAL MIX PMP 60G
385949	538228	WEBBOX DELIGHT CAT STICKS CHICKEN AND LIVER 6 PACK
363428	363428	KITEKAT CHICKEN IN JELLY PMP 400G
363463	363463	WHISKAS CHICKEN IN JELLY PMP 390G
343577	343577	BEST-ONE POUCH CHICKEN & TURKEY PMP 100G
576262	576262	WHISKAS POUCH CHICKEN IN JELLY PMP 100G
576273	576273	WHISKAS POUCH TUNA IN JELLY PMP 100G
339060	339060	FELIX POUCH CHICKEN PM 3/£1 100G
253224	253224	GOURMET PERLE CHICKEN IN GRAVY PMP 85G
427473	427473	SHEBA FOILS SALMON PMP 85G

SHELF 2 SKUs

BESTWAY	BATLEYS	
343722	343722	FELIX AGAIL FAVS IN JELLY PMP 12 X 100G
343700	343700	FELIX AGAIL OCEAN FEASTS IN JELLY PMP 12 X 100G
424713	424713	WHISKAS CASSEROLE POULTRY PMP 12 X 85G
161487	161487	GO-CAT TUNA, HERRING & VEG PMP 340G
427505	427505	WHISKAS COMPLETE CHICKEN PMP 340G

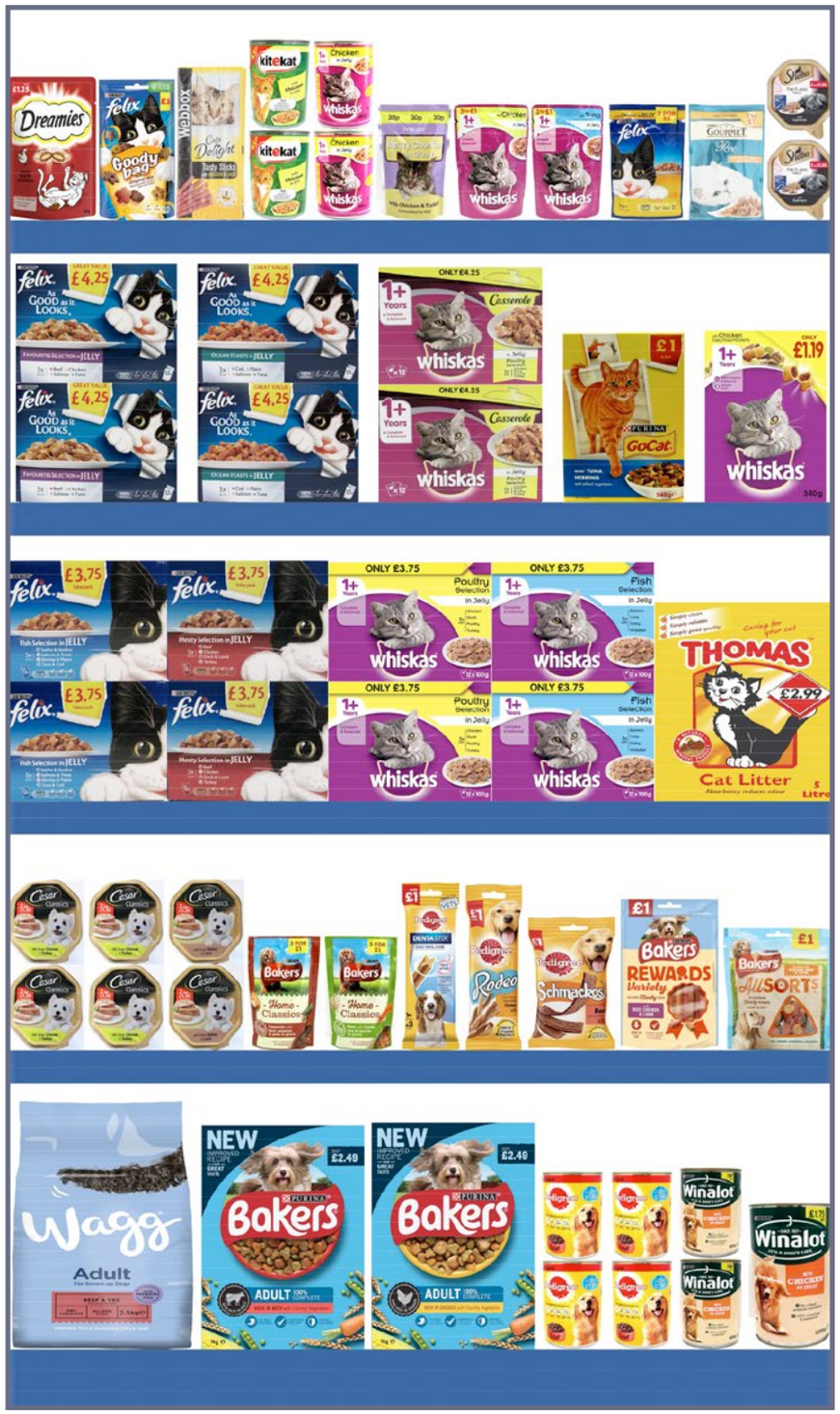
SHELF 3 SKUs

BESTWAY	BATLEYS	
358546	358546	FELIX FISH SELECTION IN JELLY PMP 12 X 100G
358568	358568	FELIX MEAT SELECTION IN JELLY PMP 12 X 100G
410918	410918	WHISKAS POULTRY SELECTION IN JELLY PMP 12 X 100G
410907	410907	WHISKAS FISH SELECTION IN JELLY PMP 12 X 100G
439272	439272	THOMAS CAT LITTER PMP 5LTR

PET

Planogram
1m x 5 Shelf

CATEGORY ADVICE 2019



SHELF 4 SKUs

BESTWAY BATLEYS

356930	356930	CESAR CLASSICS CHICKEN & TURKEY PMP 150G
356928	356928	CESAR CLASSICS TURKEY & LAMB PMP 150G
406223	406223	BAKERS HOME CLASSIC LAMB PM 3/£1 100G
406234	406234	BAKERS HOME CLASSIC BEEF PM 3/£1 100G
541457	573336	PEDIGREE DENTASTIX MEDIUM PMP 3 STICKS
111706	424837	PEDIGREE RODEO CHICKEN PMP 4 STICKS
381386	381386	PEDIGREE SCHMACKOS BEEF PMP 10 STICKS
254188	254188	BAKERS REWARDS VARIETY PMP 100G
254177	254177	BAKERS ALLSORTS PMP 98G

SHELF 5 SKUs

BESTWAY BATLEYS

382295	382295	WAGG COMPLETE WITH BEEF & VEG 2.5KG
425900	425900	BAKERS COMPLETE BEEF & VEG PMP 1KG
426911	426911	BAKERS COMPLETE CHICKEN & VEG PMP 1KG
364837	364837	PEDIGREE ORIGINAL LOAF PMP 400G
343766	343766	WINALOT CLASSICS CHICKEN IN JELLY PMP 400G
343744	343744	WINALOT CLASSICS CHICKEN IN JELLY PMP 1.2KG

PET

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2019

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

PET

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2019

SHELF 1

SHELF 2

SHELF 1 SKUs

BESTWAY BATLEYS

193924	554999	WHISKAS CAT MILK 200ML
363396	363396	DREAMIES CHICKEN PMP 60G
558226	558226	FELIX GOODY BAG ORIGINAL MIX PMP 60G
385949	538228	WEBBOX DELIGHTS CAT STICKS CHICKEN & LIVER 6 PACK
343577	343577	BEST-ONE POUCH CHICKEN & TURKEY PMP 100G
343588	343588	BEST-ONE POUCH TUNA & COD PMP 100G
576262	576262	WHISKAS POUCH CHICKEN IN JELLY PMP 100G
576273	576273	WHISKAS POUCH TUNA IN JELLY PMP 100G
339060	339060	FELIX PCH CHICKEN IN JELLY PMP 100G
191876	514213	FELIX AGAIL CHICKEN IN JELLY 100G
427473	427473	SHEBA FOILS SALMON PMP 85G
427484	427484	SHEBA FOILS CHICKEN PMP 85G
381386	381386	PEDIGREE SCHMACKOS BEEF PMP 10 STICKS
541457	573336	PEDIGREE DENTASTIX MEDIUM PMP 3 STICKS
111706	424837	PEDIGREE RODEO CHICKEN PMP 4 STICKS
695330	544517	PEDIGREE JUMBONE BEEF MEDIUM 2 STICKS
254177	254177	BAKERS ALLSORTS PMP 98G
254188	254188	BAKERS REWARDS VARIETY PMP 100G

SHELF 2 SKUs

BESTWAY BATLEYS

358557	358557	FELIX POUCH MIXED PMP 12 X 100G
358546	358546	FELIX FISH SELECTION IN JELLY PMP 12 X 100G
358568	358568	FELIX BEEF SELECTION IN JELLY PMP 12 X 100G
343700	343700	FELIX AGAIL OCEAN FEASTS IN JELLY PMP 12 X 100G
343722	343722	FELIX AGAIL FAVOURITES IN JELLY PMP 12 X 100G
253224	253224	GOURMET PERLE CHICKEN IN GRAVY PMP 85G
253213	253213	GOURMET PERLE BEEF PMP 85G
238054	230854	SHEBA POUCH CHICKEN 85G
356930	356930	CESAR CLASSICS CHICKEN & TURKEY PMP 150G
356917	356917	CESAR CLASSICS CHICKEN & VEG PMP 150G
356928	356928	CESAR CLASSICS TURKEY & LAMB PMP 150G
406223	406223	BAKERS HOME CLASSIC LAMB PM 3/£1 100G
406234	406234	BAKERS HOME CLASSIC BEEF PM 3/£1 100G

PET

Planogram
2m x 5 Shelf

CATEGORY ADVICE 2019

SHELF 3

SHELF 4

SHELF 5

SHELF 3 SKUs

BESTWAY	BATLEYS	
410907	410907	WHISKAS FISH SELECTION IN JELLY PMP 12 X 100G
410942	410942	WHISKAS FISH & MEAT SELECTION IN JELLY PMP 12 X 100G
410918	410918	WHISKAS POULTRY SELECTION IN JELLY PMP12 X 100G
424724	424724	WHISKAS CASSEROLE FISH PMP 12 x 100G
424713	424713	WHISKAS CASSEROLE POULTY PMP 12 X 100G
364826	364826	PEDIGREE CHICKEN IN JELLY PMP 385G
364804	364804	PEDIGREE BEEF IN GRAVY PMP 400G
364837	364837	PEDIGREE ORIGINAL LOAF PMP 400G
558204	558204	WINALOT PCH LAMB 12PK PMP 100G
343766	343766	WINALOT CLASSICS CHICKEN IN JELLY PMP 400G
343777	343777	WINALOT CLASSICS TUNA IN JELLY PMP 400G
343733	343733	WINALOT CLASSICS LAMB & TURKEY PMP 400G
433718	433718	BUTCHERS TRIPE MIX PMP 400G
343355	343355	BEST-ONE DOG CHICKEN PMP 400G

SHELF 4 SKUs

BESTWAY	BATLEYS	
427505	427505	WHISKAS COMPLETE CHICKEN PMP 340G
427495	427495	WHISKAS COMPLETE TUNA PMP 340G
134735	134735	WHISKAS COMPLETE KITTEN CHICKEN 340G
242456	242456	GO-CAT CHICKEN & DUCK PMP 340G
161487	161487	GO-CAT TUNA, HERRING & VEG PMP 340G
951728	951728	GO-CAT CRUNCHY AND TENDER WITH SALMON, TUNA & VEG 375G
363152	363152	PEDIGREE CHUNKS IN JELLY PMP 6 PACK
363141	363141	PEDIGREE CHUNKS IN GRAVY PMP 6 PACK
343744	343744	WINALOT CLASSICS CHICKEN IN JELLY PMP 1.2KG
619752	619752	BONIO ORIGINAL 650G
425922	425922	BAKERS MEATY MEALS BEEF PMP 1KG

SHELF 5 SKUs

BESTWAY	BATLEYS	
334972	334972	BEST-ONE ANTIBAC CAT LITTER PMP 5LTR
439272	439272	THOMAS CAT LITTER PMP 5LTR
343411	343411	BEST-ONE CHICKEN PMP 400G
363428	363428	KITEKAT CHICKEN CIJ PMP 400G
363474	363474	WHISKAS SALMON IN JELLY PMP 390G
363463	363463	WHISKAS CHICKEN IN JELLY PMP 390G
432450	432450	WAGG COMPLETE WITH BEEF & VEG PMP 1KG
431343	431343	WAGG COMPLETE WITH CHICKEN & VEG PMP 1KG
382295	382295	WAGG COMPLETE WITH BEEF & VEG 2.5KG
425900	425900	BAKERS COMPLETE BEEF & VEG PMP 1KG
426911	426911	BAKERS COMPLETE CHICKEN & VEG PMP 1KG

PET

Planogram
3m x 5 Shelf

CATEGORY ADVICE
2019

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

PET

Planogram
3m x 5 Shelf

CATEGORY ADVICE
2019

SHELF 1

SHELF 2

SHELF 1 SKUs

BESTWAY	BATLEYS	
193924	554999	WHISKAS CAT MILK 200ML
576219	514601	WHISKAS TEMPTATION CHICKEN & CHEESE 60G
363396	363396	DREAMIES CHICKEN PMP 60G
363406	363406	DREAMIES CHEESE PMP 60G
758758	546387	DREAMIES BEEF 60G
558226	558226	FELIX GOODY BAG ORIGINAL MIX PMP 60G
385949	538228	WEBBOX DELIGHTS CAT STICKS CHICKEN & LIVER 6 PACK
343577	343577	BEST-ONE POUCH CHICKEN & TURKEY PMP 100G
343588	343588	BEST-ONE POUCH TUNA & COD PMP 100G
339060	339060	FELIX CHICKEN JELLY PMP 100G
191876	514213	FELIX AGAIL CHICKEN IN JELLY 100G
576262	576262	WHISKAS POUCH CHICKEN IN JELLY PMP 100G
576273	576273	WHISKAS POUCH TUNA IN JELLY PMP 100G
253224	253224	GOURMET PERLE CHICKEN IN GRAVY PMP 85G
253213	253213	GOURMET PERLE BEEF IN GRAVY PMP 85G
427473	427473	SHEBA FOILS SALMON PMP 85G
427484	427484	SHEBA FOILS CHICKEN PMP 85G
427462	427462	SHEBA FOILS CHICKEN IN GRAVY PMP 85G
556686	573781	WEBBOX DELIGHTS DOG STICKS CHICKEN 6 PACK
695330	544517	PEDIGREE JUMBONE BEEF MEDIUM 2 STICKS
381386	381386	PEDIGREE SCHMACKOS BEEF PMP 10 STICKS
111706	424837	PEDIGREE RODEO CHICKEN PMP 4 STICKS
541457	573336	PEDIGREE DENTASTIX MEDIUM PMP 3 STICKS
620037	620037	WINALOT SHAPES 800G
619752	619752	BONIO ORIGINAL 650G

SHELF 2 SKUs

BESTWAY	BATLEYS	
343700	343700	FELIX AGAIL OCEAN FEASTS IN JELLY PMP 12 X 100G
343722	343722	FELIX AGAIL FAVOURITES IN JELLY PMP 12 X 100G
343711	343711	FELIX AGAIL BEEF PMP 12 X 100G
424724	424724	WHISKAS CASSEROLE FISH PMP 12 X 85G
424713	424713	WHISKAS CASSEROLE POULTRY PMP 12 X 85G
424702	424702	WHISKAS CASSEROLE 7+ POULTRY PMP 12 X 85G
546308	573306	GOURMET GOLD CHICKEN & LIVER 85G
546298	573305	GOURMET GOLD OCEAN FISH 85G
693611	693611	SHEBA FRESH CHOICE FISH IN GRAVY 6 X 50G
693633	693633	SHEBA FRESH CHOICE POULTRY 6 X 50G
406223	406223	BAKERS HOME CLASSIC LAMB PM 3/£1 100G
406234	406234	BAKERS HOME CLASSIC BEEF PM 3/£1 100G
356930	356930	CESAR CLASSICS CHICKEN & TURKEY PMP 150G
356928	356928	CESAR CLASSICS TURKEY & LAMB PMP 150G
356917	356917	CESAR CLASSICS CHICKEN & VEG PMP 150G
254188	254188	BAKERS REWARDS VARIETY PMP 100G
254177	254177	BAKERS ALLSORTS PMP 98G

PET

Planogram
3m x 5 Shelf

CATEGORY ADVICE 2019

SHELF 3

SHELF 4

SHELF 5

SHELF 3 SKUs

BESTWAY	BATLEYS	
358546	358546	FELIX FISH POUCH SELECTION IN JELLY PMP 12 X 100G
358557	358557	FELIX MIXED POUCH SELECTION IN JELLY PMP 12 X 100G
358568	356568	FELIX MEAT POUCH SELECTION IN JELLY PMP 12 X 100G
410907	410907	WHISKAS FISH SELECTION IN JELLY PMP 12 X 100G
410918	410918	WHISKAS POULTRY SELECTION IN JELLY PMP12 X 100G
410942	410942	WHISKAS FISH & MEAT SELECTION IN JELLY PMP 12 X 100G
410931	410931	WHISKAS MEAT SELECTION IN GRAVY PMP 12 X 100G
410920	410920	WHISKAS 7+ POUCH POULTRY PMP 12 X 100G
558204	558204	WINALOT POUCH LAMB 12PK PMP 100G
343766	343766	WINALOT CLASSICS CHICKEN IN JELLY PMP 400G
343777	343777	WINALOT CLASSICS TUNA IN JELLY PMP 400G
343733	343733	WINALOT CLASSICS LAMB & TURKEY PMP 400G
364826	364826	PEDIGREE CHICKEN IN JELLY PMP 385G
364837	364837	PEDIGREE ORIGINAL LOAF PMP 400G
364804	364804	PEDIGREE BEEF IN GRAVY PMP 400G
433718	433718	BUTCHERS TRIPE MIX PMP 400G
343355	343355	BEST-ONE DOG CHICKEN PMP 400G

SHELF 4 SKUs

BESTWAY	BATLEYS	
427505	427505	WHISKAS COMPLETE TUNA PMP 340G
427495	427495	WHISKAS COMPLETE CHICKEN PMP 340G
134735	134735	WHISKAS COMPLETE KITTEN CHICKEN 340G
161487	161487	GO-CAT TUNA, HERRING & VEG PMP 340G
242456	242456	GO-CAT CHICKEN & DUCK PMP 340G
161454	161454	GO-CAT BEEF, CHICKEN & LIVER PMP 340G
242445	242445	GO-CAT TURKEY & VEG PMP 340G
951728	951728	GO-CAT CRUNCHY AND TENDER WITH SALMON, TUNA & VEG 375G
803858	626186	WEBBOX CHUBS MIXED FLAVOURS 6 X 800G
343744	343744	WINALOT CLASSICS CHICKEN IN JELLY PMP 1.2KG
343788	343788	WINALOT CLASSICS LAMB & TURKEY IN JELLY PMP 1.2KG
433675	433675	BUTCHERS TRIPE IN JELLY PMP 1.2KG
363152	363152	PEDIGREE CHUNKS IN JELLY PMP 6 PACK
363141	363141	PEDIGREE CHUNKS IN GRAVY PMP 6 PACK
305970	305970	HARRINGTONS TURKEY PMP 1KG
425922	425922	BAKERS MEATY MEALS BEEF PMP 1KG
425890	425890	BAKERS SMALL DOG BEEF PMP 1KG

SHELF 5 SKUs

BESTWAY	BATLEYS	
334972	334972	BEST-ONE ANTIBAC CAT LITTER PMP 5LTR
439272	439272	THOMAS CAT LITTER PMP 5LTR
427527	427527	CATSAN HYGIENE PMP 5LTR
343411	343411	BEST-ONE CHICKEN PMP 400G
363428	363428	KITEKAT CHICKEN CIJ PMP 400G
363474	363474	WHISKAS SALMON IN JELLY PMP 390G
363463	363463	WHISKAS CHICKEN IN JELLY PMP 390G
431343	431343	WAGG COMPLETE WITH CHICKEN & VEG PMP 1KG
432450	432450	WAGG COMPLETE WITH BEEF & VEG PMP 1KG
382295	382295	WAGG COMPLETE WITH BEEF & VEG 2.5KG
382284	382284	WAGG COMPLETE WITH CHICKEN & VEG 2.5KG
425900	425900	BAKERS COMPLETE BEEF & VEG PMP 1KG
426911	426911	BAKERS COMPLETE CHICKEN & VEG PMP 1KG

PET

CATEGORY ADVICE
2019

For more information including planograms and advice on other key ranges, go to www.bestwaywholesale.co.uk/categoryadvice or call 01738 646666 quoting JANUARY RANGE