



**WALKERS' GUIDE
TO GETTING READY FOR
HFSS***

*HIGH FAT SUGAR AND SALT

**HELPING YOU MAXIMISE
YOUR SNACKING SALES**



CONTENTS

This document is intended to help you understand the specifics of the HFSS regulations and what this means for savoury snacks and your store.

The advice in this guide is for symbols and independent stores in England. The Welsh and Scottish governments own versions of HFSS legislation is still under consultation (and not yet published).

CLICK ON A HEADING BELOW TO JUMP TO A PARTICULAR CHAPTER

Overview of legislation - What is HFSS?

What does HFSS mean for me and my store?

Reasons to back savoury snacks

Our top 3 category strategies for growth

Best-sellers

Impulse purchase

Reformulation

Useful links

Glossary

Please note that this guide is for information only - it does not contain legal advice and PepsiCo does not accept any liability for any reliance on its contents. If you are in any doubt as to your legal obligations please consult your usual legal advisor.

WHAT IS THE 'HIGH FAT SUGAR AND SALT' (HFSS) LEGISLATION?

The government has introduced new rules for HFSS products foods

Whilst this impacts the savoury snacks category, **it doesn't impact all stores**, in fact for independents & symbol stores most are not impacted or see very little change at this stage.

The reason the government has done this is to encourage shoppers to make healthier choices with regard to food and drinks.

IMPORTANT

CRISPS & SNACKS ARE IMPACTED BY HFSS LEGISLATION

| | | | | |
|--|---|--|--|--|
|  Soft drinks with added sugar |  Confectionery |  Cakes |  Ice cream |  Crisps and savoury snacks |
|  Morning goods (eg pastries) |  Puddings and dairy desserts |  Sweet biscuits |  Breakfast cereals |  Ready meals |
|  Yoghurts |  Milk drinks with added sugar |  Juices with added sugar |  Pizza |  Chips and similar potato products |

*Taken from ACS HFSS Guide - please see the appendix for more information

The government classifies products as either HFSS or non-HFSS (using a score based on nutritional profile - see links on glossary page).

Manufacturers like Walkers will make this clear via the labelling of product cases (as a retailer you do not need to calculate any nutritional scores).



WHAT DOES THE 'HFSS' LEGISLATION MEAN FOR ME THIS YEAR?

IMPORTANT

WE ESTIMATE **BETWEEN 5-10% OF SYMBOL & INDEPENDENT STORES WILL BE IMPACTED BY THE LOCATION RESTRICTIONS (SEE C)**

HFSS is a great opportunity to assess and grow your savoury snack sales

To help you understand whether you will be impacted by the new legislation, we've classified each store depending on size and number of employees



Our recommendation for the majority of stores is to focus on best selling products as normal within your main fixture & displays

Head across to the next page to understand whether your store will be impacted by the legislation from October this year

HFSS legislation from October 2022

To find out if you will be affected by the legislation from October 2023, click here:

HFSS legislation from October 2023

WHAT DOES THE 'HFSS' LEGISLATION MEAN FOR ME THIS YEAR?

OCTOBER 2022

A

UNAFFECTED BY ALL RESTRICTIONS
(BETWEEN OCTOBER 2022 AND OCTOBER 2023)

N° Employees **<50**

NOT a franchisor of symbol store

When?
Ongoing

Stores affected
18,832
(independents) 56%

B

N° Employees **>50**

Franchisor of symbol store <2,000sq ft

When?
Oct 2022 - Oct 2023

Stores affected
13,135
(symbols) 39%

C

AFFECTED BY LOCATION RESTRICTIONS

N° Employees **>50**

—AND—
>2,000sq ft

When?
Location: Oct 2022
Promotion: Oct 2023

Stores affected
1,459
(symbols) 5%

ACTION:

NO CHANGE
Focus on best-selling products as normal (leveraging fixture & display to maximise savoury snacks sales)

ACTION:

Implement specific off-fixture changes (replace HFSS products with non-HFSS products in **off fixture impacted areas**)

If you are unsure whether you are deemed a franchise agreement or a symbol group, please see the ACS guidance



CAVEAT: There are 1,883 independent stores over 2000 sq ft but to be impacted you need to have over 50 employees AND over 2000 sq ft. Assuming those independents do not have >50 employees and are therefore not impacted.

Source: store count based on ACS 2021 Local Shop Report

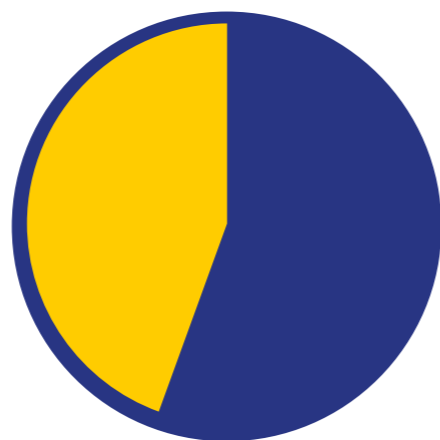
REASONS TO BACK SAVOURY SNACKS

1. SCALE & GROWTH IN CONVENIENCE



Savoury snacking is present in

44%
of all snacking occasions⁴



2. PROFIT AND RETURN

Crisps & snacks have a greater %POR when compared to chocolate
(mix of 10 best sellers of chocolate vs. 10 best-sellers of crisps & snacks)



10 of the best sellers in chocolate: Kinder Surprise Egg Choc Single Shapes 20g, Cadbury Twirl Bars Standard Single 43g, Snickers Duo Bars King Size 83.4g, Twix Xtra Bars King Size 75g, Cadbury Wispa Bars Standard Single 36g, Cdm Giant Buttons Bitesize Large Bag 95g, Maltesers Bitesize Large Pouch 68g, Galaxy Minstrels Bitesize Large Pouch 80g, M&Ms Peanut Bitesize Large Pouch 82g, Cadbury Twirl Bites Bitesize Large Bag 95g

10 of the best sellers in crisps & snacks: Walkers Cheese & Onion 45g, Walkers Ready Salted 45g, Walkers Cheese & Onion 32.5g, McCoy's Flame Grilled Steak 45g, McCoy's Salt & Malt Vinegar 47.5g, Hula Hoops BBQ Beef 70g, Walkers Cheese & Onion 65g, Cheetos Twisted Flamin' Hot 65g, Quavers Cheese 54g, Doritos Chilli Heatwave 70g

1. AC Nielsen Total Impulse 5 Year CAGR MAT 23/4/2022 - Total savoury snacks
2. Kantar - Aggregated on the go and Take Home Panel - Impulse MAT to 22/3/2022
3. AC Nielsen Total Impulse crisps, snacks, nuts MAT to 23/4/2022 - CSN
4. PepsiCo Consumer Landscape study 2021 (Bolt) - All macro Snacking UK

3. POTENTIAL TO REFORMULATE

Well placed to reformulate on scale brands to create savoury snacks that deliver against **#1 CONSUMER NEED** of taste and emerging importance of health at parity price points to the consumer



Walkers started the innovation journey

15 years ago

to deliver products that taste great and are healthier e.g. Less Salt (Walkers 45% Less Salt*) & Less Fat (Walkers Oven Baked)

Walkers has set a total company target of 50% of sales to come from non-HFSS products (30%) or products sold in portions of 100 kcal or less (20%).¹



Example: Walkers 45% Less Salt*

80% of consumers said that there was no compromise on taste²



1. PepsiCo Positive Strategic Transformation Plan
2. Walkers Simply Mild Cheese & Onion- SCPI Consumer Report - Product Decision Test, June 2021 (n=200). Consumer testing SCI consumer report with 200 consumers.
*vs. the average salt value of regular potato crisps

CATEGORY STRATEGIES FOR GROWTH IN SAVOURY SNACKS*

*Based on current legislation until October 2023



MAINTAIN SPACE AND DRIVE AVAILABILITY OF BEST-SELLERS IN MAIN FIXTURE



Click one of the buttons to select guidance for your store category

MAXIMISE OFF-FIXTURE DISPLAYS IN HIGH TRAFFIC AREAS TO DRIVE IMPULSE PURCHASE



Click one of the buttons to select guidance for your store category

REFORMULATE TO DELIVER TASTE & HEALTH USING BIGGEST BRANDS



Click one of the buttons to select guidance for your store category

MULTIPACKS

£1 RRP PMP

OUR BEST SELLERS MAKE THEM YOURS

Continued focus on our biggest & best-selling SKUs

Optimised range of SKUs to reflect key customer needs:

Broader £1 RRP PMP range - especially snacks
Inclusion of multipacks & reduction in singles



£1PMP GROWING AT **+21%***

WALKERS £1PMP GROWTH **+23%***

£6,740
AVERAGE ANNUAL HERO SKU SALES PER STORE**



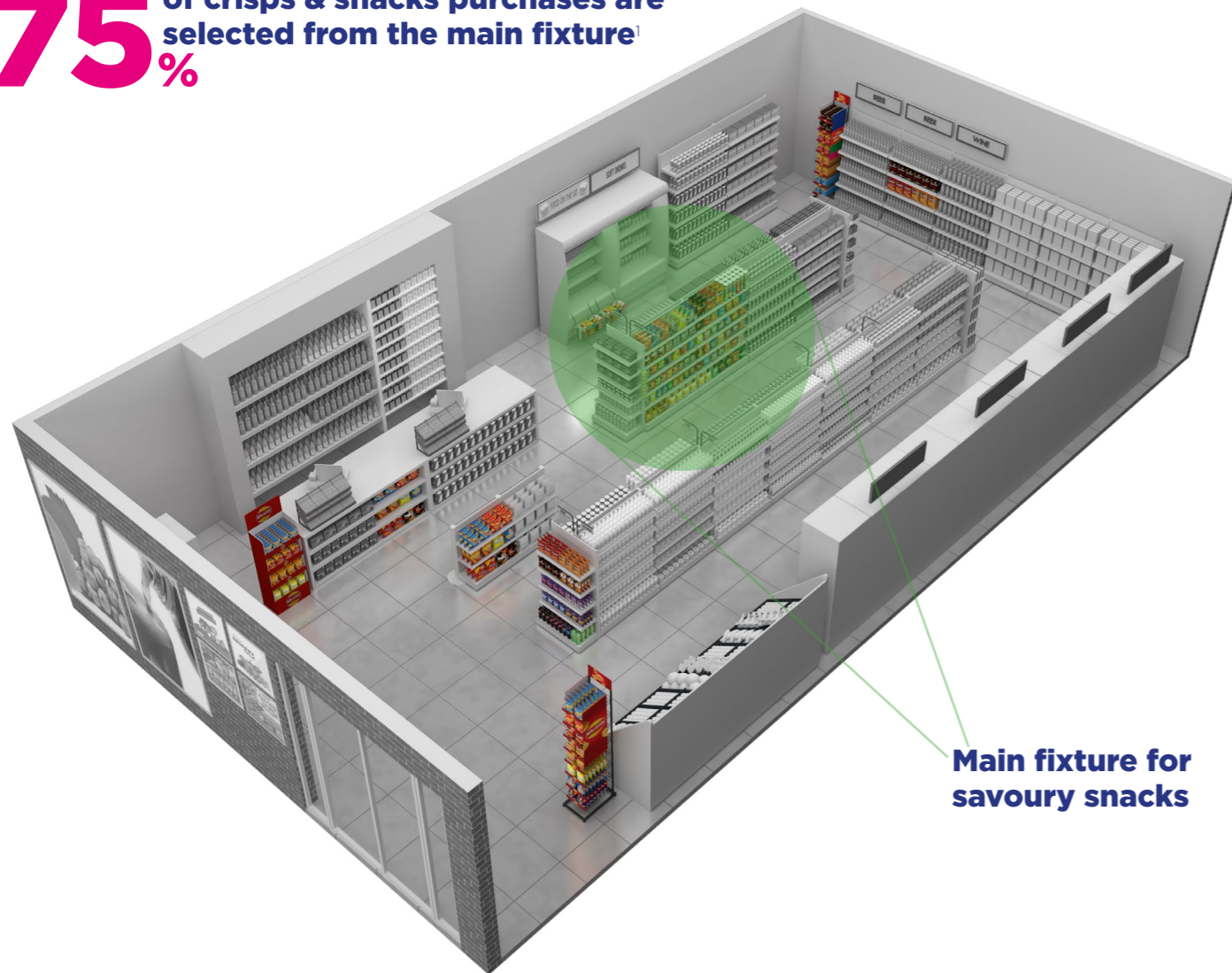
SINGLES

*Nielsen S&I YTD to WE 02.07.2022

**Nielsen Total Impulse MAT to WE 02.07.2022

MAINTAIN SPACE & DRIVE AVAILABILITY OF BEST-SELLERS IN MAIN FIXTURE

75% of crisps & snacks purchases are selected from the main fixture¹



Main fixture for savoury snacks

PRIORITISE MAIN FIXTURE

A typical independent or convenience store contains

123

savoury snack products & not all have an equal return⁴

The top 1% of savoury snack products deliver

1/4

of sales value³

 **250** of 3000+ products deliver **80% £ sales**²

¹ PepsiCo Convenience Path to Purchase research 2021

² Nielsen Total Impulse crisps snacks & nuts value sales MAT 23/4/22

³ Nielsen Total Impulse crisps snacks & nuts value sales MAT 23/4/22 - Top 20 Value as a % of 3000 live SKU's (SKU's account for 99.9% of Sales) = 24%

⁴ PepsiCo Trax in-store execution data based on 350 stores P8 2021 & P4 2022

STORE CATEGORY

A

B

DO

- ✓ Do remove poor selling & duplicative products to free up space for best sellers
- ✓ Do try a few new non-HFSS products that deliver against **taste & health**. Start with brands consumers know & trust
- ✓ Do review the performance of your snacking range in store regularly by checking rate of sale & sales value to maximise profits

DON'T

- ✗ Don't create a non-HFSS section in fixture. Why?
 - Consumers shop by pack type & format (e.g. group £1 PMP together)
 - Over a period of time products will evolve to better meet taste need and encourage shoppers to make healthier choices
- ✗ Don't overcompensate your snacking range by including more non-HFSS than bestsellers. Bestsellers will continue to help you to maximise sales, while non-HFSS SKUs will cater to future demand
- ✗ Don't flood your fixtures with non-HFSS products - be selective and choose products that deliver against the #1 consumer need of taste

NEXT PAGE

MAINTAIN SPACE & DRIVE AVAILABILITY OF BEST-SELLERS IN MAIN FIXTURE

STORE CATEGORY

A

B

MERCHANDISING TIPS

1 Block by key mission

For later
(multipacks)

For tonight
(larger and sharing)

Singles

PMPs

2 Larger bags, tubes & multipacks on top shelf (higher value & height)



3 Singles & PMP block across two bays with lower value products at the bottom



For the perfect planogram, head to our display generator located on the Walkers hub on *Shopt to receive your bespoke planogram

EXAMPLE OF NON-HFSS PRODUCTS MERCHANDISED WITHIN THE MAIN FIXTURE

 = non-HFSS products

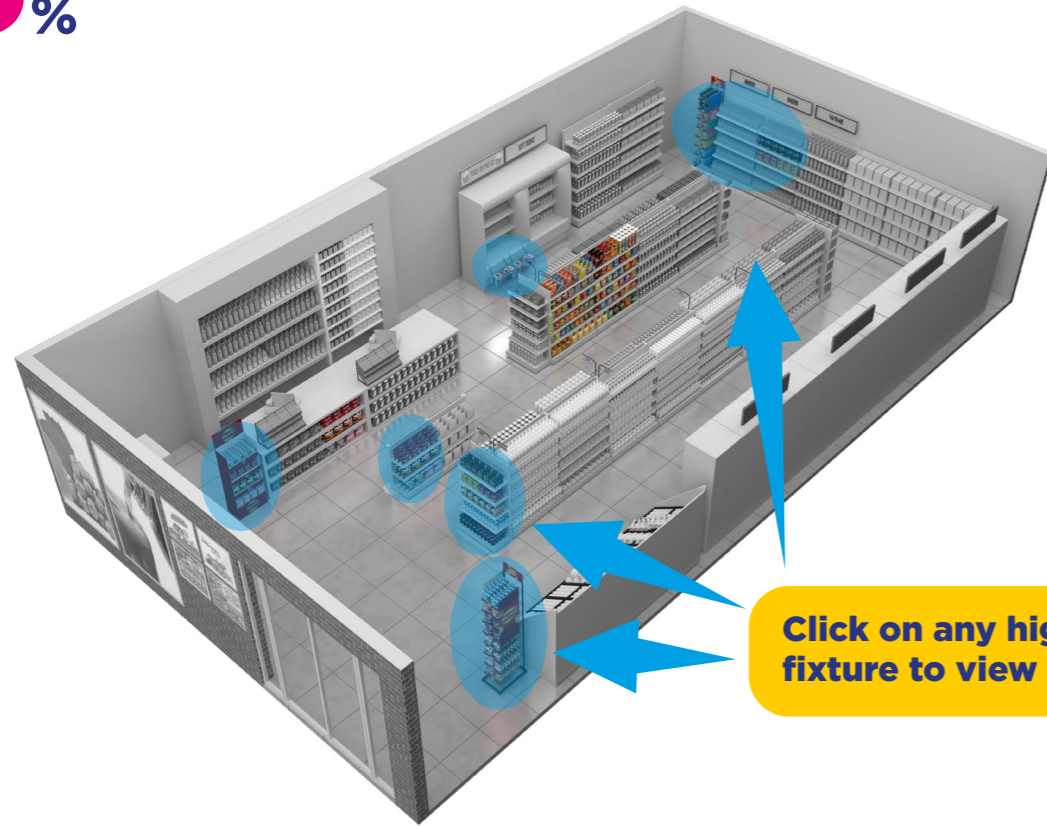


[CLICK HERE TO VIEW A FOUR BAY DISPLAY](#)

[BACK TO CATEGORY STRATEGY OPTIONS](#)

MAXIMISE OFF-FIXTURE DISPLAYS IN HIGH TRAFFIC AREAS AROUND STORE TO DRIVE IMPULSE PURCHASE

25% of crisps snacks and nuts purchased are selected from displays around the store²



Click on any highlighted fixture to view in detail

IMPORTANT

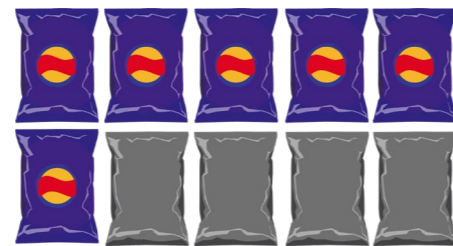
YOU CAN STILL DISPLAY CORE HFSS PRODUCTS ANYWHERE IN NON-IMPACTED STORES.

It is critical to do this because:

x2 Impulse shoppers are **twice** as likely to buy snacks on impulse vs. all shoppers in all stores³

6/10

crisps and snacks purchases can be influenced in store¹



¹ PepsiCo Convenience Path to Purchase research 2021
² PepsiCo Convenience Path to Purchase research 2021
³ PepsiCo Consumer Research - Total Macro Snacking

STORE CATEGORY

A

B

DO

- ✓ Do use high traffic areas such as checkouts, queue lines & front of store for best selling or high value snack product
- ✓ Do use gondola ends or free standing units to display crisps & snacks maximising key consumer occasions e.g. BBQ/football/Christmas
- ✓ Do drive cross category purchases by displaying crisps & snacks with beverages that suit the consumption occasion

DON'T

- ✗ Don't reduce the number of crisp & snack displays in-store - location restrictions do not apply to store scenarios A&B)
- ✗ Don't prioritise non-HFSS products off-shelf (over best-selling products). They are the best-sellers & meet the key consumer needs
- ✗ Don't swap core crisps & snacks displays for non-HFSS categories

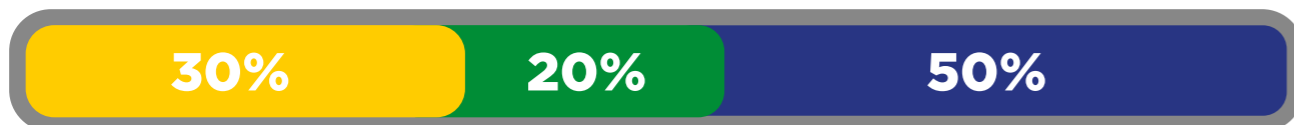
BACK TO CATEGORY STRATEGY OPTIONS

REFORMULATE TO DELIVER TASTE & HEALTH USING BIGGEST BRANDS

Walkers has and will continue to reformulate & innovate to deliver against both taste and health needs.

Walkers' target is for **50% of sales** to come from non-HFSS products and products sold in portions of 100 kcal or less by **2025**

■ non-HFSS Snacks ■ 100 kcal or less ■ Other



Shoppers say that above everything else

TASTE

is the top priority when selecting a snack¹



71 of shoppers note health as an important factor for snacking occasions¹

¹ PepsiCo Snacking Consumption Study - 2021

STORE CATEGORY

A

B

WALKERS PRIORITY NON-HFSS FOR IMPULSE

Walkers is focused on delivering non-HFSS products that are taste-led



IMPORTANT

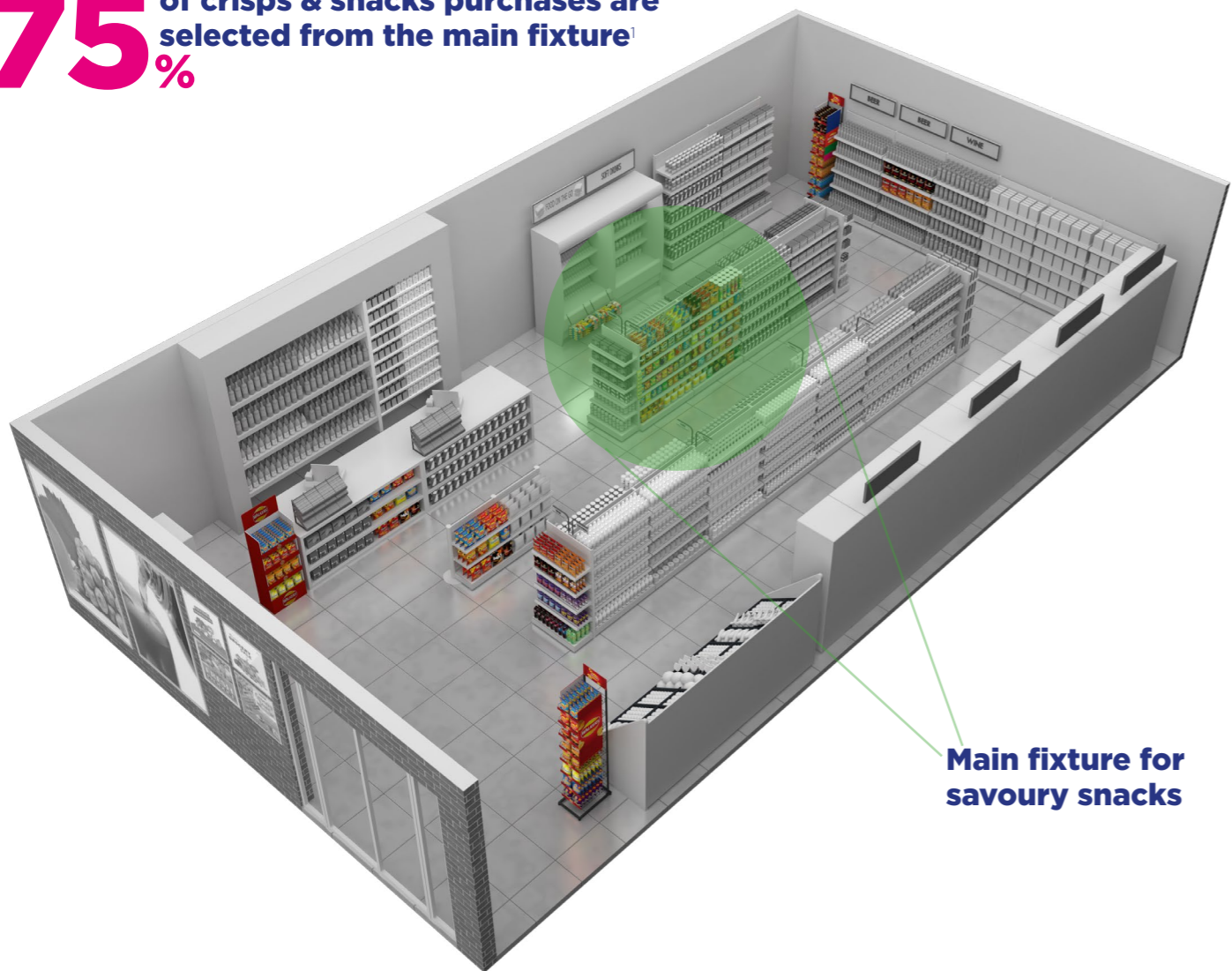
KEEP AN EYE OUT FOR STAMPS LIKE THIS FROM MANUFACTURERS LIKE WALKERS, WHICH WILL HELP GUIDE YOU AS TO WHICH PRODUCTS ARE HFSS OR NON-HFSS, AND WHERE THEY CAN BE POSITIONED

 **NON HFSS** | **DISPLAY ANYWHERE**
(IN-AISLE /OUT OF AISLE)

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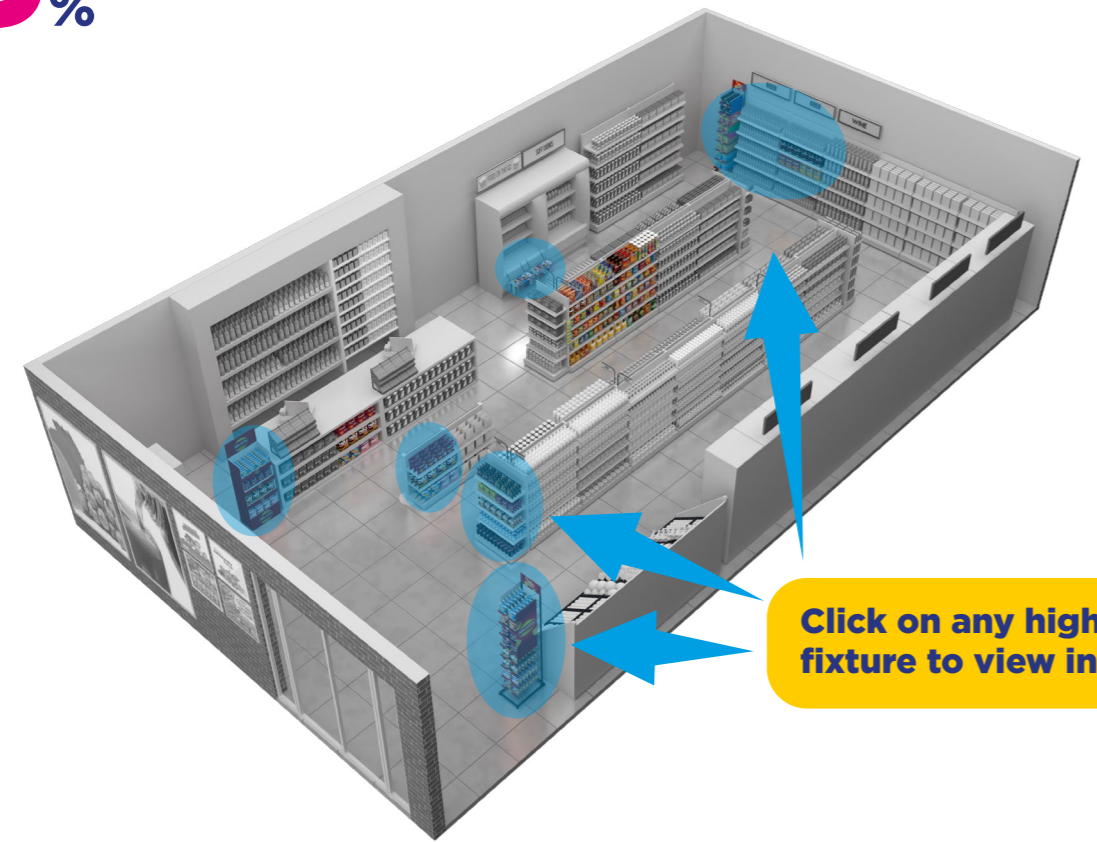


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DO

- ✓ Do use high traffic areas such as checkouts, queue lines & front of store for non-HFSS products that continue to deliver on taste.
- ✓ Do use gondola ends or free standing units to display non-HFSS crisps & snacks that aren't affected by location restrictions. This will help you to maximise key consumer occasions e.g. BBQ/football/Christmas
- ✓ Do drive cross category purchases by displaying crisps & snacks with beverages that suit the consumption occasion

DON'T

- ✗ Don't reduce the number of crisps & snacks displays in-store - location restrictions do apply but swap HFSS core for non-HFSS products
- ✗ Don't display HFSS products in impacted off-fixture locations
- ✗ Don't make these changes unless your store is impacted (i.e. >2000 sq ft & >50 employees) - scenario C

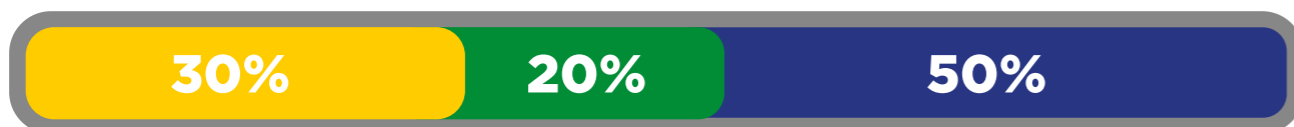
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STORE CATEGORY

C

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HFSS is a great opportunity to assess and grow your savoury snack sales

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HFSS legislation from October 2022

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HFSS legislation from October 2023

WHAT DOES THE 'HFSS' LEGISLATION MEAN FOR ME NEXT YEAR?

OCTOBER 2023

A

UNAFFECTED BY ALL RESTRICTIONS

N° Employees <50

NOT a franchisor of symbol store

When? Ongoing

Stores affected 18,832 (independents) 56%

ACTION:

Focus on Best Selling products as normal (leveraging fixture & display to maximise savoury snacks sales)

B

AFFECTED BY PROMO RESTRICTIONS

N° Employees >50

Franchisor of symbol store <2,000sq ft

When? Oct 2022 - Oct 2023

Stores affected 13,135 (symbols) 39%

ACTION:

Seek specific legal guidance from Franchisor Group Implement changes to volume promotions (e.g. multibuy)

C

AFFECTED BY LOCATION AND PROMOTIONAL RESTRICTIONS

N° Employees >50

AND >2,000sq ft

When? Location: Oct 2022 Promotion: Oct 2023

Stores affected 1,459 (symbols) 5%

ACTION:

Implement specific off-fixture changes (replace HFSS products with non-HFSS products in off fixture impacted areas)

If you are unsure whether you are deemed a franchise agreement or a symbol group, please see the ACS guidance



CAVEAT: There are 1,883 independent stores over 2000 sq ft but to be impacted you need to have over 50 employees AND over 2000 sq ft. Assuming those independents do not have >50 employees and are therefore not impacted. Source: Store count based on ACS 2021 Local Shop Report

BACK

USEFUL LINKS

In this document

[Ranking reports \(Top 100\)](#)

[Walkers Hero range](#)

[Fixture visuals - close ups](#)

External websites



[Walkers](#)



[PepsiCo](#)



[Government Guidance](#)



[ACS Advice](#)



[*Shopt](#)

GLOSSARY

HFSS: High **F**at **S**alt **S**ugar (an acronym used to describe food and drink products with reference to their nutritional make up)

NPM SCORE: Nutritional **P**rofile **M**odel. A 'score' for each product which is determined by the net score (based on nutritional composition of each product)

MAIN FIXTURE: The primary location for Crisps & Snacks (where the majority of products are located)

OFF-FIXTURE DISPLAYS: Secondary locations for Crisps & Snacks (could be front of store, near Soft Drinks or Alcohol, Meal Deal area, Till or Queue, Gondola End)

POR: Profit **o**n **R**eturn. The percentage of total revenue that was recorded as profit.

SKUS: Stock **K**eeping **U**nit. A unique code assigned to every type of item available in your store.

PMP: Price Marked Pack. Products that come already labelled with a recommended retail price.

TOP PERFORMING 100

| Pos | BRAND | FLAVOUR | WEIGHT | FORMAT | VALUE SALES | UNIT ROS |
|-----|----------------------|----------------------|---------|---------|-------------|----------|
| 1 | Hula Hoops Big Hoops | BBQ Beef | 70 GM | Sharing | £11,501,800 | 9.2 |
| 2 | Walkers Crisps | Cheese & Onion | 65 GM | Sharing | £10,227,945 | 8.3 |
| 3 | Cheetos Twisted | Flamin' Hot | 65 GM | Sharing | £9,828,281 | 7.0 |
| 4 | Quavers | Cheese | 54 GM | Sharing | £8,842,853 | 6.6 |
| 5 | Doritos | Chilli Heatwave | 70 GM | Sharing | £7,717,366 | 6.8 |
| 6 | Walkers Crisps | Cheese & Onion | 45 GM | Singles | £7,689,623 | 17.4 |
| 7 | Walkers Crisps | Ready Salted | 65 GM | Sharing | £7,682,249 | 6.5 |
| 8 | Pringles | Sour Cream & Onion | 200 GM | Sharing | £7,516,338 | 3.6 |
| 9 | Doritos | Tangy Cheese | 70 GM | Sharing | £7,457,784 | 6.2 |
| 10 | Nik-Naks | Nice 'N' Spicy | 75 GM | Sharing | £7,110,497 | 5.9 |
| 11 | Sensations Crisps | Thai Sweet Chilli | 65 GM | Sharing | £6,850,553 | 6.8 |
| 12 | Wotsits | Really Cheesy | 60 GM | Sharing | £6,803,195 | 5.1 |
| 13 | Pringles | Texas Barbecue Sauce | 200 GM | Sharing | £5,755,592 | 3.2 |
| 14 | Monster Munch | Pickled Onion | 72 GM | Sharing | £5,697,218 | 4.9 |
| 15 | Walkers Crisps | Ready Salted | 45 GM | Singles | £5,599,577 | 13.0 |
| 16 | Monster Munch | Roast Beef | 72 GM | Sharing | £5,427,202 | 5.0 |
| 17 | McCoy's Crisps | Flame Grilled Steak | 65 GM | Sharing | £5,413,773 | 6.1 |
| 18 | Walkers Crisps | Cheese & Onion | 32.5 GM | Singles | £5,260,095 | 7.3 |
| 19 | Pringles | Original | 200 GM | Sharing | £5,116,667 | 2.7 |
| 20 | Pringles | Salt & Vinegar | 200 GM | Sharing | £5,066,954 | 2.8 |
| 21 | Nik-Naks | Rib N Saucy | 75 GM | Sharing | £4,976,398 | 5.5 |
| 22 | Doritos | Cool Original | 70 GM | Sharing | £4,949,932 | 4.6 |
| 23 | Skips | Prawn Cocktail | 45 GM | Sharing | £4,875,217 | 5.3 |
| 24 | McCoy's Crisps | Flame Filled Steak | 47.5 GM | Singles | £4,760,204 | 6.2 |
| 25 | McCoy's Crisps | Salt & Malt Vinegar | 47.5 GM | Singles | £4,647,625 | 6.6 |

TOP PERFORMING 100

| | | | | | | |
|----|---------------------------|---|---------|-----------|------------|------|
| 26 | Monster Munch | Flamin' Hot | 72 GM | Sharing | £4,610,755 | 4.4 |
| 27 | Hula Hoops Big Hoops | Salted | 70 GM | Sharing | £4,607,686 | 5.6 |
| 28 | Walkers Crisps | Ready Salted | 32.5 GM | Singles | £4,603,378 | 6.6 |
| 29 | Walkers Crisps | Salt & Vinegar | 45 GM | Singles | £4,579,920 | 11.0 |
| 30 | Hula Hoops Big Hoops | BBQ Beef | 50 GM | Singles | £4,543,569 | 10.4 |
| 31 | Squares | Salt & Vinegar | 60 GM | Sharing | £4,508,073 | 5.4 |
| 32 | Walkers Crisps | Prawn Cocktail | 45 GM | Singles | £4,323,561 | 11.6 |
| 33 | Pringles | Sour Cream & Onion | 200 GM | Sharing | £4,249,158 | 3.6 |
| 34 | Walkers Crisps | Salt & Vinegar | 65 GM | Sharing | £4,233,965 | 4.8 |
| 35 | Sensations Crisps | Thai Sweet Chilli | 150 GM | Sharing | £4,130,212 | 3.5 |
| 36 | Quavers | Cheese | 34 GM | Singles | £4,045,187 | 9.2 |
| 37 | Doritos | Chilli Heatwave | 150 GM | Sharing | £3,834,537 | 4.4 |
| 38 | Doritos | Tangy Cheese | 150 GM | Sharing | £3,601,540 | 4.1 |
| 39 | McCoy's Crisps | Cheddar & Onion | 47.5 GM | Singles | £3,597,746 | 5.7 |
| 40 | McCoy's Crisps | Salt & Malt Vinegar | 65 GM | Sharing | £3,534,869 | 5.8 |
| 41 | SPACE RAIDERS | Beef | 70 GM | Sharing | £3,531,165 | 4.6 |
| 42 | McCoy's Crisps | Cheddar & Onion | 65 GM | Sharing | £3,504,210 | 4.9 |
| 43 | Happy Shopper Onion Rings | Onion | 70 GM | Sharing | £3,439,614 | 8.5 |
| 44 | Pringles | Original | 200 GM | Sharing | £3,273,630 | 2.6 |
| 45 | Walkers Crisps | Cheese & Onion | 25 GM | Multipack | £3,216,170 | 3.9 |
| 46 | Walkers Crisps | Ready Salted | 25 GM | Multipack | £3,039,873 | 3.7 |
| 47 | Smiths Scampi Fries | Scampi | 27 GM | Singles | £3,011,042 | 5.5 |
| 48 | Doritos | Cool Original | 150 GM | Sharing | £3,002,459 | 3.5 |
| 49 | Walkers Crisps | Prawn Cocktail | 32.5 GM | Singles | £2,976,471 | 5.0 |
| 50 | Walkers Crisps | Cheese & Onion & Ready Salted & Salt & Vinegar & Prawn Cocktail | 25 GM | Multipack | £2,955,190 | 3.8 |

TOP PERFORMING 100

| | | | | | | |
|----|----------------------------|---|---------|-----------|------------|------|
| 50 | Walkers Crisps | Cheese & Onion & Ready Salted & Salt & Vinegar & Prawn Cocktail | 25 GM | Multipack | £2,955,190 | 3.8 |
| 51 | Hula Hoops Big Hoops | Salted | 50 GM | Singles | £2,933,305 | 7.6 |
| 52 | Discos | Salt & Vinegar | 56 GM | Singles | £2,919,430 | 11.3 |
| 53 | Walkers Crisps | Cheese & Onion & Ready Salted & Salt & Vinegar | 25 GM | Multipack | £2,887,960 | 3.7 |
| 54 | Wotsits Giants | Really Cheesy | 130 GM | Sharing | £2,865,707 | 3.2 |
| 55 | Jacobs Baked Crinklys | Cheese & Onion | 105 GM | Sharing | £2,858,778 | 4.9 |
| 56 | Quavers | Prawn Cocktail | 45 GM | Sharing | £2,834,010 | 4.0 |
| 57 | McCoy's Crisps | Thai Sweet Chicken | 65 GM | Sharing | £2,832,614 | 5.8 |
| 58 | Pringles | Salt & Vinegar | 200 GM | Sharing | £2,686,112 | 2.6 |
| 59 | Cheetos Twisted | Flamin' Hot | 30 GM | Singles | £2,676,831 | 7.2 |
| 60 | Walkers Max Crisps | Punchy Paprika | 70 GM | Sharing | £2,655,675 | 4.2 |
| 61 | Walkers Crisps | Salt & Vinegar | 32.5 GM | Singles | £2,652,942 | 4.7 |
| 62 | Pringles | Prawn Cocktail | 200 GM | Sharing | £2,648,324 | 2.1 |
| 63 | Walkers Oven Baked Crisps | Cheese & Onion | 37.5 GM | Singles | £2,642,222 | 4.6 |
| 64 | Doritos | Chilli Heatwave | 180 GM | Sharing | £2,631,769 | 4.6 |
| 65 | Royster Chips | T Bone Steak | 60 GM | Sharing | £2,595,275 | 5.3 |
| 66 | Wheat Crunchies | Crispy Bacon | 70 GM | Sharing | £2,584,683 | 4.5 |
| 67 | Jacob Mini Cheddars | Original | 105 GM | Sharing | £2,559,938 | 3.6 |
| 68 | Doritos | Tangy Cheese | 180 GM | Sharing | £2,494,483 | 4.3 |
| 69 | Space Raiders | Pickled Onion | 70 GM | Sharing | £2,403,455 | 4.3 |
| 70 | Monster Munch | Pickled Onion | 40 GM | Singles | £2,295,828 | 4.5 |
| 71 | Jacobs Mini Cheddars | Original | 50 GM | Singles | £2,288,628 | 3.9 |
| 72 | Happy Shopper Cheese Puffs | Cheese | 70 GM | Sharing | £2,261,982 | 6.0 |
| 73 | KP Original Peanuts | Salted | 65 GM | Nuts | £2,214,788 | 3.1 |
| 74 | Squares | Cheese & Onion | 28 GM | Singles | £2,193,056 | 4.9 |
| 75 | Space Raiders | Beef | 25 GM | Singles | £2,184,280 | 7.9 |

TOP PERFORMING 100

| | | | | | | |
|-----|----------------------|---|---------|-----------|------------|-----|
| 76 | Walkers Max Crisps | Punchy Paprika | 50 GM | Singles | £2,146,210 | 4.5 |
| 77 | Discos | Salt & Vinegar | 70 GM | Sharing | £2,146,022 | 4.6 |
| 78 | Walkers Crisps | Cheese & Onion | 32.5 GM | Singles | £2,131,691 | 7.8 |
| 79 | Happy Shopper Wheels | Sour Cream & Onion | 70 GM | Sharing | £2,117,642 | 6.3 |
| 80 | Wotsits | Really Cheesy | 36 GM | Singles | £2,054,289 | 8.1 |
| 81 | Smiths Bacon Fries | Bacon | 24 GM | Singles | £2,045,511 | 5.2 |
| 82 | Squares | Salt & Vinegar | 40 GM | Singles | £2,015,062 | 9.0 |
| 83 | Quavers | Cheese | 20 GM | Singles | £1,991,010 | 3.9 |
| 84 | Walkers Crisps | Roast Chicken | 32.5 GM | Singles | £1,980,641 | 5.0 |
| 85 | McCoy's Crisps | Thai Sweet Chicken | 47.5 GM | Singles | £1,934,874 | 5.6 |
| 86 | Cheetos Crunchy | Cheese | 30 GM | Singles | £1,911,878 | 7.4 |
| 87 | Pringles | Texas Barbecue Sauces | 200 GM | Sharing | £1,874,161 | 2.6 |
| 88 | Space Raiders | Pickled Onion | 25 GM | Singles | £1,873,841 | 7.2 |
| 89 | Walkers Crisps | Ready Salted | 32.5 GM | Singles | £1,846,298 | 6.8 |
| 90 | Wotsits Giants | Flamin' Hot | 130 GM | Sharing | £1,842,301 | 2.7 |
| 91 | French Fries | Cheese & Onion | 54 GM | Sharing | £1,773,287 | 3.4 |
| 92 | Kettle Chips | Lightly Salted | 150 GM | Sharing | £1,766,401 | 2.7 |
| 93 | Walkers Crisps | Roast Chicken | 45 GM | Singles | £1,745,875 | 7.8 |
| 94 | Smiths Frazzles | Crispy Bacon | 34 GM | Singles | £1,742,289 | 5.1 |
| 95 | Skips | Prawn Cocktail | 40 GM | Singles | £1,737,766 | 8.0 |
| 96 | Wheat Crunchies | Crispy Bacon | 50 GM | Singles | £1,716,500 | 8.9 |
| 97 | Monster Munch | Flamin' Hot | 40 GM | Singles | £1,715,145 | 5.3 |
| 98 | Wotsits | Really Cheesy | 17 GM | Multipack | £1,707,750 | 2.4 |
| 99 | Walkers Crisps | Roast Chicken & Smoky Bacon & Prawn Cocktail & Cheese & Onion | 25 GM | Multipack | £1,677,232 | 3.0 |
| 100 | Smiths Snaps | Spicy Tomato | 21 GM | Singles | £1,667,237 | 8.0 |

NON-HFSS CHILLER BASKET

STORE
CATEGORY

C



BACK

NON-HFSS DUMP BIN

STORE
CATEGORY

C

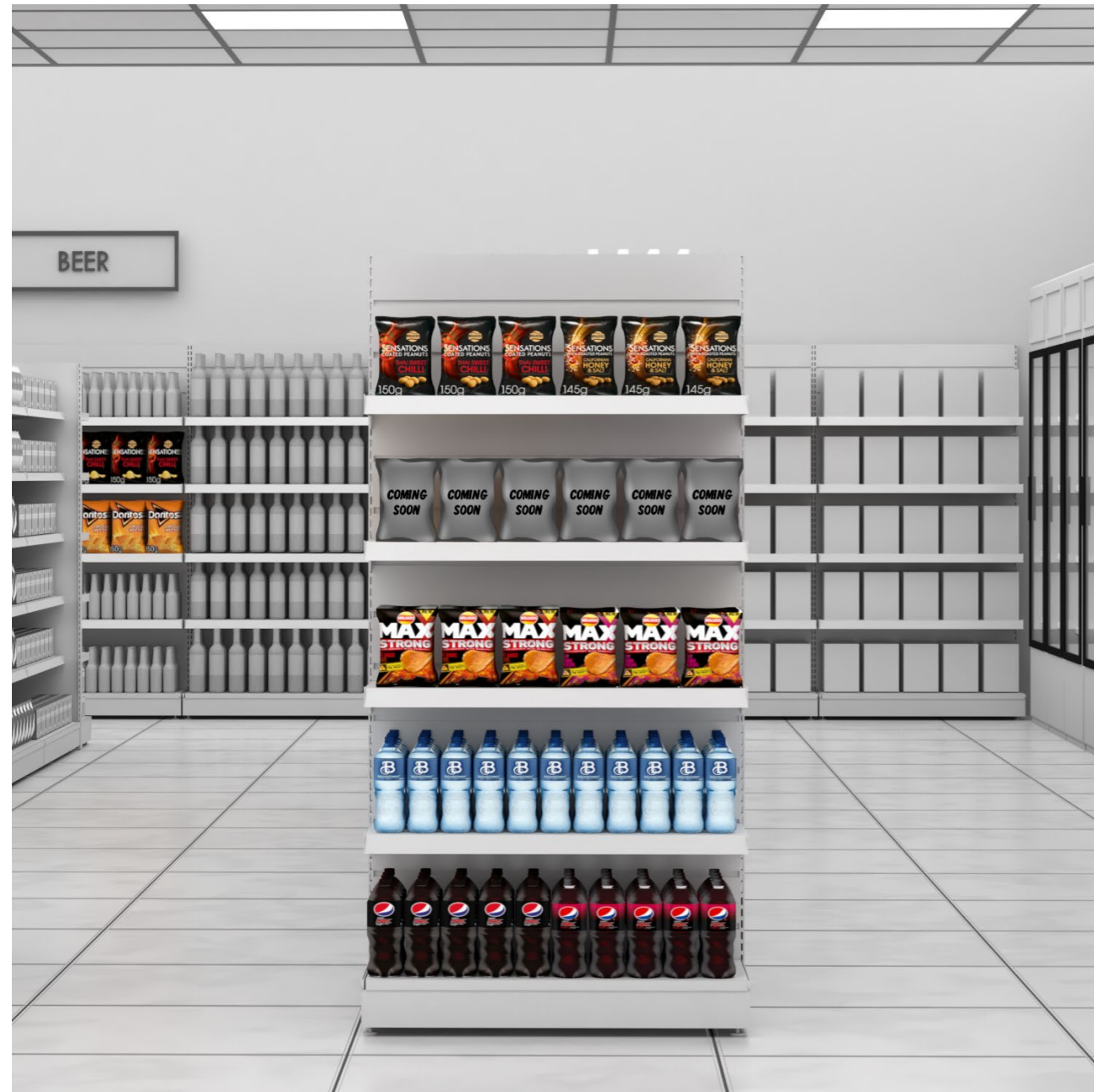


BACK

NON-HFSS GONDOLA END 1

STORE
CATEGORY

C



BACK

NON-HFSS GONDOLA END 2

STORE
CATEGORY

C

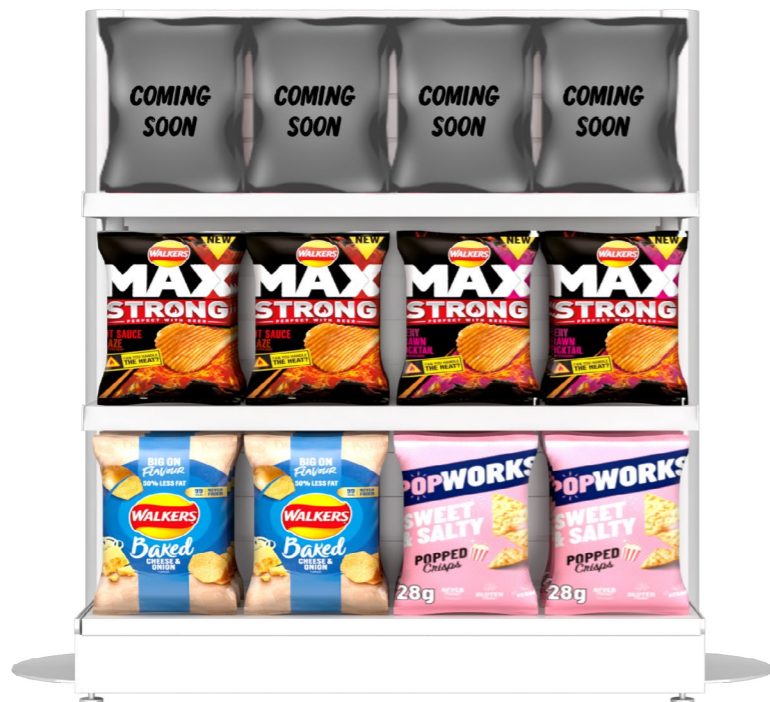


BACK

NON-HFSS QUEUE LINE

STORE CATEGORY

C



BACK

NON-HFSS SLIM RACK

STORE CATEGORY

C



BACK

SLIM RACK - BWS

STORE
CATEGORY

C



Please double check the distance of your BWS fixture from other impacted locations in order to ensure compliance

BACK

GONDOLA END

STORE
CATEGORY

A

B



BACK

QUEUE LINE

STORE
CATEGORY

A B



BACK

SLIM RACK

STORE
CATEGORY

A B

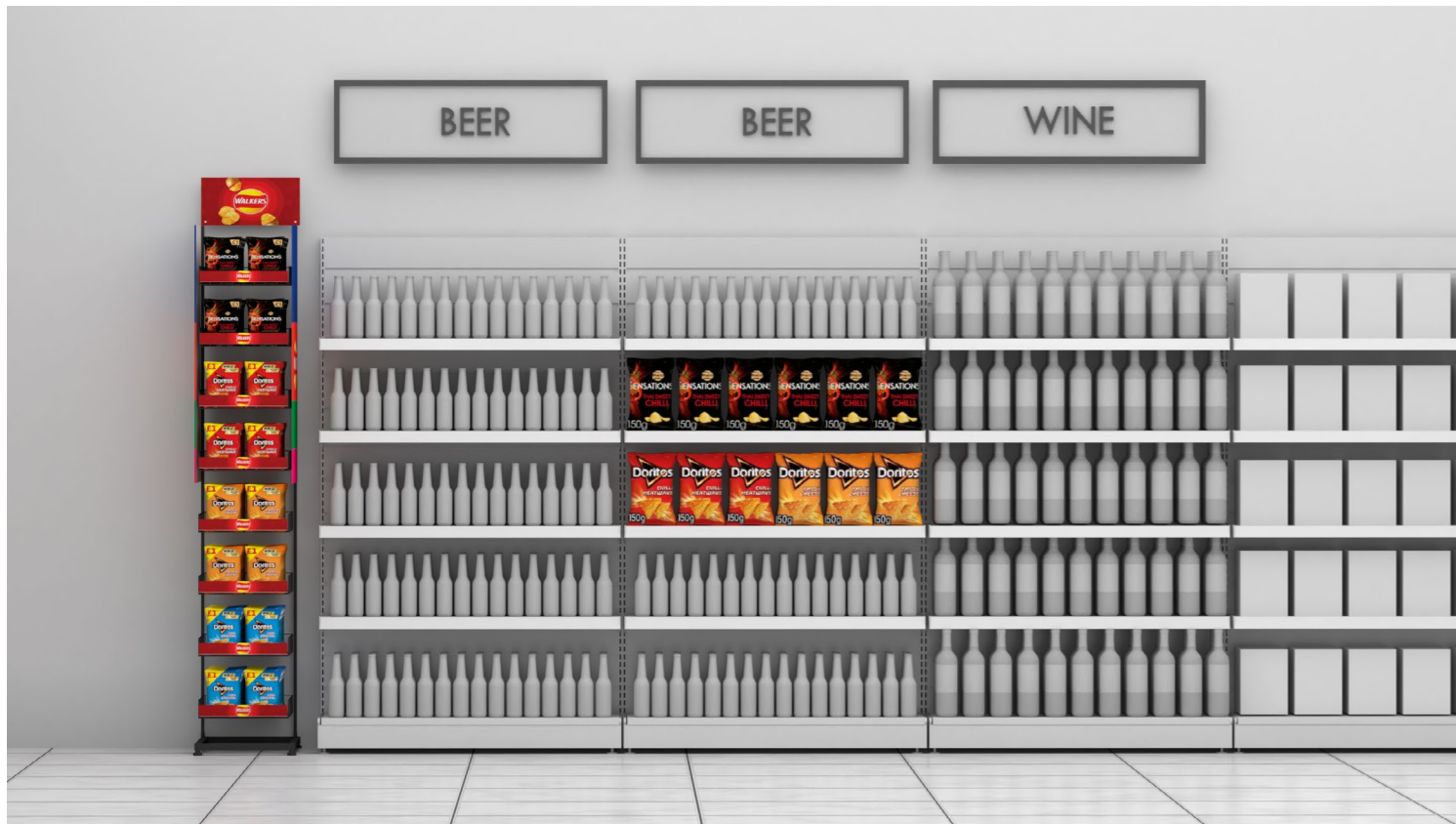


BACK

SLIM RACK - BWS

STORE
CATEGORY

A B



BACK

DUMP BIN

STORE
CATEGORY

A B



BACK

CHILLER BASKET

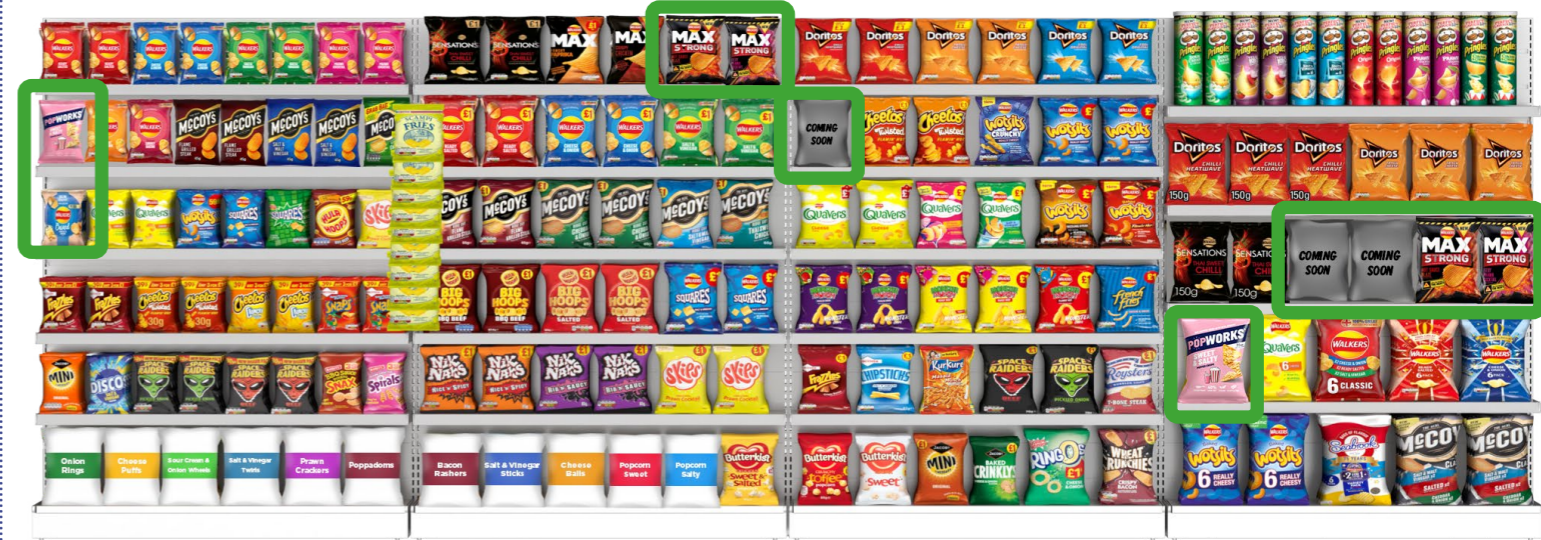
STORE
CATEGORY

A B



FOUR BAY CRISPS & SNACKS FIXTURE

= non-HFSS products



BACK

BACK