

CATEGORY ADVICE 2023

CHILLED FOOD



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





CHEESE

Excluding milk, Cheese is the largest chilled dairy category in convenience stores, worth £94.5m. Cheese is bought by 3 in 10 households on average every 4.5 weeks in convenience stores.

FLAVOURED MILKS/RTD COFFEES

Flavoured milk and RTD coffees are worth £124m in Symbols and Independents and growing by 19.5% vs LY, Total Convenience sales were worth £252m in 2022 with sales +23%.

Chilled Coffee continues to outperform the Soft Drinks category and deliver double digit growth in the L52Wks: Value +18.3% vs. (Total Soft Drinks +10.2%). This growth is even faster within Symbols (+32.7% YoY).

CHILLED YOGHURTS

A convenience shopper who picks up Chilled yoghurts and Desserts when in store has an average basket value of £18.06, this is an increase of 71% on the average convenience basket spend.

CATEGORY OVERVIEW

Chilled space is precious in convenience stores, making it vital to get the basics right. A customer that can find the basics whenever they shop is likely to visit at least 3 times more each month and increase basket spend by between 25 & 140%.

MILK

Milk is the largest category at £407m, accounting for 55% of sales and growing at +4.3% YoY.

NON-DAIRY MILK

Plant-based drinks hold 3% share of the milk category in independents & symbols. If stores stock one Non-Dairy milk it should be an Oat based one as these account for 51% of sales and were the fastest growing segment in 2022 (+37%).

BUTTER AND SPREADS

3 in 10 households have bought butters & spreads in a convenience store in the last year. Stocking brand are key as they deliver 95% of value sales and 90% of category volume sales in C-stores.

CHILLED JUICE

Within symbols and indies, the Chilled Juice category is worth £26m. Take home Juice is the largest part of this with 65% share vs 35% for Single Serve Juice.

CHILLED MEAT SNACKING

Chilled Meat Snacks are worth over £236m and are growing +17%. Chilled Meat Snacking is growing +25% in total convenience. The Micro-snacking category is worth £32.1m the Impulse channel growing at 3.0%.



Market Insight

CATEGORY ADVICE
2023



MILK

- If stores stock one Non-Dairy milk it should be an Oat based one as these account for 51% of sales and were the fastest growing segment in 2022 (+37%). After Oat, Soya is the second biggest segment with a 26% share and then Almond with a 17% share.



It's important to represent all fat types and core pack sizes (1L/2pt & 2L/4pt)

CHEESE

It is crucial to stock Cheddar as it delivers 47% of Cheese volume sales.

- Hybrid working is now the norm, stock a range of cheese snacks to cater for both in home and carried out lunch occasions targeted at both kids and adults.
- Consumer focus on health has grown following the pandemic. Meet shopper needs by offering reduced fat and dairy free alternatives from the top selling brands.

BUTTERS & SPREADS

- Top selling 10 sku's generate 61% of convenience store category value sales.
- Catering for all shopper needs within the range is key to capitalise on the planned top up mission. Demand is strong for Dairy Free so ensure this segment is represented on shelf.

PMPs should be stocked where possible.

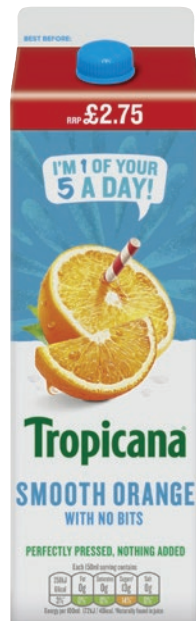
FLAVOURED MILKS/RTD COFFEES

- Where possible site single serve drinks at front of store and close to other soft drinks. Including Flavoured Milks in lunch Meal Deals (as many of the Supermarkets do), this is also a great way to drive shopper spend and repeat visits.
- Flavoured Milks are particularly strong in Convenience where they have outperformed Total Market growth in 2021 and 2022 at +6%, this is a category that retailers should be backing and giving more space to.



CHILLED JUICE

- Single serve juice under trades in Symbols and Indies by 22% points vs the total impulse channel – huge opportunity to close this gap – shoppers are increasingly choosing juice and smoothies for a healthy snack.



Retailers should also make sure that they offer shopper both on the go and take-home solutions.





Must Stock Lines

CATEGORY ADVICE
2023

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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
ON-THE-GO SNACKS										COOKED MEATS			EGGS				
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
CREAM		YOGHURTS		MILK ALTERNATIVES			JUICES	CHILLED COFFEE									
32	33	34	35	36	37	38	39	40	41	42	43	44	45	46			
MILK DRINKS																	
47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
65	66	68	68														



Must Stock Lines

CATEGORY ADVICE
2023

1



**ADAMS BEST BUTTER
250G**
SKU CODE: 400740

5



**LURPAK SLIGHTLY SALTED
250G**
SKU CODE: 714702

2



**ANCHOR BUTTER
250G**
SKU CODE: 565649

6



**WILLOW
250G**
SKU CODE: 520374

3



**ANCHOR BUTTER
500G**
SKU CODE: 757965

7



**CLOVER PM £2.59
500G**
SKU CODE: 808045

4



**LURPAK SPREADABLE
250G**
SKU CODE: 595898

8



**FLORA ORIGINAL PM £1.50
250G**
SKU CODE: 810595



Must Stock Lines

CATEGORY ADVICE
2023

9



**FLORA ORIGINAL PM £2.50
450G**
SKU CODE: 810594

13



**UTTERLY BUTTERLY PM £2.25
500G**
SKU CODE: 808078

10



**I CAN'T BELIEVE IT'S NOT BUTTER
PM £1.20 250G**
SKU CODE: 811249

14



**KERRYGOLD BUTTER PM £2.39
200G**
SKU CODE: 810599

11



**I CAN'T BELIEVE IT'S NOT BUTTER
PM £2 450G**
SKU CODE: 811250

15



**COUNTRY COW CHEESE SLICES PM £1
200G**
SKU CODE: 359607

12



**UTTERLY BUTTERLY PM £1.19
250G**
SKU CODE: 808067

16



**CATHEDRAL CITY MATURE
200G**
SKU CODE: 808091



Must Stock Lines

CATEGORY ADVICE
2023

17



**PEPERAMI PM £1
28G**
SKU CODE: 731373

18



**PEPERAMI HOT PM £1
28G**
SKU CODE: 731395

19



**PEPERAMI FIRESTICK PM £1
28G**
SKU CODE: 731384

20



**DAIRYLEA LUNCHABLES HAM & CHEESE
PM £1.65 41G**
SKU CODE: 768122

21



**DAIRYLEA DUNKER JUMBO PM 80P
41G**
SKU CODE: 814538

22



**CHEESESTRINGS PM 45P
20G**
SKU CODE: 210084

23



**RUSTLERS QUARTER POUNDER
PM £2.40 190G**
SKU CODE: 790197

24



**DFE SWEEDISH MEATBALLS PM £1
200G**
SKU CODE: 752680



Must Stock Lines

CATEGORY ADVICE
2023

25



SNACKSTERS TUNA MAYO
147G
SKU CODE: 774057

29



DFE HONEY ROAST HAM PM £1
90G
SKU CODE: 631515

26



SNACKSTERS CHEESE & ONION
147G
SKU CODE: 774046

30



BEST-ONE LARGE FREE RANGE
BRITISH EGGS 6'S
SKU CODE: 159842

27



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

31



BEST-IN BIG BRITISH EGGS
10'S
SKU CODE: 159831

28



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

32



ELMLEA SINGLE CREAM PM £1.60
270ML
SKU CODE: 810557



Must Stock Lines

CATEGORY ADVICE
2023

33



**ELMLEA DOUBLE CREAM PM £1.60
270ML**
SKU CODE: 810558

37



**ALPRO SOYA ORIGINAL UHT
1LTR**
SKU CODE: 77264

34



**ONKEN NATURAL SET YOGURT
500G**
SKU CODE: 232495

38



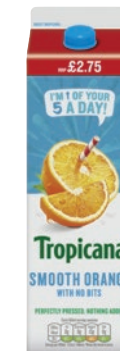
**ALPRO ALMOND UNSWEETENED
1LTR**
SKU CODE: 292231

35



**BEST-ONE RICH & CREAMY YOGHURT
PM 55P 150G**
SKU CODE: 765052

39



**TROPICANA SMOOTH ORANGE JUICE
PM £2.75 850ML**
SKU CODE: 810645

36



**ALPRO OAT UHT
1LTR**
SKU CODE: 440607

40



**STARBUCKS FRAPPUCCINO COFFEE
250ML**
SKU CODE: 810621



Must Stock Lines

CATEGORY ADVICE
2023

41



**STARBUCKS FRAPPUCCINO
COOKIES & CREAM 250ML**
SKU CODE: 810627

45



**STARBUCKS CARAMEL MACCHIATO
220ML**
SKU CODE: 200713

42



**STARBUCKS FRAPPUCCINO
MOCHA COFFEE 250ML**
SKU CODE: 810626

46



**STARBUCKS DOUBLE SHOT ESPRESSO
200ML**
SKU CODE: 810623

43



**STARBUCKS FRAPPUCCINO
CARAMEL COFFEE 250ML**
SKU CODE: 810625

47



**YAZOO MILK BANANA PM £1.15
400ML**
SKU CODE: 767892

44



**STARBUCKS CAFFÉ LATTE
CHILLED COFFEE 220ML**
SKU CODE: 810624

48



**YAZOO MILK CHOCOLATE PM £1.15
400ML**
SKU CODE: 767913



Must Stock Lines

CATEGORY ADVICE
2023

49



**YAZOO MILK STRAWBERRY PM £1.15
400ML**
SKU CODE: 767924

53



**DELAMERE DAIRY VANILLA MILK
500ML**
SKU CODE: 773272

50



**YAZOO MILK VANILLA PM £1.15
400ML**
SKU CODE: 767946

54



**DELAMERE DAIRY CHOCOLATE MILK
500ML**
SKU CODE: 773283

51



**DELAMERE DAIRY STRAWBERRY MILK
500ML**
SKU CODE: 773250

55



**MALTESERS MILK PM £1.49
350ML**
SKU CODE: 792525

52



**DELAMERE DAIRY BANANA MILK
500ML**
SKU CODE: 773261

56



**MARS MILK PM £1.49
350ML**
SKU CODE: 792571



Must Stock Lines

CATEGORY ADVICE
2023

57



MARS MILK PM £1.99
702ML
SKU CODE: 793091

61



MILKYWAY MILK PM £1.49
350ML
SKU CODE: 792560

58



M&M MILK PM £1.49
350ML
SKU CODE: 793080

62



SNICKERS MILK PM £1.49
350ML
SKU CODE: 792558

59



GALAXY MILK PM £1.49
350ML
SKU CODE: 792536

63



TWIX MILK PM £1.49
350ML
SKU CODE: 792514

60



MARS CARAMEL MILK PM £1.49
350ML
SKU CODE: 792547

64



MULLER FRIIJ FUDGE PM £1
400ML
SKU CODE: 768177



Must Stock Lines

CATEGORY ADVICE
2023

65



**MULLER FRIJJ CHOLOLATE PM £1
400ML**
SKU CODE: 768190

66



**MULLER FRIJJ STRAWBERRY PM £1
400ML**
SKU CODE: 768166

67



**CHOCOMEL
250ML**
SKU CODE: 810943

68



**CHOCOMEL TETRA
1LTR**
SKU CODE: 810942



Planogram 1.25m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



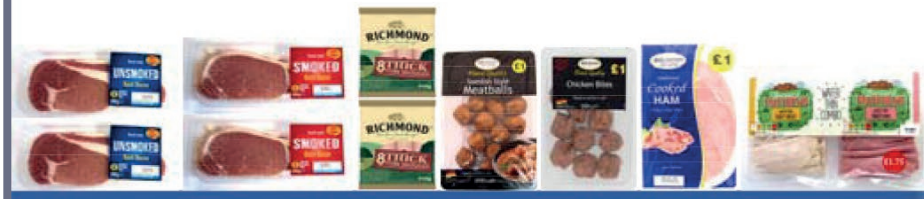
SHELF
3



SHELF
4



SHELF
5



SHELF
6



SHELF 1 SKUs

BESTWAY BATLEYS

810621	810621	STARBUCKS FRAPPUCINO COFFEE 250ML
810626	810626	STARBUCKS FRAPPUCINO COFFEE MOCHA 250ML
810623	810623	STARBUCKS DOUBLE SHOT 200ML
767902	767902	YAZOO MILK CHOCOLATE CARAMEL PM £1.15 400ML
767913	767913	YAZOO MILK CHOCOLATE PM £1.15 400ML
767924	767924	YAZOO MILK STRAWBERRY PM £1.15 400ML
767946	767946	YAZOO MILK VANILLA PM £1.15 400ML
767957	767957	YAZOO MILK BANANA PM £1.79 1LTR
767968	767968	YAZOO MILK CHOCOLATE PM £1.79 1LTR
767981	767981	YAZOO MILK STRAWBERRY PM £1.79 1LTR
773283	773283	DELAMERE CHOCOLATE MILK 500ML
773250	773250	DELAMERE STRAWBERRY MILK 500ML
324956	324956	MARS PM £1.29 350ML
321286	321286	TROPICANA ORANGE JUICE SMOOTH PM £1 250ML
810645	810645	TROPICANA SMOOTH PM £2.75 850ML
586665	586665	BEST-ONE ORANGE JUICE 2 FOR £2 1LTR
586643	586643	BEST-ONE APPLE JUICE PM 2 FOR £2 1LTR

SHELF 2 SKUs

BESTWAY BATLEYS

768122	768122	LUNCHABLES HAM CHEESE PM £1.65 74.1G
808045	808045	CLOVER PM £2.59 500G
808078	808078	UTTERLY BUTTERLY PM £2.25 500G
810595	810595	FLORA ORIGINAL PM £1.50 250G



Planogram 1.25m x 6 Shelf

**SHELF
1**



**SHELF
2**



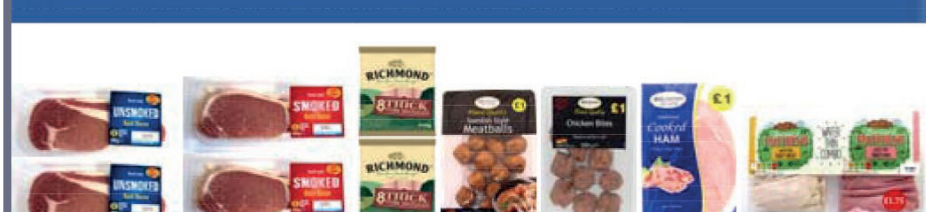
**SHELF
3**



**SHELF
4**



**SHELF
5**



**SHELF
6**



**SHELF
3 SKUs**

BESTWAY BATLEYS

210084	210084	CHEESESTRINGS PM 45P 20G
808080	808080	CATHEDRAL CITY EXTRA MATURE 200G
808091	808091	CATHEDRAL CITY MATURE 200G
683574	683574	CATHEDRAL CITY GRATED MATURE CHEDDAR 180G
797824	797824	BEST-ONE MATURE WHITE CHEDDAR PM £1.99 200G
797802	797802	BEST-ONE MILD WHITE CHEDDAR PM £1.29 150G
797792	797792	BEST-ONE MILD COLOURED CHEDDAR PM £1.2 150G
794898	794898	BEST-ONE CHEESE SLICES 200G
810592	810592	DAIRYLEA SLICES PM £1.70 164G

**SHELF
4 SKUs**

BESTWAY BATLEYS

810490	810490	SNAZ ON THE GO SAUSAGE ROLL PM £1.29 130G
731373	731373	PEPERAMI PM £1 28G
790164	790164	RUSTLERS FLAME GRILLED CHEESEBURGER PM £1.40 141G
94810	232495	ONKEN NATURAL SET BIO YOGURT 500G
765052	765052	BEST-ONE RICH CREAMY YOGHURT PM 55P 150G
109952	109952	ONKEN FAT FREE STRAWBERRY 0% FAT 450G
810557	810557	ELMLEA SINGLE PM £1.60 270ML
810558	810558	ELMLEA DOUBLE PM £1.60 270ML



Planogram 1.25m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF
6



SHELF
5 SKUs

BESTWAY BATLEYS

424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
429756	429756	BEST-ONE SMOKED BACK BACON PM £1.79 200G
686222	686222	RICHMOND THICK SAUSAGE 8'S 410G
752680	752680	DELICATESSAN FINE EATING SWEDISH MEATBALLS PM £1 200G
752679	752679	DELICATESSAN FINE EATING CHICKEN BITES PM £1 200G
631437	631437	DFE COOKED HAM PM £1 90G
500395	500395	BERNARD MATTHEWS WAFER THIN TURKEY & HAM 280G

SHELF
6 SKUs

BESTWAY BATLEYS

640111	640111	FRESH LIFE MILK WHOLE 500ML
640122	640122	FRESH LIFE MILK SEMI SKIMMED 500ML
634820	634820	FRESH LIFE MILK WHOLE 1LTR
634831	634831	FRESH LIFE MILK SEMI SKIMMED 1LTR
634707	634707	FRESH LIFE MILK WHOLE 2LTR
634686	634686	FRESH LIFE MILK SEMI SKIMMED 2LTR
77264	77264	ALPRO ORIGINAL UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR



Planogram 2.5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF
6





Planogram 2.5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1

SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

810621	810621	STARBUCKS FRAPPUCINO COFFEE 250ML
810626	810626	STARBUCKS FRAPPUCINO MOCHA 250ML
810623	810623	STARBUCKS DOUBLE SHOT 200ML
200724	200724	STARBUCKS DISCOVERIES LATTE 220ML
767902	767902	YAZOO CHOCOLATE CARAMEL PM £1.15 400ML
767913	767913	YAZOO MILK CHOCOLATE PM £1.15 400ML
767924	767924	YAZOO MILK STRAWBERRY PM £1.15 400ML
767892	767892	YAZOO MILK BANANA PM £1.15 400ML
767946	767946	YAZOO MILK VANILLA PM £1.15 400ML
767957	767957	YAZOO MILK BANANA PM £1.79 1LTR
767968	767968	YAZOO MILK CHOCOLATE PM £1.79 1LTR
767981	767981	YAZOO MILK STRAWBERRY PM £1.79 1LTR
773283	773283	DELAMERE CHOCOLATE MILK 500ML
773250	773250	DELAMERE STRAWBERRY MILK 500ML
331412	331412	MARS DRINK PM £1.69 702ML
324956	324956	MARS PM £1.29350ML
324945	324945	GALAXY PM £1.29 350ML

BESTWAY BATLEYS

168793	168793	VITA COCO NATURAL COCO WATER 1LTR
983084	983084	VITA COCO 100% PURE COCONUT WATER 330ML
763334	763334	NAKED GREEN MACHINE JUICE SMOOTHIE 300ML
763323	763323	NAKED BLUE MACHINE JUICE SMOOTHIE 300ML
763345	763345	NAKED MANGO MACHINE JUICE SMOOTHIE 300ML
321286	321286	TROPICANA ORANGE JUICE SMOOTH PM £1 250ML
810649	810649	TROPICANA ORANGE JUICE ORIGINAL PM £1.25 250ML
810644	810644	TROPICANA ORIGINAL PM £2.75 850ML
810645	810645	TROPICANA SMOOTH PM £2.75 850ML
586665	586665	BEST-ONE ORANGE JUICE 2 FOR £2 1LTR
586643	586643	BEST-ONE APPLE JUICE PM 2 FOR £2 1LTR

SHELF 2 SKUs

BESTWAY BATLEYS

774057	774057	SNACKSTERS TUNA MAYO 147G
774046	774046	SNACKSTERS CHEESE & ONION 147G
210084	210084	CHEESESTRINGS PM 45P 20G
794454	794454	MINI BABYBEL ORIGINAL 120G
768122	768122	LUNCHABLES HAM CHEESE PM £1.65 74.1G
796661	796661	BEST-ONE BUTTERY 450G PM £1.25 450G
808045	808045	CLOVER PM £2.59 500G
808078	808078	UTTERLY BUTTERLY PM £2.25 500G
810594	810594	FLORA ORIGINAL PM £2.50 450G
810595	810595	FLORA ORIGINAL PM £1.50 250G
810593	810593	FLORA LIGHT PM £2.50 450G



Planogram 2.5m x 6 Shelf

**CATEGORY ADVICE
2023**

**SHELF
3**

**SHELF
4**



SHELF 3 SKUs

BESTWAY BATLEYS

117432	117432	ALFORNO 3 CHEESE PIZZA 331G
117443	117443	ALFORNO PEPPERONI PIZZA 330G
808091	808091	CATHEDRAL CITY MATURE 200G
808080	808080	CATHEDRAL CITY EXTRA MATURE 200G
699696	699696	PILGRIMS MATURE 350G
683574	683574	CATHEDRAL CITY GRATED MATURE CHEDDAR 180G
797824	797824	BEST-ONE MATURE WHITE CHEDDAR PM £1.99 200G
797781	797781	BEST-ONE EXTRA MATURE CHEDDAR PM £1.99 200G
797846	797846	BEST-ONE MILD WHITE CHEDDAR PM £1.99 200G
797868	797868	BEST-ONE RED LEICESTER PM £1.99 200G
797802	797802	BEST-ONE MILD WHITE CHEDDAR PM £1.29 150G
797792	797792	BEST-ONE MILD COLOURED CHEDDAR PM £1.29 150G
794898	794898	BEST-ONE CHEESE SLICES 200G
359607	359607	COUNTRY COW PROCESSED CHEESE SLICE 200G
810592	810592	DAIRYLEA SLICES PM £1.70 164G
812196	812196	DAIRYLEA TRIANGLES PM £1.65 125G
812197	812197	DAIRYLEA SPREAD PM £1.65 145G

SHELF 4 SKUs

BESTWAY BATLEYS

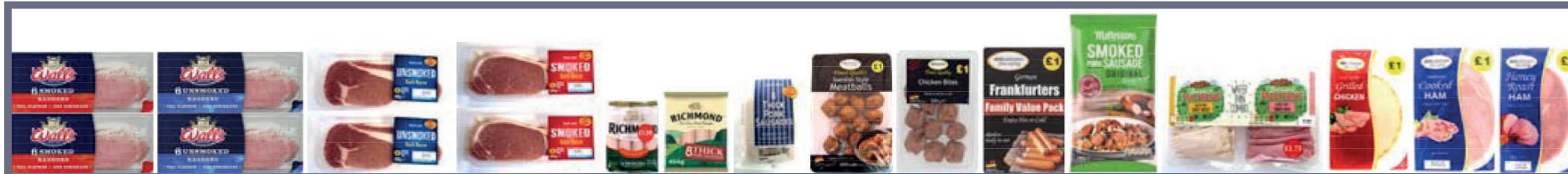
810490	810490	SNAX ON THE GO SAUSAGE ROLL PM £1.29 130G
810491	810491	SNAX ON THE GO CHEESE & ONION SLICE PM £1.29 150G
156426	156426	FRIDGE RAIDERS SLOW COOKED ROAST CHICKEN BITES 60G
731373	731373	PEPERAMI PM £1 28G
731395	731395	PEPERAMI HOT PM £1 28G
790164	790164	RUSTLERS FLAME GRILLED CHEESEBURGER PM £1.40 141G
790197	790197	RUSTLERS QUARTER POUNDER £2.40 190G
780204	780204	SNACKSTERS BIG SNACK 204G
785258	785258	MULLER CORNER VANILLA & CHOCOLATE 124G
785171	785171	MULLER CORNER STRAWBERRY 136G
978877	978877	NOMADIC OAT CLUSTERS WITH STRAWBERRY & NAT YOGUR 187G
765052	765052	BEST-ONE RICH CREAMY YOGHURT PM 55P 150G
94810	232495	ONKEN NATURAL SET BIO YOGURT 500G
109952	109952	ONKEN FAT FREE STRAWBERRY 0% FAT 450G
546386	564972	ONKEN MANGO PAPAYA & PASSIONFRUIT 450G
547436	547436	WILDLIFE CHOOBS STRAWBERRY 6 PACK PM £1 6 X 37G
968247	968247	PEPPA PIG STRAWBERRY FROMAGE FRAIS 6 PACK PM £1 45G
810557	810557	ELMLEA SINGLE £1.60 270ML
810558	810558	ELMLEA DOUBLE £1.60 270ML



Planogram 2.5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
5



SHELF
6



SHELF 5 SKUs

BESTWAY BATLEYS

329177	329177	WALLS BACON SMOKED 220G
329166	329166	WALLS BACON UNSMOKED 220G
424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
429756	429756	BEST-ONE SMOKED BACK BACON PM £1.79 200G
343490	343490	RICHMOND SKINLESS SAUSAGES 213G
156350	156350	RICHMOND THICK SAUSAGE PM £2.29 454G
809954	809954	BEST-ONE THICK PORK SAUSAGES PM £2.25 400G
752680	752680	DELICATESSAN FINE EATING SWEDISH MEATBALLS PM £1 200G
752679	752679	DELICATESSAN FINE EATING CHICKEN BITES PM £1 200G
810869	810869	DFE FRANKFURTER 12S PM £1 240G
156450	156450	MATTESSONS SMOKED PORK SAUSAGE 200G
500395	500395	BERNARD MATTHEWS WAFER THIN TURKY & HAM 240G
790575	790575	DELICATESSAN SLICED ROAST CHICKEN 90G
631437	631437	DFE COOKED HAM PM £1 90G
631515	631515	DFE HONEY ROAST HAM PM £1 90G

SHELF 6 SKUs

BESTWAY BATLEYS

640111	640111	FRESH LIFE MILK WHOLE 500ML
640122	640122	FRESH LIFE MILK SEMI SKIMMED 500ML
634820	634820	FRESH LIFE MILK WHOLE 1LTR
634831	634831	FRESH LIFE MILK SEMI SKIMMED 1LTR
634707	634707	FRESH LIFE MILK WHOLE 2LTR
634686	634686	FRESH LIFE MILK SEMI SKIMMED 2LTR
77264	77264	ALPRO ORIGINAL UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR



Planogram 3.75m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
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SHELF
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SHELF
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Planogram 3.75m x 6 Shelf

**CATEGORY ADVICE
2023**

**SHELF
1**

**SHELF
2**



SHELF 1 SKUs

BESTWAY BATLEYS		
321286	321286	TROPICANA ORANGE JUICE SMOOTH PM £1 250ML
810649	810649	TROPICANA ORANGE JUICE ORIGINAL PM £1.25 250ML
763334	763334	NAKED GREEN MACHINE JUICE SMOOTHIE 300ML
763323	763323	NAKED BLUE MACHINE JUICE SMOOTHIE 300ML
763345	763345	NAKED MANGO MACHINE JUICE SMOOTHIE 300ML
763356	763356	NAKED JUICE RED MACHINE 300ML
983084	983084	VITA COCO 100% PURE COCONUT WATER 330ML
155141	155141	COPELLA APPLE JUICE PM £1 300ML
810621	810621	STARBUCKS FRAPPUCINO COFFEE 250ML
810626	810626	STARBUCKS FRAPPUCINO COFFEEMOCHA 250ML
810623	810623	STARBUCKS DOUBLE SHOT 200ML
568953	568953	STARBUCKS DOUBLE SHOT NO ADDED SUGAR 200ML
200713	200713	STARBUCKS DISCOVERIES CARAMEL MACCHIATO 220ML
810624	810624	STARBUCKS DISCOVERIES LATTE 220ML
487977	570719	CAFFE LATTE CAPPUCCINO 230ML
767913	767913	YAZOO MILK CHOCOLATE PM £1.15 400ML
767892	767892	YAZOO MILK BANANA PM £1.15 400ML
767924	767924	YAZOO MILK STRAWBERRY PM £1.15 400ML
767946	767946	YAZOO MILK VANILLA PM £1.15 400ML

BESTWAY BATLEYS		
324956	324956	MARS PM £1.29 350ML
324945	324945	GALAXY PM £1.29 350ML
324980	324980	MALTESER PM £1.29 350ML
324991	324991	MILKYWAY PM £1.29 350ML
752680	752680	DELICATESSAN FINE EATING SWEDISH MEATBALLS PM £1 200G
752691	752691	DELICATESSAN FINE EATING HOT & SPICY MEATBALL PM £1 200G
752679	752679	DELICATESSAN FINE EATING CHICKEN BITES PM £1 200G
374059	374059	DELICATESSAN FINE EATING TIKKA BITES PM £1 200G
810869	810869	DFE FRANKFURTER 12'S PM £1 240G
156450	156450	MATTESONS SMOKED PORK SAUSAGE 200G
500395	500395	BERNARD MATTHEWS WAFER THIN TURKEY & HAM 280G

SHELF 2 SKUs

BESTWAY BATLEYS		
774057	774057	SNACKSTERS TUNA MAYO 147G
774046	774046	SNACKSTERS CHEESE & ONION 147G
210084	210084	CHEESESTRINGS PM 45 20G
794454	794454	MINI BABYBEL ORIGINAL 120G
768122	768122	LUNCHABLES HAM CHEESE PM £1.65 74.1G
1918	798543	DELPHI HOUMOUS DIP 170G
796661	796661	BEST ONE BUTTERY 450G PM £1.25 450G
808045	808045	CLOVER PM £2.59 500G
808078	808078	UTTERLY BUTTERLY PM £2.25 500G
810594	810594	FLORA ORIGINAL PM £2.50 450G
810595	810595	FLORA ORIGINAL PM £1.50 250G
810593	810593	FLORA LIGHT PM £2.50 450G
275615	520374	WILLOW BLEND SPREAD 250G
790575	790575	DELICATESSAN SLICED ROAST CHICKEN 90G
631526	631526	DFE SMOKED HAM PM £1 90G
631437	631437	DFE COOKED HAM PM £1 90G
631515	631515	DFE HONEY ROAST HAM PM £1 90G



Planogram 3.75m x 6 Shelf

**CATEGORY ADVICE
2023**

**SHELF
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SHELF 3 SKUs

BESTWAY BATLEYS

810491	810491	SNAX ON THE GO CHEESE & ONION SLICE PM £1.29 150G
810494	810494	SNAX ON THE GO CHICKEN & MUSHROOM SLICE PM £1.29 150G
810504	810504	SNAX ON THE GO PEPPERED STEAK SLICE PM £1.29 150G
810490	810490	SNAX ON THE GO SAUSAGE ROLL PM £1.29 130G
808091	808091	CATHEDRAL CITY MATURE 200G
808080	808080	CATHEDRAL CITY EXTRA MATURE 200G
699696	699696	PILGRIMS MATURE 350G
797824	797824	BEST-ONE MATURE WHITE CHEDDAR PM £1.99 200G
797781	797781	BEST-ONE EXTRA MATURE CHEDDAR PM £1.99 200G
797846	797846	BEST-ONE MILD WHITE CHEDDAR PM £1.99 200G
797868	797868	BEST-ONE RED LEICESTER PM £1.99 200G
797792	797792	BEST-ONE MILD COLOURED CHEDDAR PM £1.29 150G
794898	794898	BEST-ONE CHEESE SLICES 200G
794908	794908	BEST-ONE MATURE CHEDDAR SLICES 200G
683574	683574	CATHEDRAL CITY GRATED MATURE CHEDDAR 180G
359607	359607	COUNTRY COW PROCESSED CHEESE SLICES 200G
810592	810592	DAIRYLEA SLICES PM £1.70 164G
812196	812196	DAIRYLEA TRIANGLES PM £1.65 125G
812197	812197	DAIRYLEA SPREAD PM £1.65 145G

SHELF 4 SKUs

BESTWAY BATLEYS

731373	731373	PEPERAMI PM £1 28G
731395	731395	PEPERAMI HOT PM £1 28G
731384	731384	PEPERAMI FIRESTICK PM £1 28G
156426	156426	FRIDGE RAIDERS SLOW COOKED ROAST CHICKEN BITES 60G
156437	156437	FRIDGE RAIDERS SOUTHERN STYLE CHICKEN BITES 60G
790164	790164	RUSTLERS FLAME GRILLED CHEESEBURGER PM £1.40 141G
790197	790197	RUSTLERS QUARTER POUNDER £2.40 190G
790231	790231	RUSTLERS SOUTHERN FRIED CHICKEN BURGER PM £1.40 145G
785936	785936	RUSTLERS BBQ RIB PM £2.30 157G
780204	780204	SNACKSTERS BIG SNACK 204G
785258	785258	MULLER CORNER VANILLA & CHOCOLATE 124G
785171	785171	MULLER CORNER STRAWBERRY 136G
978877	978877	NOMADIC OAT CLUSTERS WITH STRAWBERRY & NAT YOGURT 187G
765052	765052	BEST-ONE RICH CREAMY YOGHURT PM 55P 150G
94810	232495	ONKEN NATURAL SET BIO YOGURT 500G
109952	109952	ONKEN FAT FREE STRAWBERRY 0% FAT 450G
546386	564972	ONKEN MANGO PAPAYA & PASSIONFRUIT 450G
547436	547436	WILDLIFE CHOOS STRAWBERRY 6 PACK PM £1 6 X 37G
968247	968247	PEPPA PIG STRAWBERRY FROMAGE FRAIS 6 PACK PM £1
810557	810557	ELMLEA SINGLE £1.60 270ML
810558	810558	ELMLEA DOUBLE £1.60 270ML
417357	417357	CUISINE REAL DAIRY CREAM UHT AEROSOL CREAM 500G



Planogram 3.75m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
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SHELF
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SHELF 5 SKUs

BESTWAY BATLEYS

329177	329177	WALLS BACON SMOKED 220G
329166	329166	WALLS BACON UNSMOKED 220G
424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
957083	957083	BEST-ONE ESSENTIALS UNSMOKED BACK BACON PM 99P 150G
429756	429756	BEST-ONE SMOKED BACK BACON PM £1.79 200G
343490	343490	RICHMOND SKINLESS SAUSAGES 213G
566846	566846	BEST-ONE 14 PORK CHIPOLATAS PM £1.99 400G
686222	686222	RICHMOND THICK SAUSAGE 8'S 410G
809954	809954	BEST-ONE THICK PORK SAUSAGES PM £2.25 400G
810644	810644	TROPICANA ORIGINAL PM £2.75 850ML
810645	810645	TROPICANA SMOOTH PM £2.75 850ML
168793	168793	VITA COCO NATURAL COCO WATER 1LTR
767957	767957	YAZOO MILK BANANA PM £1.79 1LTR
767981	767981	YAZOO MILK STRAWBERRY PM £1.79 1LTR
767968	767968	YAZOO MILK CHOCOLATE PM £1.79 1LTR
793091	793091	MARS CHOCOLATE MILKSHAKE PM £1.99 702ML
634831	634831	FRESH LIFE MILK SEMI SKIMMED 1LTR
634686	634686	FRESH LIFE MILK SEMI SKIMMED 2LTR
672025	672025	CRAVENDALE SEMI SKIMMED MILK 2LTR

SHELF 6 SKUs

BESTWAY BATLEYS

117432	117432	ALFORNO 3 CHEESE PIZZA 331G
117443	117443	ALFORNO PEPPERONI PIZZA 330G
814492	814492	BISTRO EXPRESS BUTTER CHICKEN 400G
814491	814491	BUTTER EXPRESS CHICKEN TIKKA MASALA 400G
814493	814493	BISTRO EXPRESS SPAGHETTI BOLOGNESE 400G
814494	814494	BISTRO EXPRESS SWEET AND SOUR CHICKEN 400G
77264	77264	ALPRO ORIGINAL UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR
292231	292231	ALPRO ALMOND UNSWEETEND 1LTR
640111	640111	FRESH LIFE MILK WHOLE 500ML
640122	640122	FRESH LIFE MILK SEMI SKIMMED 500ML
634820	634820	FRESH LIFE MILK WHOLE 1LTR
634707	634707	FRESH LIFE MILK WHOLE 2LTR



Planogram 5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
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SHELF
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SHELF
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SHELF
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SHELF
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Planogram 5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1

SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

810646	810646	TROPICANA ORANGE JUICE SMOOTH PM £1.25 250ML	568953	568953	STARBUCKS DOUBLE SHOT NO ADDED SUGAR 200ML	792525	792525	MALTERSER CHOC MS PM £1.49 350ML
810649	810649	TROPICANA ORANGE JUICE ORIGINAL PM £1.25 250ML	200713	200713	STARBUCKS DISCOVERIES CARAMEL MACCHIATO 220ML	792560	792560	MILKYWAY CHOC MILK PM £1.49 350ML
810648	810648	TROPICANA MULTIVITAMINS PM £1.25 250ML	810624	810624	STARBUCKS DISCOVERIES LATTE 220ML	792558	792558	SNICKERS CHOC MILK PM £1.49 350ML
763334	763334	NAKED GREEN MACHINE JUICE SMOOTHIE 300ML	487977	570719	CAFFE LATTE CAPPUCCINO 250ML	752680	752680	DELICATESSAN FINE EATING SWEDISH MEATBALLS PM £1 200G
763323	763323	NAKED BLUE MACHINE JUICE SMOOTHIE 300ML	811742	811742	YAZOO CHOCOLATE MILK PM £1.29 2 FOR £2 400ML	752691	752691	DELICATESSAN FINE EATING HOT & SPICY MEATBALL PM £1 200G
812056	812056	TROPICANA NKD GOLD MACHINE 300ML	811735	811735	YAZOO BANANA MILK PM £1.29 400ML	752679	752679	DELICATESSAN FINE EATING CHICKEN BITES PM £1 200G
812057	812057	TROPICANA NKD RUBY MACHINE 300ML	811732	811732	YAZOO STRAWBERRY MILK PM £1.29 400ML	374059	374059	DELICATESSAN FINE EATING TIKKA BITES PM £1 200G
983084	983084	VITA COCO 100% PURE COCONUT WATER 330ML	767946	767946	YAZOO MILK VANILLA PM £1.15 400ML	810869	810869	DFE FRANKFURTER 12'S PM £1 240G
155141	155141	COPELLA APPLE JUICE PM £1 300ML	792571	792571	MARS CHOC MILK PM £1.49 350ML	156450	156450	MATTESSONS SMOKED PORK SAUSAGE 200G
810621	810621	STARBUCKS FRAPPUCINO COFFEE 250ML	792547	792547	MARS CARAMEL MILK PM £1.49 350ML	811661	811661	BERNARD MATTHEWS CHICKEN BREAST SLICES 80G
810626	810626	STARBUCKS FRAPPUCINO COFFEE MOCHA 250ML	792536	792536	GALAXY CHOC MILK PM £1.49 350ML	805853	805853	BERNARD MATTHEWS WAFER THIN TURKEY HAM 100G
810623	810623	STARBUCKS DOUBLE SHOT 200ML	792582	792582	BOUNTY CHOC MILK PM £1.49 350ML	500395	500395	BERNARD MATTHEWS WAFER THIN TURKY & HAM 280G

SHELF 2 SKUs

BESTWAY BATLEYS

774057	774057	SNACKSTERS TUNA MAYO 147G	768144	768144	DAIRYLEA LUNCHABLES CHICKEN PM £1.65 68.3G	810591	810591	FLORA LIGHT PM £1.50 250G
774046	774046	SNACKSTERS CHEESE & ONION 147G	815068	815068	A.A.S HAM PM £1.50 86G	275527	595898	LURPAK SPREADABLE 250G
773994	773994	SNACKSTERS CHICKEN & BACON MAYO 147G	1918	798543	DELPHI HOUMOUS DIP 170G	275538	525382	LURPAK LIGHTER SPREAD 250G
774013	774013	SNACKSTERS CHICKEN TIKKA 147G	796661	796661	BEST-ONE BUTTERY 450G PM £1.25	275615	520374	WILLOW BLEND SPREAD 250G
774024	774024	SNACKSTERS EGG MAYO 147G	808045	808045	CLOVER PM £2.59 500G	810599	810599	KERRYGOLD BUTTER PM £2.39 200G
210084	210084	CHEESESTRINGS PM 45P 20G	341094	341094	CLOVER PM £2 500G	275473	565649	ANCHOR BUTTER 20'S 250G
752222	752222	DAIRYLEA DUNKER JUMBO PM 69P 41G	811249	811249	I CANT BELIEVE ITS NOT BUTTER PM £1.20 250G	790575	790575	DELICATESSAN SLICED ROAST CHICKEN 90G
752200	752200	DAIRYLEA DUNKERS BREAD STICK PM 69P 43G	808078	808078	UTTERLY BUTTERLY PM £2.25 500G	343088	343088	MATTESSONS COOKED HAM PM £2 250G
752233	752233	DAIRYLEA DUNKERS RITZ PM 69P 43G	810594	810594	FLORA ORIGINAL PM £2.50 450G	631526	631526	DFE SMOKED HAM PM £1 90G
794454	794454	MINI BABYBEL ORIGINAL 120G	810595	810595	FLORA ORIGINAL PM £1.50 250G	631437	631437	DFE COOKED HAM PM £1 90G
768122	768122	LUNCHABLES HAM CHEESE PM £1.65 74.1G	810593	810593	FLORA LIGHT PM £2.50 450G	631515	631515	DFE HONEY ROAST HAM PM £1 90G



Planogram 5m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
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SHELF
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SHELF 3 SKUs

BESTWAY BATLEYS

810491	810491	SNAX ON THE GO CHEESE & ONION SLICE PM £1.29 150G
810494	810494	SNAX ON THE GO CHICKEN & MUSHROOM SLICE PM £1.29 150G
810504	810504	SNAX ON THE GO PEPPERED STEAK SLICE PM £1.29 150G
810490	810490	SNAX ON THE GO SAUSAGE ROLL PM £1.29 130G
808091	808091	CATHEDRAL CITY MATURE 200G
808080	808080	CATHEDRAL CITY EXTRA MATURE 200G
699696	699696	PILGRIMS MATURE 350G
797824	797824	BEST-ONE MATURE WHITE CHEDDAR PM £1.99 200G
797813	797813	BEST-ONE MATURE COLOURED CHEDDAR PM £1.99 200G
797781	797781	BEST-ONE EXTRA MATURE CHEDDAR PM £1.99 200G
797846	797846	BEST-ONE MILD WHITE CHEDDAR PM £1.99 200G
797868	797868	BEST-ONE RED LEICESTER PM £1.99 200G
797802	797802	BEST-ONE MILD WHITE CHEDDAR PM £1.29 150G
797792	797792	BEST-ONE MILD COLOURED CHEDDAR PM £1.29 150G
761516	761516	DESI PANEER 226G
794898	794898	BEST-ONE CHEESE SLICES 200G
794908	794908	BEST-ONE MATURE CHEDDAR SLICES 200G
683574	683574	CATHEDRAL CITY GRATED MATURE CHEDDAR 180G
359607	359607	COUNTRY COW PROCESSED CHEESE SLICES 200G
810592	810592	DAIRYLEA SLICES PM £1.70 164G
812196	812196	DAIRYLEA TRIANGLES PM £1.65 125G
812197	812197	DAIRYLEA SPREAD PM £1.65 145G

SHELF 4 SKUs

BESTWAY BATLEYS

731373	731373	PEPERAMI PM £1 28G
731395	731395	PEPERAMI HOT PM £1 28G
731384	731384	PEPERAMI FIRESTICK PM £1 28G
156426	156426	FRIDGE RAIDERS SLOW COOKED ROAST CHICKEN BITES 60G
156437	156437	FRIDGE RAIDERS SOUTHERN STYLE CHICKEN BITES 60G
790164	790164	RUSTLERS FLAME GRILLED CHEESEBURGER PM £1.40 141G
790197	790197	RUSTLERS QUARTER POUNDER £2.40 190G
790207	790207	RUSTLERS DELUXE £2.40 191G
790231	790231	RUSTLERS SOUTHERN FRIED CHICKEN BURGER PM £1.40 145G
801963	801963	RUSTLERS SAUSAGE MUFFIN PM £1.85 177G
785936	785936	RUSTLERS BBQ RIB PM £2.30 157G
780204	780204	SNACKSTERS BIG SNACK 204G
785258	785258	MULLER CORNER VANILLA & CHOCOLATE 124G
785171	785171	MULLER CORNER STRAWBERRY 136G
666152	666152	GOLDEN ACRE VFF YOGURT 100G
30288	30288	GOLDEN ACRE CHOCOLATE DESSERT 4 PACK 125G
978877	978877	NOMADIC OAT CLUSTERS WITH STRAWBERRY & NAT YOGURT 187G
978866	978866	NOMADIC OAT CLUSTERS WITH CHOCOLATE & NAT YOGURT 169G
765052	765052	BESTONE RICH CREAMY YOGHURT PM 55P 150G
94810	232495	ONKEN NATURAL SET BIO YOGURT 500G
298704	298704	ONKEN NATURAL SET 1KG
109952	109952	ONKEN FAT FREE STRAWBERRY 0% FAT 450G
546386	564972	ONKEN MANGO PAPAYA & PASSIONFRUIT 450G
547436	547436	WILDLIFE CHOOS STRAWBERRY 6 PACK PM £1 6 X 37G
968247	968247	PEPPA PIG STRAWBERRY FROMAGE FRAIS 6 PACK PM £1 45G
810557	810557	ELMLEA SINGLE £1.60 270ML
810558	810558	ELMLEA DOUBLE £1.60 270ML
829713	697134	ELMLEA AEROSOL 250G
417357	417357	CUISINE REAL DAIRY CREAM UHT AEROSOL CREAM 500G



Planogram 5m x 6 Shelf

**CATEGORY ADVICE
2023**

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**SHELF
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SHELF 5 SKUs

BESTWAY BATLEYS

329177	329177	WALLS BACON SMOKED 220G
329166	329166	WALLS BACON UNSMOKED 220G
424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
957083	957083	BEST-ONE ESSENTIALS UNSMOKED BACK BACON PM 99P 150G
429756	429756	BEST-ONE SMOKED BACK BACON PM £1.79 200G
343490	343490	RICHMOND SKINLESS SAUSAGES 213G
566846	566846	BEST-ONE 14 PORK CHIPOLATAS PM £1.99 400G
686222	686222	RICHMOND THICK SAUSAGE 8'S 410G
809954	809954	BEST-ONE THICK PORK SAUSAGES PM £2.25 400G
810644	810644	TROPICANA ORIGINAL PM £2.75 850ML
810645	810645	TROPICANA SMOOTH PM £2.75 850ML
810643	810643	TROPICANA ORANGE & MANGO PM £2.75 850ML
168793	168793	VITA COCO NATURAL COCO WATER 1LTR
811737	811737	YAZOO MILK BANANA PM £1.99 1LTR
811743	811743	YAZOO MILK STRAWBERRY PM £1.99 1LTR
811738	811738	YAZOO MILK CHOCOLATE PM £1.99 1LTR
793091	793091	MARS CHOCOLATE MILKSHAKE PM £1.99 702ML
342858	594147	DAIRY PRIDE UHT SEMI SKIMMED MILK 500ML
634831	634831	FRESH LIFE MILK SEMI SKIMMED 1LTR
634686	634686	FRESH LIFE MILK SEMI SKIMMED 2LTR
789282	672025	CRAVENDALE SEMI SKIMMED MILK 2LTR
789271	672014	CRAVENDALE WHOLE MILK 2LTR

SHELF 6 SKUs

BESTWAY BATLEYS

117432	117432	ALFORNO 3 CHEESE PIZZA 331G
117443	117443	ALFORNO PEPPERONI PIZZA 330G
814492	814492	BISTRO EXPRESS BUTTER CHICKEN 400G
814491	814491	BUTTER EXPRESS CHICKEN TIKKA MASALA 400G
814493	814493	BISTRO EXPRESS SPAGHETTI BOLOGNESE 400G
814494	814494	BISTRO EXPRESS SWEET AND SOUR CHICKEN 400G
77264	77264	ALPRO ORIGINAL UHT 1LTR
77275	77275	ALPRO SOYA UNSWEETENED UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR
292231	292231	ALPRO ALMOND UNSWEETEND 1LTR
234114	234114	ALPRO COCONUT ORIGINAL 1LTR
640111	640111	FRESH LIFE MILK WHOLE 500ML
640122	640122	FRESH LIFE MILK SEMI SKIMMED 500ML
634820	634820	FRESH LIFE MILK WHOLE 1LTR
634707	634707	FRESH LIFE MILK WHOLE 2LTR



Planogram 6.25m x 6 Shelf

CATEGORY ADVICE
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SHELF
1



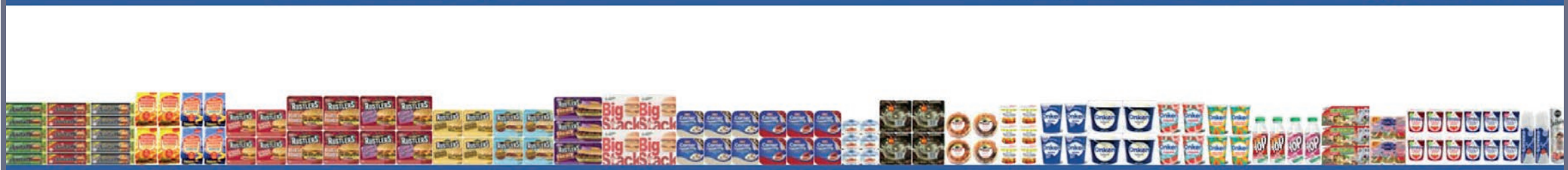
SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF
6





Planogram 6.25m x 6 Shelf

CATEGORY ADVICE
2023

SHELF
1

SHELF
2

SHELF
1



SKUs

BESTWAY BATLEYS

810646	810646	TROPICANA ORANGE JUICE SMOOTH PM £1.25 250ML
810649	810649	TROPICANA ORANGE JUICE ORIGINAL PM £1.25 250ML
810648	810648	TROPICANA MULTIVITAMINS PM £1.25 250ML
763334	763334	NAKED GREEN MACHINE JUICE SMOOTHIE 300ML
763323	763323	NAKED BLUE MACHINE JUICE SMOOTHIE 300ML
812056	812056	TROPICANA NKD GOLD MACHINE 300ML
812057	812057	TROPICANA NKD RUBY MACHINE 300ML
983084	983084	VITA COCO 100% PURE COCONUT WATE 330ML
155141	155141	COPELLA APPLE JUICE PM £1 300ML
810621	810621	STARBUCKS FRAPPUCINO COFFEE 250ML
810626	810626	STARBUCKS FRAPPUCINO COFFEE MOCHA 250ML
810623	810623	STARBUCKS DOUBLE SHOT 200ML
568953	568953	STARBUCKS DOUBLE SHOT NO ADDED SUGAR 200ML

200713	200713	STARBUCKS DISCOVERIES CARAMEL MACCHIATO 220ML
810624	810624	STARBUCKS DISCOVERIES LATTE 220ML
487977	570719	CAFFE LATTE CAPPUCCINO 250ML
575409	575409	CAFFE LATTE LIGHT 230ML
811742	811742	YAZOO CHOCOLATE MILK PM £1.29 2 FOR £2 400ML
811735	811735	YAZOO BANANA MILK PM £1.29 400ML
811732	811732	YAZOO STRAWBERRY MILK PM £1.29 400ML
767946	767946	YAZOO MILK VANILLA PM £1.15 400ML
792571	792571	MARS CHOCOLATE MILK PM £1.49 350ML
792547	792547	MARS CARAMEL MILK PM £1.49 350ML
792536	792536	GALAXY CHOCOLATE MILK PM £1.49 350ML
792582	792582	BOUNTY CHOCOLATE MILK £1.49 350ML
792525	792525	MALTESER CHOCOLATE MILK £1.49 350ML

792560	792560	MILKYWAY CHOCOLATE MILK £1.49 350ML
792558	792558	SNICKERS CHOCOLATE MILK £1.49 350ML
752680	752680	DELICATESSAN FINE EATING SWEDISH MEATBALLS PM £1 200G
752691	752691	DELICATESSAN FINE EATING HOT & SPICY MEATBALL PM £1 200G
752679	752679	DELICATESSAN FINE EATING CHICKEN BITES PM £1 200G
374059	374059	DELICATESSAN FINE EATING TIKKA BITES PM £1 200G
810869	810869	DFE FRANKFURTERS 12'S PM £1 240G
156450	156450	MATTESSONS SMOKED PORK SAUSAGE 200G
811661	811661	BERNARD MATTHEWS CHICKEN BREAST SLICES 80G
811663	811663	BERNARD MATTHEWS SLICED TURKEY BREAST 80G
811664	811664	BERNARD MATTHEWS WAFER THIN TURKEY 100G
811662	811662	BERNARD MATTHEWS TIKKA TURKEY BREAST CHUNKS 80G
805853	805853	BERNARD MATTHEWS WAFER THIN TURKEY HAM 100G
500395	500395	BERNARD MATTHEWS WAFER THIN TURKY & HAM 280G

SHELF
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SKUs

BESTWAY BATLEYS

774057	774057	SNACKSTERS TUNA MAYO 147G
774046	774046	SNACKSTERS CHEESE & ONION 147G
773994	773994	SNACKSTERS CHICKEN & BACON MAYO 147G
774013	774013	SNACKSTERS CHICKEN TIKKA 147G
774024	774024	SNACKSTERS EGG MAYO 147G
210084	210084	CHEESESTRINGS PM 45P 20G
752222	752222	DAIRYLEA DUNKER JUMBO PM 69P 41G
752200	752200	DAIRYLEA DUNKERS BREAD STICK PM 69P 43G
752233	752233	DAIRYLEA DUNKERS RITZ PM 69P 43G
794454	794454	MINI BABYBEL ORIGINAL 120G
768122	768122	LUNCHABLES HAM CHEESE PM £1.65 74.1G
768144	768144	DAIRYLEA LUNCHABLES CHICKEN PM £1.65 68.3G
815068	815068	A.A.S HAM PM £1.50 86G

1918	798543	DELPHI HOUMOUS DIP 170G
618348	618348	ELSINORE COCKLES IN VINEGAR 200G
618359	618359	ELSINORE MUSSELS IN VINEGAR 200G
653477	653477	STORK SB 250G
796661	796661	BEST ONE BUTTERY 450G PM £1.25 450G
808045	808045	CLOVER PM £2.59 500G
811249	811249	I CANT BELIEVE ITS NOT BUTTER PM £1.20 250G
808078	808078	UTTERLY BUTTERLY PM £2.25 500G
808067	808067	UTTERLY BUTTERLY PM £1.19 250G
810594	810594	FLORA ORIGINAL PM £2.50 450G
810595	810595	FLORA ORIGINAL PM £1.50 250G
810593	810593	FLORA LIGHT PM £2.50 450G
810591	810591	FLORA LIGHT PM £1.50 250G

275527	595898	LURPAK SPREADABLE 250G
275538	525382	LURPAK LIGHTER SPREAD 250G
714702	714702	LURPAK SLIGHTLY SALTED 250G
275615	520374	WILLOW 250G
810599	810599	KERRYGOLD BUTTER PM £2.39 200G
336457	565649	ANCHOR BUTTER 250G
339634	559202	ANCHOR SPREADABLE 250G
790575	790575	DELICATESSAN SLICED ROAST CHICKEN 90G
343088	343088	MATTESSONS COOKED HAM PM £2 250G
631526	631526	DFE SMOKED HAM PM £1 90G
631437	631437	DFE COOKED HAM PM £1 90G
631515	631515	DFE HONEY ROAST HAM PM £1 90G
631448	631448	DFE HONEY ROAST HAM PM £1 90G



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SHELF 3 SKUs

BESTWAY BATLEYS

810491	810491	SNAX ON THE GO CHEESE & ONION SLICE PM £1.29 150G
810494	810494	SNAX ON THE GO CHICKEN & MUSHROOM SLICE PM £1.29 150G
810504	810504	SNAX ON THE GO PEPPERED STEAK SLICE PM £1.29 150G
810490	810490	SNAX ON THE GO SAUSAGE ROLL PM £1.29 130G
808091	808091	CATHEDRAL CITY MATURE 200G
808080	808080	CATHEDRAL CITY EXTRA MATURE 200G
699696	699696	PILGRIMS MATURE 350G
797824	797824	BEST-ONE MATURE WHITE CHEDDAR PM £1.99 200G
797813	797813	BESTONE MATURE COLOURED CHEDDAR PM £1.99 200G
797781	797781	BESTONE EXTRA MATURE CHEDDAR PM £1.99 200G
797846	797846	BESTONE MILD WHITE CHEDDAR PM £1.99 200G
797868	797868	BESTONE RED LEICESTER PM £1.99 200G
797802	797802	BESTONE MILD WHITE CHEDDAR PM £1.29 150G
797792	797792	BESTONE MILD COLOURED CHEDDAR PM £1.29 150G
797870	797870	BESTONE VEGETARIAN CHEDDAR PM £1.99 200G
761516	761516	DESI PANEER 226G
812330	811329	MERAKI HALLOUMI 250G
977342	977342	GALBANI PARMIGIANO WEDGE 200G
402066	402066	SELECT LONG LIFE BRIE 125G
402077	402077	SELECT LONG LIFE CAMEMBERT 125G
776288	545450	DISCOVER MOZZARELLA 200G .
78062	78062	LEERDAMMER ORIGINAL 160G
683574	683574	CATHEDRAL CITY GRATED MATURE CHEDDAR 180G
794898	794898	BEST-ONE ESS CHEESE SLICES 200G
794908	794908	BEST-ONE MATURE CHEDDAR SLICES 200G
359607	359607	COUNTRY COW PROCESSED CHEESE SLICE 200G
810592	810592	DAIRYLEA SLICES PM £1.70 164G
812196	812196	DAIRYLEA TRIANGLES PM £1.65 125G
812197	812197	DAIRYLEA SPREAD PM £1.65 145G

SHELF 4 SKUs

BESTWAY BATLEYS

731373	731373	PEPERAMI PM £1 28G
731395	731395	PEPERAMI HOT PM £1 28G
731384	731384	PEPERAMI FIRESTICK PM £1 28G
156426	156426	FRIDGE RAIDERS SLOW COOKED ROAST CHICKEN BITES 60G
156437	156437	FRIDGE RAIDERS SOUTHERN STYLE CHICKEN BITES P/M 60G
790164	790164	RUSTLERS FLAME GRILLED CHEESEBURGER PM £1.40 141G
790197	790197	RUSTLERS QUARTER POUNDER £2.40 190G
790207	790207	RUSTLERS DELUXE £2.40 191G
790231	790231	RUSTLERS SOUTHERN FRIED CHICKEN BURGER PM £1.40 145G
801963	801963	RUSTLERS SAUSAGE MUFFIN PM £1.85 177G
785936	785936	RUSTLERS BBQ RIB PM £2.30 157G
780204	780204	SNACKSTERS BIG SNACK 204G
785258	785258	MULLER CORNER VANILLA & CHOCOLATE 124G
785171	785171	MULLER CORNER STRAWBERRY 136G
666152	562374	GOLDEN ACRE VFF YOGURT 100G
30288	30288	GOLDEN ACRE CHOCOLATE DESSERT 4 PACK 125G
978877	978877	NOMADIC OAT CLUSTERS WITH STRAWBERRY & NAT YOGURT 187G
978866	978866	NOMADIC OAT CLUSTERS WITH CHOCOLATE & NAT YOGURT 169G
765052	765052	BESTONE RICH CREAMY YOGHURT PM 55P 150G
94810	232495	ONKEN NATURAL SET BIO YOGURT 500G
298704	298704	ONKEN NATURAL SET 1KG
109952	109952	ONKEN FAT FREE STRAWBERRY 0% FAT 450G
546386	564972	ONKEN MANGO PAPAYA & PASSIONFRUIT 450G
377126	377126	YOP STRAWBERRY YOGURT DRINK 500G
377830	377830	YOP RASPBERRY YOGURT DRINK 500G
547436	547436	WILDLIFE CHOOBS STRAWBERRY 6 PACK PM £1 6 X 37G
968247	968247	PEPPA PIG STRAWBERRY FROMAGE FRAIS PM £1 6 PACK
810557	810557	ELMLEA SINGLE PM £1.60 270ML
810558	810558	ELMLEA DOUBLE PM £1.60 270ML
829713	697134	ELMLEA AEROSOL 250G
417357	417357	CUISINE REAL DAIRY CREAM UHT AEROSOL CREAM 500G



Planogram 6.25m x 6 Shelf

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**SHELF
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**SHELF
5** **SKUs**

BESTWAY BATLEYS

329177	329177	WALLS BACON SMOKED 220G
766415	766415	DANISH SIZZLE SMOKED RINDLESS BACK BACON 250G
329166	329166	WALLS BACON UNSMOKED 220G
765128	765128	DANISH SIZZLING UNSMOKED BACK BACON 250G
718657	520899	DANISH RINDLESS BACK BACON 400G
424102	424102	BEST-ONE UNSMOKED BACK BACON PM £1.79 200G
429756	429756	BEST-ONE SMOKED BACK BACON PM £1.79 200G
957083	957083	BEST-ONE ESSENTIALS UNSMOKED BACK BACON PM 99P 150G
343490	343490	RICHMOND SKINLESS SAUSAGES 213G
566846	566846	BEST-ONE 14 PORK CHIPOLATAS PM £1.99 400G
686222	686222	RICHMOND THICK SAUSAGE 8'S 410G
809954	809954	BEST ONE THICK PORK SAUSAGES PM £2.25 400G
810644	810644	TROPICANA ORIGINAL PM £2.75 850ML
810645	810645	TROPICANA SMOOTH PM £2.75 850ML
810643	810643	TROPICANA ORANGE & MANGO PM £2.75 850ML
168793	168793	VITA COCO NATURAL COCO WATER 1LTR
558904	558904	COPELLA APPLE JUICE PM £2.50 900ML
811737	811737	YAZOO MILK BANANA PM £1.99 1LTR
811743	811743	YAZOO MILK STRAWBERRY PM £1.99 1LTR
811738	811738	YAZOO MILK CHOCOLATE PM £1.99 1LTR
793091	793091	MARS CHOCOLATE MILKSHAKE PM £1.99 702ML
594147	594147	DAIRY PRIDE UHT SEMI SKIMMED MILK 500ML
342881	547525	SCOT PRIDE SEMI MILK 1LTR
634831	634831	FRESH LIFE MILK SEMI SKIMMED 1LTR
634686	634686	FRESH LIFE MILK SEMI SKIMMED 2LTR
789282	672025	CRAVENDALE SEMI SKIMMED MILK 2LTR
789271	672014	CRAVENDALE WHOLE MILK 2LTR

**SHELF
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BESTWAY BATLEYS

117432	117432	ALFORNO 3 CHEESE PIZZA331G
117443	117443	ALFORNO PEPPERONI PIZZA 330G
814492	814492	BISTRO EXPRESS BUTTER CHICKEN 400G
814491	814491	BUTTER EXPRESS CHICKEN TIKKA MASALA 400G
814493	814493	BISTRO EXPRESS SPAGHETTI BOLOGNESE 400G
814494	814494	BISTRO EXPRESS SWEET AND SOUR CHICKEN 400G
77264	77264	ALPRO ORIGINAL UHT 1LTR
77275	77275	ALPRO SOYA UNSWEETENED UHT 1LTR
214028	214028	ALPRO ALMOND ORIGINAL 1LTR
292231	292231	ALPRO ALMOND UNSWEETEND 1LTR
234114	234114	ALPRO COCONUT ORIGINAL 1LTR
640111	640111	FRESH LIFE MILK WHOLE 500ML
640122	640122	FRESH LIFE MILK SEMI SKIMMED 500ML
634820	634820	FRESH LIFE MILK WHOLE 1LTR
634707	634707	FRESH LIFE MILK WHOLE 2LTR



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