

ICE CREAM BEST PRACTISE MERCHANDISING



Increased Share of Space for Pints

Wellness and minicups positioned as transition between Tubs and Handheld

Maintain Summer level of Macro Space – Justified by YoY growth of Category and saves operational cost of change



CHOC HANDHELD



CONES



MINICUPS



LOLLIES



STANDARD TUBS



FREE FROM



PINTS



DIET MANAGEMENT



SNACKING

Clear split between Low Cal and Dairy Free within Wellness

Have Lollies at end of fixture so if Space does need to flex for winter then the more seasonal handheld skus can be reduced

ICE CREAM BEST PRACTICE FOR SMALLER STORES



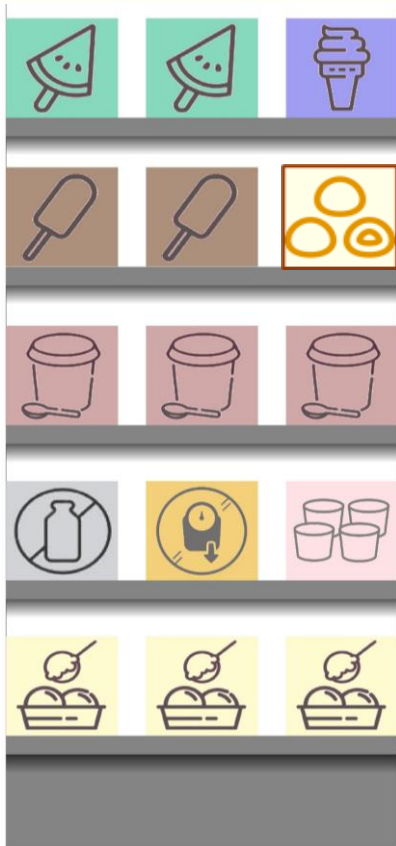
KIDS

ADULT

FAMILY

Convenience Segmentation	
Lollies / Desserts	
Cones	
Snacking	
Chocolate Handheld	
Pints	
Wellness (Mini Cups, Diet Management. Free From)	
Standard Tubs	

ICE CREAM BEST PRACTICE MERCHANDISING



- Representation of all segments to meet shopper needs and occasions
- Appropriate space by segment balancing need, variety of choice and ROS
- Smaller plans scale down maintaining that balance of space v range
- Clear segmentation by shopper decision hierarchy to ensure Ease of Shop

	Total Conv Value Share	Proposed Space	1 Shelf	2 Shelf	3 Shelf	4 Shelf	5 Shelf
Choc HH	15%	14%					
Cones	6%	6%					
Lollies	11%	10%					
Everyday Tubs	19%	17%					
Pints	40.5%	40%					
Free From	1.5%	2%					
Mini Cups	1%	2%					
Low Cal	3%	4%					
Desserts	2%	3%					
Snacking	1%	2%					

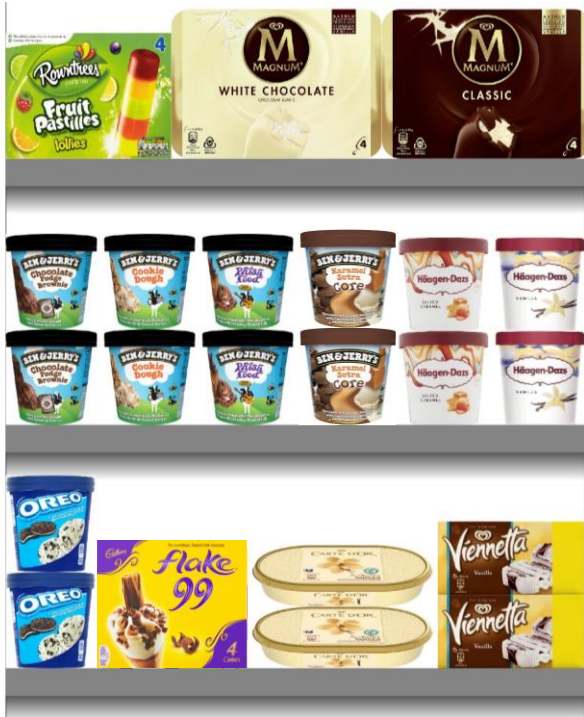
1 + 2 SHELF PRIORITY TAKE HOME ICE CREAM SKUS IN CONVENIENCE:



Product	Sector
Ben & Jerry's Cookie Dough 465ml	Pints
Haagen Dazs Salted Caramel	Pints
Magnum Classic 4 Pack 110ml	Chocolate Handheld
Rowntrees Fruit Pastilles 4 Pack 65ml	Lollies

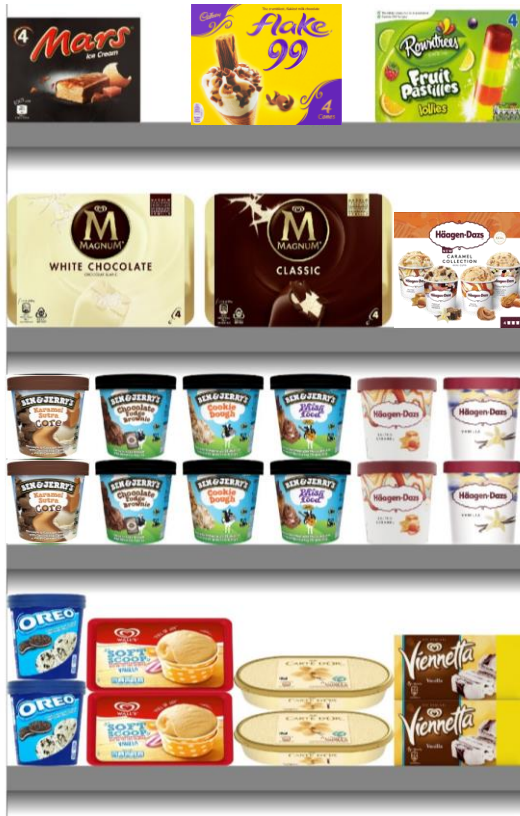
Product	Sector
Ben & Jerry's Cookie Dough 465ml	Pints
Ben & Jerry's Chocolate Fudge Brownie 465ml	Pints
Magnum Classic 4 Pack 110ml	Chocolate Handheld
Ben & Jerry's Phish Food 456ml	Pints
Rowntrees Fruit Pastilles 4 Pack 65ml	Lollies
Haagen Dazs Salted Caramel 460ml	Pints
Carte D'or Classic Vanilla 1 Litre	Everyday Tubs
Viennetta Vanilla	Desserts

3 SHELF PRIORITY TAKE HOME ICE CREAM SKUS IN CONVENIENCE:



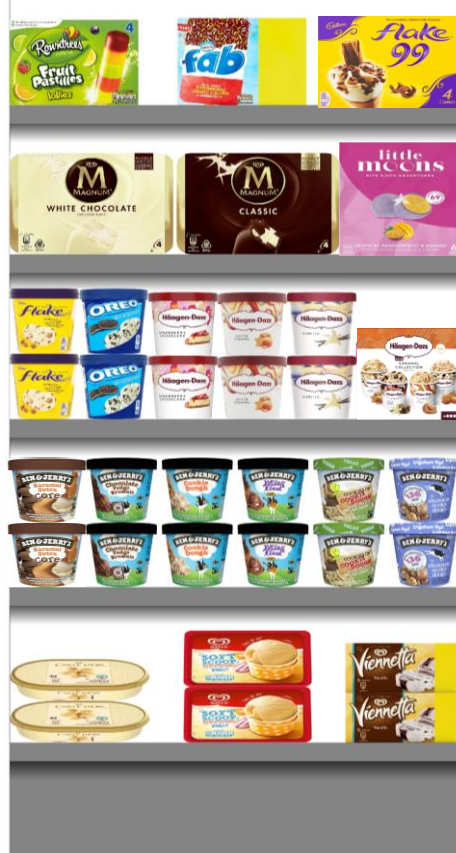
Product	Sector
Ben & Jerry's Cookie Dough 465ml	Pints
Ben & Jerry's Chocolate Fudge Brownie 465ml	Pints
Magnum Classic 4 Pack 110ml	Chocolate Handheld
Ben & Jerry's Phish Food 456ml	Pints
Rowntrees Fruit Pastilles 4 Pack 65ml	Lollies
Magnum White Chocolate 4 Pack 110ml	Chocolate Handheld
Haagen Dazs Salted Caramel 460ml	Pints
Carte D'or Classic Vanilla 1 Litre	Everyday Tubs
Haagen Dazs Vanilla 460ml	Pints
Ben & Jerry's Karamel Sutra 465ml	Pints
Oreo Vanilla 480ml	Pints
Viennetta Vanilla	Desserts
Cadbury's Flake 99 125ml	Cones

4 SHELF PRIORITY TAKE HOME ICE CREAM SKUS IN CONVENIENCE:



ROS Ranking	Product	Sector	£ROS
1	Ben & Jerry's Cookie Dough 465ml	Pints	4.7
2	Ben & Jerry's Chocolate Fudge Brownie 465ml	Pints	3.6
3	Magnum Classic 4 Pack 110ml	Chocolate Handheld	3.7
4	Ben & Jerry's Phish Food 456ml	Pints	3.1
5	Rowntrees Fruit Pastilles 4 Pack 65ml	Lollies	3.1
6	Magnum White Chocolate 4 Pack 110ml	Chocolate Handheld	2.7
7	Haagen Dazs Salted Caramel 460ml	Pints	2.7
8	Carte D'or Classic Vanilla 1 Litre	Everyday Tubs	2.8
9	Mars Bar Caramel 4 Pack 51ml	Chocolate Handheld	2.4
10	Haagen Dazs Vanilla 460ml	Pints	2.3
11	Ben & Jerry's Karamel Sutra 465ml	Pints	2.4
12	Walls Soft Scoop Vanilla 1.8L	Everyday Tubs	2.5
17	Oreo Vanilla 480ml	Pints	2.1
30	Vienetta Vanilla	Desserts	1.4
22	Cadbury's Flake 99 125ml	Cones	2.8
97	Haagen Dazs Mini Pots Fruit Collection	Mini pots	2.1

5 SHELF PRIORITY TAKE HOME ICE CREAM SKUS IN CONVENIENCE:



Product	Sector
Ben & Jerry's Cookie Dough 465ml	Pints
Ben & Jerry's Chocolate Fudge Brownie 465ml	Pints
Magnum Classic 4 Pack 110ml	Chocolate Handheld
Ben & Jerry's Phish Food 456ml	Pints
Rowntrees Fruit Pastilles 4 Pack 65ml	Lollies
Magnum White Chocolate 4 Pack 110ml	Chocolate Handheld
Haagen Dazs Salted Caramel 460ml	Pints
Carte D'or Classic Vanilla 1 Litre	Everyday Tubs
Cadbury's Flake 480ml	Pint
Haagen Dazs Vanilla 460ml	Pints
Ben & Jerry's Karamel Sutra 465ml	Pints
Walls Soft Scoop Vanilla 1.8L	Everyday Tubs
Oreo Vanilla 480ml	Pints
Little Moons Passion Fruit & Mango 192ml	Snacking
Mini Fab Strawberry 6 Pack 58ml	Lollies
Viennetta Vanilla	Desserts
Cadbury's Flake 99 125ml	Cones
Haagen Dazs Cookie and Cream	Pints
Haagen Dazs Mini Pots Fruit	Mini pots
Ben & Jerry's Cookie Dough Low Calorie	Low Calorie
Ben & Jerry's Chocolate Fudge Brownie Low Calorie	Low Calorie

HD RANGE PRIORITISATION FOR CONVENIENCE

