



✓ Convenience Sector Best Sellers List (Value Share) ¹	
Italian Sauces (48%)	Dry Sauces (14%)
Dolmio Bolognese 500g (12%)	Colmans Cheddar Cheese Pour Over Sauce 40g (9%)
Dolmio Bolognese Extra Mushroom 500g (5%)	Colmans Sausage Casserole Sauce 40g (9%)
Sacis Basil Pesto 190g (5%)	Colmans Chilli Con carne Sauce 50g (6%)
Knorr Ragù Bolognese Traditional 500g (4%)	Colmans Parsley Pour Over Sauce 40g (6%)
Oriental Sauces (11%)	Traditional Sauces (7%)
Uncle Bens Sweet & Sour Sauce 500g (19%)	Homepride Cook In Sauce Curry 500g (15%)
Uncle Bens Sweet & Sour Extra Papple 500g (10%)	Knorr Chicken Tonight Honey & Mustard 525g (11%)
Blue Dragon Stir Fry Chow Mein 120g (4%)	Knorr Chicken Tonight Spanish Chicken 500g (9%)
Indian Sauces (14%)	Other Sauces (5%)
Patak's Tikka Masala Curry 540g (9%)	Uncle Bens Medium Chilli 500g (29%)
Patak's Korma Curry 540g (8%)	Uncle Bens Hot Chilli 500g (12%)
Sharwoods Korma Mild Curry 420g (6%)	Discovery 2 Step Fajita 370g (5%)

Sources: 1. IRI/TNS Convenience 52w/e 29/11/08