



PARTNERS for GROWTH
Independent and fair advice for convenience retailers

TABLE SAUCES TOP SELLERS

Convenience Sector Best Sellers List (Value Share³)

<p>Mayonnaise (24%)</p> <ol style="list-style-type: none"> 1. Hellmanns Mayo Std 400g (31%) 2. Hellmanns Mayo Light 400g (16%) 3. Hellmanns Mayo Squeezy 350ml (12%) 	<p>Salad Dressings (9%)</p> <ol style="list-style-type: none"> 1. Kraft French Low Cal 250g (9%) 2. Kraft Thousand Island Std 250g (4%) 3. Kraft Thousand Island Lo-Cal 250g (3%)
<p>Mustard (6%)</p> <ol style="list-style-type: none"> 1. Colman's English Mustard 100g (35%) 2. Colman's Eng Mustard 150g Squeezy (8%) 3. Colman's Wholegrain Mustard 155g (3%) 	<p>Tomato Ketchup (26%)</p> <ol style="list-style-type: none"> 1. Heinz Tom Ketchup Squeezy 460g (38%) 2. Heinz Tom Ketchup Squeezy 570g (18%) 3. Heinz Tom Ketchup 342g (12%)
<p>Salad Cream (11%)</p> <ol style="list-style-type: none"> 1. Heinz Salad Crm Std 285g (17%) 2. Heinz Salad Crm Std Squeezy 425g (16%) 3. Heinz Salad Crm Std Squeezy 260g (2%) 	<p>Condiments (15%)</p> <ol style="list-style-type: none"> 1. Colman's Classic Mint Sauce 250ml (16%) 2. Colman's Bramley Apple 250ml (16%) 3. Colman's Horseradish 250ml (9%)
<p>Brown Sauce (9%)</p> <ol style="list-style-type: none"> 1. HP Brown Sauce Squeezy 425g (45%) 2. HP Brown Sauce 255g (23%) 3. HP Fruity Sauce 255g (3%) 	<p>Other Thick Sauces (7%)</p> <ol style="list-style-type: none"> 1. HP Classic BBQ Squeezy 430g (33%) 2. Tabasco Std Sauce 57g (16%) 3. Lea & Perrins Worcester Sauce 325g (6%)

Source: IRN/TNS Total Convenience 52 w/e 01/11/08