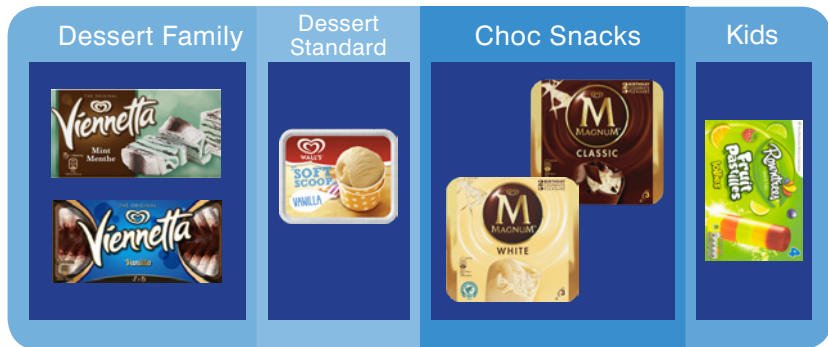




# Winter Ice Cream: 18 Basket Cabinet



## Planogram Product List

Position	Top Row - Product	Segmentation
1	Magnum Classic	Choc Snacks
2	Magnum White	Choc Snacks
3	Magnum Mint	Choc Snacks
4	Cadbury 99 Flake	Filled Cones
5	Maxi Twister	Kids
6	Calippo Orange	Kids

Position	Middle Row - Product	Segmentation
1	Ben & Jerrys Chocolate Phish Food	Dessert Luxury
2	Ben & Jerrys Chocolate Chip Cookie Dough	Dessert Luxury
3	Ben & Jerrys Chocolate Fudge Brownie	Dessert Luxury
4	Haagen Dazs Strawberry Cheesecake	Dessert Luxury
5	Carte D'Or Madagascan Vanilla	Dessert Premium
6	Carte D'Or Chocolate	Dessert Premium

Position	Bottom Row - Product	Segmentation
1	Viennetta Mint	Dessert Family
2	Viennetta Vanilla	Dessert Family
3	Walls Soft Scoop Vanilla	Dessert Standard
4	Magnum Classic Multi Pack	Choc Snacks
5	Magnum White Multi Pack	Choc Snacks
6	Rowntrees Fruit Pastilles Multi Pack	Kids

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

