



 **SCOTTISH RETAILERS:** Substitute PG Tips with Scottish Blend range

### Planogram Product List

Position	Shelf 1 - Product	Segmentation
1-2	Yorkshire Tea 80s	Normal Tea
3	Tetley Decaf 80s	Decaf Tea
4	Twinnings Earl Grey 50s	Speciality Tea
5	Twinnings English Breakfast 50s	Speciality Tea
6	Twinnings Pure Green Tea 20s	Green Tea
7	Twinnings Pure Peppermint 20s	Fruit & Herbal Tea
8	Twinnings Lemon & Ginger 20s	Fruit & Herbal Tea
9	Twinnings Camomile 20s	Fruit & Herbal Tea

Position	Shelf 2 - Product	Segmentation
1	Retailer Choice	Normal Tea
2	PG Tips Original 40s	Normal Tea
3-4	PG Tips Original 80s	Normal Tea
5	PG Tips Original 160s	Normal Tea
6	PG Tips Original 160s	Normal Tea
7-8	Tetley Original 80s	Normal Tea
9	Twinnings Camomile 20s	Fruit & Herbal Tea

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

