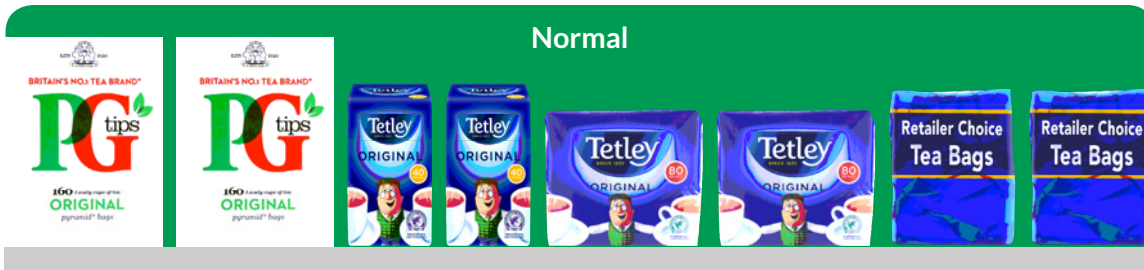
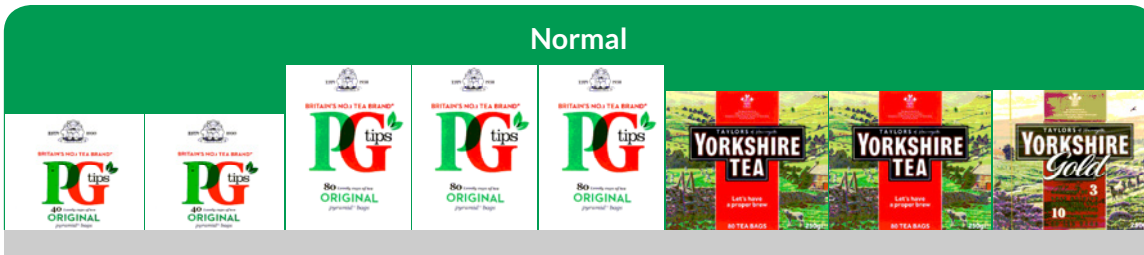




# Tea: 3 Shelf



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

## Planogram Product List

Position	Shelf 1 - Product	Segmentation
1	Tetley Redbush 40s	Redbush
2	Tetley Decaf 80s	Decaf Tea
3	PG Tips The Tasty Decaf 70s	Decaf Tea
4	Twinnings English Breakfast 50s	Speciality Tea
5	Twinnings Earl Grey 50s	Speciality Tea
6	Twinnings Pure Green Tea 20s	Green Tea
7	Twinnings Lemon Green 20s	Green Tea
8	Twinnings Pure Peppermint 20s	Fruit & Herbal Tea
9	Twinnings Lemon & Ginger 20s	Fruit & Herbal Tea
10	Twinnings Camomile 20s	Fruit & Herbal Tea

Position	Shelf 2 - Product	Segmentation
1-2	PG Tips Original 40s	Normal Tea
3-5	PG Tips Original 80s	Normal Tea
6-7	Yorkshire Tea 80s	Normal Tea
8	Yorkshire Gold 80s	Normal Tea

Position	Shelf 3 - Product	Segmentation
1-2	PG Tips Original 160s	Normal Tea
3-4	Tetley Original 40s	Normal Tea
5-6	Tetley Original 80s	Normal Tea
7-8	Retailer Choice	Normal Tea

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

