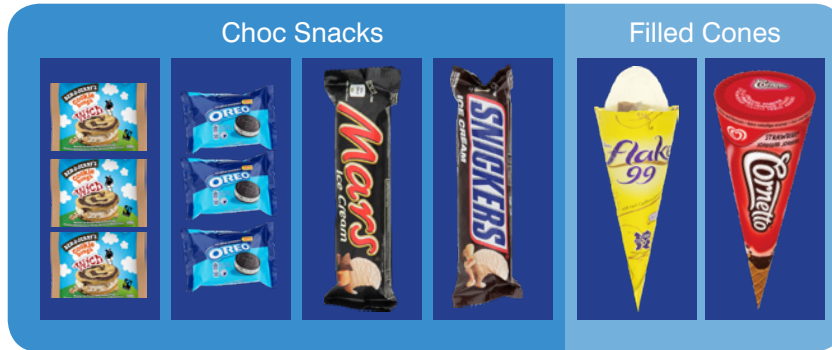




Ice Cream: 18 Basket Cabinet



Planogram Product List

Position	Top Row - Product	Segmentation
1	Ben & Jerry's Cookie Dough Wich	Choc Snacks
2	Oreo Vanilla Sandwich	Choc Snacks
3	Mars Ice-Cream Bar	Choc Snacks
4	Snickers Ice-Cream Bar	Choc Snacks
5	Cadbury 99 Flake	Filled Cone
6	Cornetto Strawberry	Filled Cone

Position	Middle Row - Product	Segmentation
1	Magnum Double Caramel	Choc Snacks
2	Magnum Double Raspberry	Choc Snacks
3	Magnum Praline	Choc Snacks
4	Feast	Choc Snacks
5	Solero Exotic	Adult Refresh
6	Calippo Combo Strawberry & Vanilla	Kids

Position	Bottom Row - Product	Segmentation
1	Magnum Classic	Choc Snacks
2	Magnum White	Choc Snacks
3	Magnum Mint	Choc Snacks
4	Twister	Kids
5	Rowntree's Fruit Pastilles Lolly	Kids
6	Calippo Orange	Kids

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

