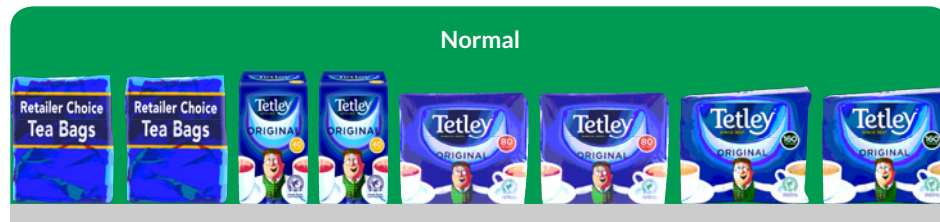
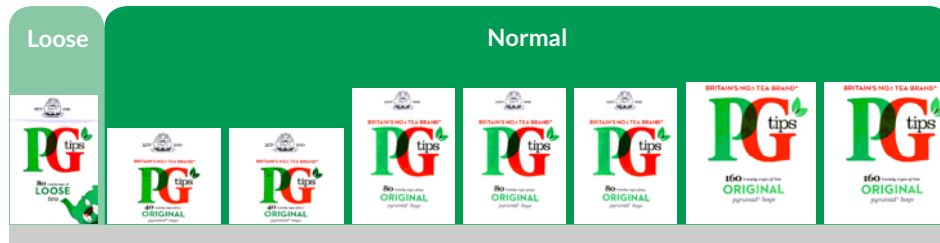




# Tea: 4 Shelf



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

## Planogram Product List

Position	Shelf 1 - Product	Segmentation
1	Twinings English Breakfast 50s	Speciality Tea
2	Twinings Earl Grey 50s	Speciality Tea
3	Twinings Lady Grey 50s	Speciality Tea
4	Twinings Pure Green Tea 20s	Green Tea
5	Twinings Lemon Green 20s	Green Tea
6	Twinings Pure Peppermint 20s	Fruit & Herbal Tea
7	Twinings Strawberry & Raspberry 20s	Fruit & Herbal Tea
8	Twinings Cranberry & Blood Orange 20s	Fruit & Herbal Tea
9	Twinings Lemon & Ginger 20s	Fruit & Herbal Tea
10	Twinings Camomile 20s	Fruit & Herbal Tea
11	Pukka Night Time 20s	Fruit & Herbal Tea

Position	Shelf 2 - Product	Segmentation
1	Tetley Redbush 40s	Redbush Tea
2	Tetley Decaf 80s	Decaf Tea
3	PG Tips The Tasty Decaf 70s	Decaf Tea
4-6	Yorkshire Tea 80s	Normal Tea
7	Yorkshire Gold 80s	Normal Tea

Position	Shelf 3 - Product	Segmentation
1	PG Tips Loose Tea 250g	Loose Tea
2-3	PG Tips Original 40s	Normal Tea
4-6	PG Tips Original 80s	Normal Tea
7-8	PG Tips Original 160s	Normal Tea

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

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

