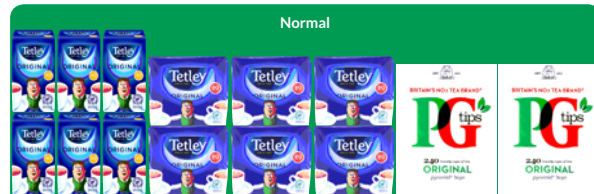
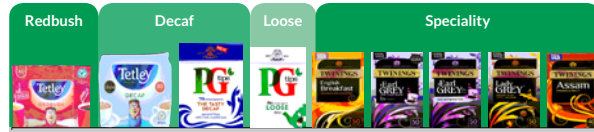
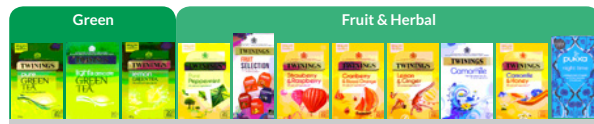




Tea: 6 Shelf



Planogram Product List

Position	Shelf 1 - Product	Segmentation
1	Twinings Pure Green Tea 20s	Green Tea
2	Twinings Lemon Green 20s	Green Tea
3	Twinings Light & Delicate Green	Green Tea
4	Twinings Pure Peppermint 20s	Fruit & Herbal
5	Twinings Fruit Selection 25s	Fruit & Herbal
6	Twinings Strawberry &	Fruit & Herbal
7	Twinings Cranberry & Blood	Fruit & Herbal
8	Twinings Lemon & Ginger 20s	Fruit & Herbal
9	Twinings Camomile 20s	Fruit & Herbal
10	Twinings Camomile & Honey 20s	Fruit & Herbal
11	Pukka Night Time 20s	Fruit & Herbal

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	PG Tips Loose Tea 250g	Loose Tea
5	Twinings English Breakfast 50s	Speciality Tea
6	Twinings Earl Grey 50s	Speciality Tea
7	Twinings Earl Grey Decaf 50s	Decaf Tea
8	Twinings Lady Grey 50s	Speciality Tea
9	Twinings Assam 50s	Speciality Tea

Position	Shelf 3 - Product	Segmentation
1-2	Yorkshire Tea 80s	Normal Tea
3-4	Yorkshire Tea 160s	Normal Tea
5-6	Yorkshire Gold 80s	Normal Tea

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

Position	Shelf 5 - Product	Segmentation
1-3	Tetley Original 40s	Normal Tea
4-7	Tetley Original 80s	Normal Tea
8-9	PG Tips Original 240s	Normal Tea

Position	Shelf 6 - Product	Segmentation
1-3	Tetley Original 160s	Normal Tea
4-7	Retailer Choice	Normal Tea

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

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

