



Winter Ice Cream: 12 Basket Cabinet



Planogram Product List

Position	Top Row - Product	Segmentation
1	Magnum Classic	Choc Snacks
2	Magnum White	Choc Snacks
3	Calippo Orange	Kids
4	Twister	Kids

Position	Middle Row - Product	Segmentation
1	Ben & Jerrys Chocolate Phish Food	Dessert Luxury
2	Ben & Jerrys Chocolate Chip Cookie Dough	Dessert Luxury
3	Ben & Jerrys Chocolate Fudge Brownie	Dessert Luxury
4	Carte D'Or Madagascan Vanilla	Dessert Premium
5	Carte D'Or Chocolate	Dessert Premium

Position	Bottom Row - Product	Segmentation
1	Viennetta Mint	Dessert Family
2	Viennetta Vanilla	Dessert Family
3	Walls Soft Scoop Vanilla	Dessert Standard
4	Magnum Classic Multi Pack	Choc Snacks
5	Rowntrees Fruit Pastilles	Kids

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

