

Recommended Planogram - 2 Door Freezers



Please note BirdsEye cannot make product level recommendations for Ice-cream, Desserts or Pizza. Those in the planogram represent the share of space these categories should have.

2 door SKU list

- ❖ Ready Meals/Pies
 - BirdsEye Beef Dinner
 - BirdsEye Chicken Dinner
 - BirdsEye Chicken Curry
 - BirdsEye Chicken Tikka Masala
 - BirdsEye Beef Lasagne
 - Young's Admiral Pie
- ❖ Fish
 - Young's Cooked & Peeled Prawns 215g
 - BirdsEye Harry Ramsdens 2 Battered Cod Fillets
 - BirdsEye 12 Cod Fish Fingers
- ❖ Poultry
 - BirdsEye 2 Crispy Chicken
 - BirdsEye 12 Chicken Dippers
 - BirdsEye 4 Chicken Burgers
- ❖ Pies
 - BirdsEye Chicken Pie 155g
 - BirdsEye Steak & Kidney Pie 155g
- ❖ Red Meat
 - Richmond 16 Thick Pork Sausages
 - BirdsEye 4 Beef Burgers
- ❖ Potato & Yorkshires
 - McCain Jacket Potatoes 2s
 - BirdsEye Potato Waffles 4s
 - McCain Straight Chips 907g
 - McCain Lightly Spiced Wedges
 - Aunt Bessies 12 Golden Yorkshire Puddings
 - Aung Bessies Homestyle Roast Potatoes
- ❖ Vegetables & Rice
 - BirdsEye Mixed Vegetables 340g
 - BirdsEye Garden Peas 400g
 - BirdsEye Petit Pois 286g
 - Ross Broccoli Florets 400g

Birdseye cannot make SKU level recommendations for Ice-cream, Deserts, Vegetarian or Pizza. Products in planograms represent share of space to be dedicated to these sub-categories.