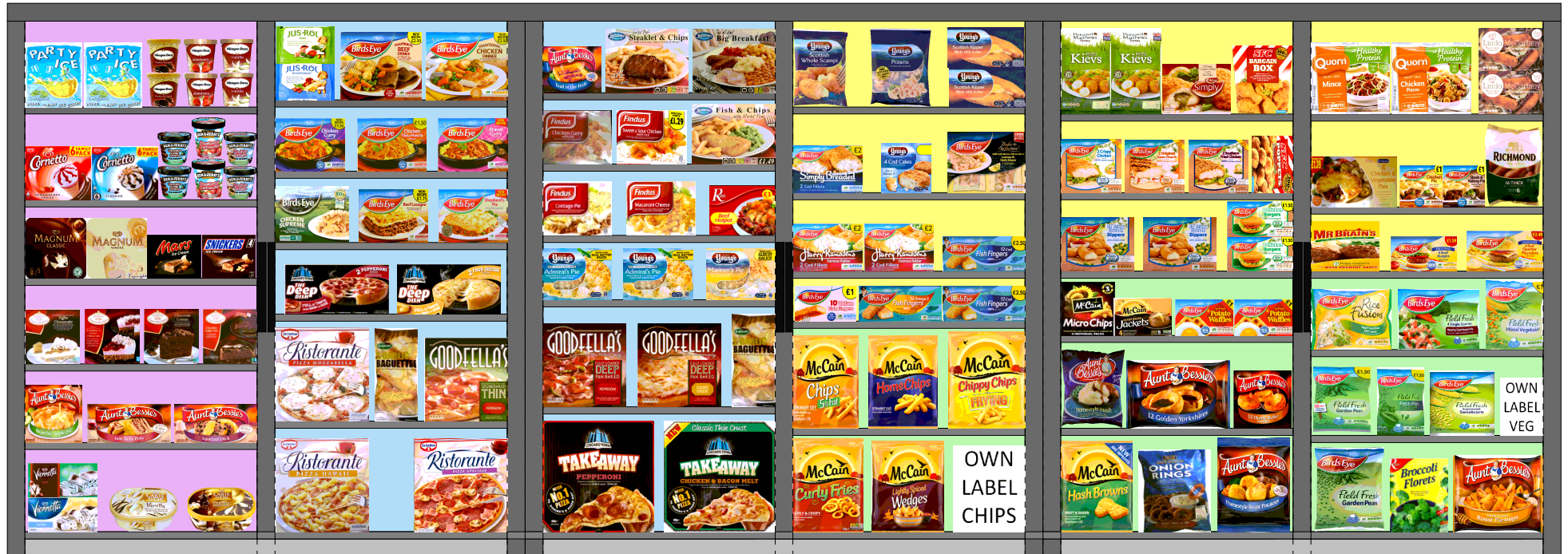


# Recommended Planogram - 6 Door Freezers



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.

# 6 door SKU List

## ❖ Ready Meals

- BirdsEye Beef Dinner
- BirdsEye Chicken Dinner
- BirdsEye Chicken Curry
- BirdsEye Chicken Tikka Masala
- BirdsEye Prawn Curry
- BirdsEye Chicken Supreme
- BirdsEye Beef Lasagne
- BirdsEye Shepherd's Pie
- Aunt Bessies Toad in the Hole
- Kershaws Steaklet & Chips
- Kershaws Big Breakfast
- Kershaws Fish & Chips
- Findus Chicken Curry
- Findus Sweet & Sour Chicken
- Findus Cottage Pie
- Findus Macaroni Cheese
- Ross Beef Hot Pot
- Young's Admiral Pie
- Young's Mariner's Pie

## ❖ Fish

- Young's Whole Scampi 220g
- Young's Cooked & Peeled Prawns 215g
- Young's Kippers in butter
- Young's 4 Cod Cakes
- BirdsEye Baked to Perfection 2 Salmon Lemon & Herb
- BirdsEye Simply Breaded 2 Cod Fillets
- BirdsEye Harry Ramsdens 2 Battered Cod Fillets
- BirdsEye 12 Cod Fish Fingers
- BirdsEye 12 Omega 3 Fish Fingers
- BirdsEye 10 Value Fish Fingers

## ❖ Poultry

- Bernard Matthews 8 Mini Kievs
- BirdsEye 2 Simply Chicken Kiev
- SFC Bargain Box
- BirdsEye 2 Crispy Chicken
- BirdsEye 2 Original Chicken Chargrills
- BirdsEye 2 Southern Fried Chicken
- SFC Chicken Poppets 190g
- BirdsEye 12 Chicken Dippers
- BirdsEye 4 Chicken Burgers

## ❖ Pies

- BirdsEye Chicken Pie 155g
- BirdsEye Steak & Kidney Pie 155g
- FreshPack 4 Chicken & Vegetable Pies

## ❖ Red Meat

- Richmond 16 Thick Pork Sausages
- Mr Brains 6 Pork Faggots
- BirdsEye 4 Beef Burgers
- BirdsEye 4 Quarter Pounders

## ❖ Potato & Yorkshires

- McCain Micro Chips 4x100g
- McCain Jacket Potatoes 2s
- BirdsEye Potato Waffles 4s
- McCain Straight Chips 907g
- McCain Home Chips 1kg
- McCain Chippy Chips
- McCain Curly Fries
- McCain Lightly Spiced Wedges
- Own Label Chips
- Aunt Bessies Homestyle Mash
- Aunt Bessies 12 Golden Yorkshire Puddings
- Aunt Bessies 12 Homebake Yorkshire Puddings
- McCain Hash Browns
- Onion rings
- Aunt Bessies Homestyle Roast Potatoes

## ❖ Vegetables & Rice

- BirdsEye Rice Fusions 2x Egg-Fried
- BirdsEye 4 Single Steamers – Hearty Farmhouse Mix
- BirdsEye Mixed Vegetables 340g
- BirdsEye Garden Peas 400g
- BirdsEye Petit Pois 286g
- Birdseye Sweetcorn 400g
- Own Label Veg
- BirdsEye Garden Peas 800g
- Ross Broccoli Florets 400g
- Aunt Bessies Honey Roast Parsnips 600g

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.