

CATEGORY ADVICE 2022

CRISPS & SNACKS



- **Market Insights**
- **Must Stock Lines**
- **Planograms**





Get ready for the HFSS* legislation coming October 2022



Download Walkers' guide to getting ready for HFSS pdf

*High Fat Sugar and Salt

On average consumers are snacking 5.5 times per day, and split of snacking is balanced across the day.²

Shoppers are concerned about inflation and rising food prices.

To retain shoppers, focus on showcasing value. Offer choice across value snack singles and £1 PMPs and highlight deals through bold signage.³

Singles performance has turned around in the last 12 weeks with +10% growth. This growth is driven by Non-PMPs & value snacks.

Focus on the best-sellers in standard packs and value snacks.¹

Price marked pack Sharing is the biggest segment, accounting for 51% of CSN sales and is growing by +9%. Make sure you offer the most space to Sharing PMP in your main fixture.¹

Bigger Sharing (non priced marked) bags account for 15% of CSN sales and also growing by +9%. Ensure you have the best-sellers for this occasion.

The top 3 best-selling SKUs in Bigger Bag (non PMP) Sharing in Indies and Symbols are: Doritos Chilli Heatwave, Tangy Cheese & Cool Original 150g.¹

Multipacks have grown +5% over the last 2 years (since Pre-COVID), as a result of increased take-home shopper missions.

Stock a consolidated range of top sellers to cater for this mission.⁵

Sources:

1 - (Nielsen, Independent & Symbols, MAT, W.E.19.02.22)

2 - (Path to Purchase research – Green Shoots (Dec 20), PepsiCo Shape of Demand Study, UK, 2020-2022, 36k consumers, 180k snacking occasions)

3 - PepsiCo Shopper Sentiment Study, Data to 18th Feb 2022.

4 - Nielsen, Independent & Symbols, MAT, W.E.25.12.21

5 - (Nielsen, Independent & Symbols, MAT vs MAT 2YA, W.E.19.02.22)



Market Insight

CATEGORY ADVICE
2022

70% of crisps and snacks sales come from the main fixture.²
Use the block planogram in this guide to offer the right space for each segment and maximise sales from your fixture.

Although snacking is predicted to continue growing, in light of consumer trends and legislations, snacking choices will evolve.

Many shoppers will seek snacks that are both enjoyable and healthier. Taste and brand are still the most important factors to consider when choosing range and NPD. Ensure you have some healthier and great tasting options in your range.²

Taste and brand are most important to shoppers.

Refine your range to focus on best-selling brands.²



Tip:
Consider these factors when choosing NPD



In 2021, the top 10 best-selling NPD SKUs were all PMP Sharing, delivering 53% of total Sharing growth.⁴

Look out for the exciting NPD at Bestway and ensure you use POS on shelf to highlight to your consumers.



Singles

Most popular at the lunch occasion. Additionally place singles in chiller baskets with Food-to-go.



£1 PMPs

Ideal for afternoon snacking. Offer the most space to £1 PMPs on fixture to ensure strong availability through to the afternoon.

Bigger Sharing Bags

Perfect for social and evening snacking. Additionally place sharing bags near beers, wines and spirits or soft drinks to drive impulse purchases and basket spend.

Sources:
1 - (Nielsen, Independent & Symbols, MAT, W.E.19.02.22)
2 - (Path to Purchase research – Green Shoots (Dec 20), PepsiCo Shape of Demand Study, UK, 2020-2022, 36k consumers, 180k snacking occasions)
3 - PepsiCo Shopper Sentiment Study, Data to 18th Feb 2022.
4 - Nielsen, Independent & Symbols, MAT, W.E.25.12.21
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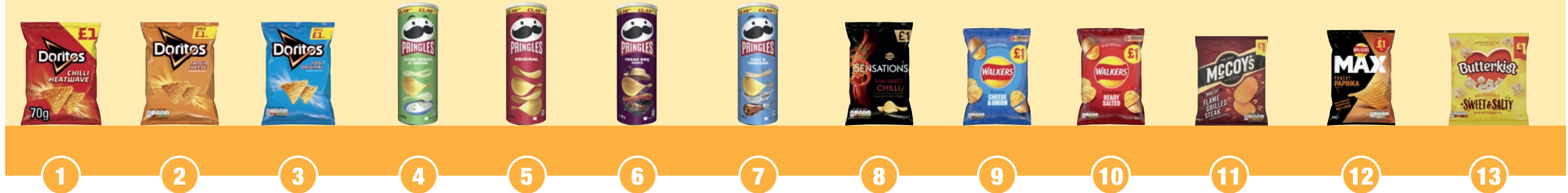
Must Stock Lines

Did you know there are over 3000 SKUs available but 80% of sales come from only the top 6% of SKUs!
(Source: Nielsen Total Impulse, L26W, March 2022)

CATEGORY ADVICE
2022

These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

SHARING CRISPS & SNACKS



SHARING CRISPS & SNACKS



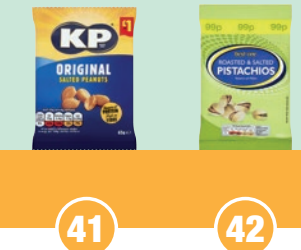
SINGLES



MULTIPACK



NUTS





Must Stock Lines

CATEGORY ADVICE
2022

1



**DORITOS CHILLI HEATWAVE PM £1
70G**
SKU CODE: 677026

2



**DORITOS TANGY CHEESE PM £1
70G**
SKU CODE: 677015

3



**DORITOS COOL ORIGINAL PM £1
70G**
SKU CODE: 677050

4



**PRINGLES SOUR CREAM & ONION
PM £2.49 165G**
SKU CODE: 770067

5



**PRINGLES ORIGINAL PM £2.49
165G**
SKU CODE: 770101

6



**PRINGLES TEXAS BBQ SAUCE PM £2.49
165G**
SKU CODE: 770080

7



**PRINGLES SALT & VINEGAR PM £2.49
165G**
SKU CODE: 770056

8



**SENSATIONS THAI SWEET CHILLI PM £1
65G**
SKU CODE: 670144



Must Stock Lines

CATEGORY ADVICE
2022

9



**WALKERS CHEESE & ONION PM £1
65G**
SKU CODE: 670166

13



**BUTTERKIST SWEET & SALTY POPCORN
PM £1 70G**
SKU CODE: 738944

10



**WALKERS READY SALTED PM £1
65G**
SKU CODE: 670177

14



**CHEETOS TWISTED FLAMIN' HOT
PM £1 65G**
SKU CODE: 670044

11



**MCCOYS RIDGE CUT
FLAME GRILLED STEAK PM £1 65G**
SKU CODE: 634075

15



**QUAVERS CHEESE PM £1
54G**
SKU CODE: 730607

12



**WALKERS MAX PUNCHY PAPRIKA
PM £1 70G**
SKU CODE: 670066

16



**WOTSITS CHEESE PM £1
60G**
SKU CODE: 731751



Must Stock Lines

CATEGORY ADVICE
2022

17



MONSTER MUNCH PICKLED ONION
PM £1 60G
SKU CODE: 730620

21



HULA HOOPS BIG HOOPS
BARBECUE BEEF PM £1 70G
SKU CODE: 783264

18



MONSTER MUNCH ROAST BEEF
PM £1 60G
SKU CODE: 730618

22



HULA HOOPS BIG HOOPS
ORIGINAL PM £1 70G
SKU CODE: 783275

19



MONSTER MUNCH FLAMIN' HOT
PM £1 60G
SKU CODE: 730642

23



NIK NAKS NICE 'N' SPICY PM £1
75G
SKU CODE: 783397

20



SQUARES SALT & VINEGAR PM £1
60G
SKU CODE: 730597

24



NIK NAKS RIB 'N' SAUCY PM £1
75G
SKU CODE: 783386



Must Stock Lines

CATEGORY ADVICE
2022

25



SKIPS PRAWN COCKTAIL
45G
SKU CODE: 783375

29



WALKERS SALT & VINEGAR
32.5G
SKU CODE: 255031

26



ORIGINAL JACOBS CHEDDARS
PM £1 90G
SKU CODE: 770556

30



WALKERS PRAWN COCKTAIL
32.5G
SKU CODE: 255020

27



WALKERS CHEESE & ONION
32.5G
SKU CODE: 256740

31



QUAVERS CHEESE
20G
SKU CODE: 254944

28



WALKERS READY SALTED
32.5G
SKU CODE: 255053

32



CHEETOS TWISTED FLAMIN' HOT
PM 39P 30G
SKU CODE: 185652



Must Stock Lines

CATEGORY ADVICE
2022

33



BAKED WOTSITS REALLY CHEESE
22.5G
SKU CODE: 254988

36



MCCOYS FLAME GRILLED STEAK
47.5G
SKU CODE: 784327

34



SPACE RAIDERS BEEF PM 30P
25G
SKU CODE: 599527

37



WALKERS PICKLED ONION
32.5G
SKU CODE: 259665



35



SPACE RAIDERS PICKLED ONION
PM 30P 25G
SKU CODE: 599538

38



FRISPS CHEESE & ONION
34G
SKU CODE: 39800





CRISPS &
SNACKS

Must Stock Lines

CATEGORY ADVICE
2022

39



WALKERS VARIETY 6 PACK
PM £1.65
SKU CODE: 744468

41



KP ORIGINAL SALTED PEANUTS
PM £1 65G
SKU CODE: 736094

40



QUAVERS CHEESE 6 PACK
PM £1.65
SKU CODE: 744470

42



**BEST-ONE ROASTED & SALTED
PISTACHIOS PM 99P 80G**
SKU CODE: 395668



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2022

**SHELF
1**



**SHELF
2**



**SHELF
3**



**SHELF
4**



**SHELF
5**



**SHELF
1
SKUs**

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770080	770080	PRINGLES BBQ PM £2.49 165G
159120	159120	WALKERS VARIETY 6PK
448170	588431	QUAVERS CHEESE 6PK

**SHELF
2
SKUs**

BESTWAY BATLEYS

670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G
730607	730607	QUAVERS CHEESE PM £1 54G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G

**SHELF
3
SKUs**

BESTWAY BATLEYS

730620	730620	MONSTER MUNCH PICKLED ONION PM £1 72G
730618	730618	MONSTER MUNCH BEEF PM £1 72G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G
670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 4 SKUs

BESTWAY BATLEYS

731751	731751	WOTSITS CHEESE PM £1 60G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
255031	255031	WALKERS CRISPS SALT & VINEGAR 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G

SHELF 5 SKUs

BESTWAY BATLEYS

254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
585667	585667	FRAZZLES P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
599527	599527	SPACE RAIDERS BEEF P/M 25G



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5





Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
757987	757987	KURKURE MASSALA MUNCH PM £1 80G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G
738944	738944	BUTTERKIST SWEET & SALTY PM £1 70G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770056	770056	PRINGLES SALT & VINEGAR PM £2.49 165G
770080	770080	PRINGLES BBQ PM PM £2.49 165G
159120	159120	WALKERS VARIETY 6PK
448170	588431	QUAVERS CHEESE 6PK
709753	709753	WOTSITS CHEESE 6PK

SHELF 2 SKUs

BESTWAY BATLEYS

670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G
670188	670188	WALKERS CRISPS SALT & VINEGAR PM £1 65G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G
670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
3



SHELF
4



SHELF
5



SHELF
3

SKUs

BESTWAY BATLEYS

256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
255031	255031	WALKERS CRISPS SALT & VINEGAR 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G
730620	730620	MONSTER MUNCH PICKLED ONION PM £1 72G
730618	730618	MONSTER MUNCH BEEF PM £1 72G
730642	730642	MONSTER MUNCH FLAMIN HOT PM £1 72G
730607	730607	QUAVERS CHEESE PM £1 54G
730686	730686	QUAVERS PRAWN COCKTAIL PM £1 45G
731751	731751	WOTSITS CHEESE PM £1 60G
731740	731740	WOTSITS FLAMIN HOT PM £1 60G
730597	730597	SQUARES SALT & VINEGAR PM £1 72G

SHELF
4

SKUs

BESTWAY BATLEYS

255007	255007	WALKERS CRISPS ROAST CHICKEN 32.5G
254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
254977	254977	SQUARES SALT & VINEGAR STD
258978	258978	SQUARES CHEESE & ONION STD
770480	770480	MINI CHEDDARS ORIGINAL GRAB BAG 45G
784327	784327	MCCOYS FLAME GRILLED STEAK 45G
784338	784338	MCCOYS SALT & VINEGAR 45G
670066	670066	WALKERS MAX PAPRIKA PM £1 70G
786667	786667	WALKERS MAX CRISPY CHICKEN PM £1 70G
783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
783297	783297	MCCOYS CHEDDAR & ONION PM £1 65G
783320	783320	MCCOYS SALT & VINEGAR PM £1 65G

SHELF
5

SKUs

BESTWAY BATLEYS

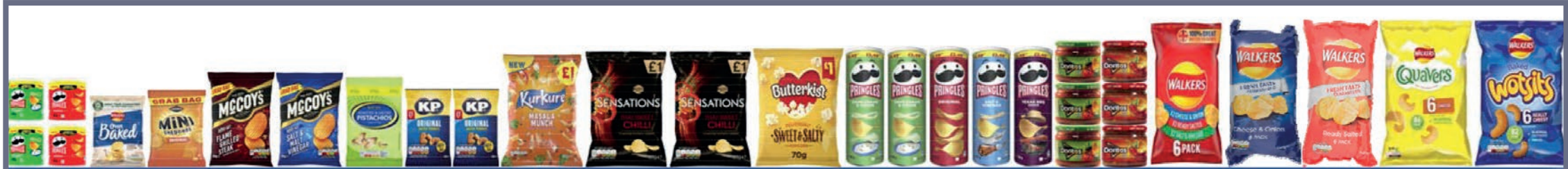
453134	453134	WALKERS BIG EAT BAKED CHEESE & ONION BAG
185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
677350	677350	SNAPS SPICY TOMATO P/M 24G
585667	585667	FRAZZLES P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
599527	599527	SPACE RAIDERS BEEF P/M 25G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783386	783386	NIK NAKS RIB N SAUCY PM £1 75G
631915	631915	SKIPS PRAWN COCKTAIL PM £1 45G
783364	783364	SPACE RAIDERS BEEF PM £1 70G
770534	770534	CRINKLYS CHEESE & ONION PM £1 90G



Planogram 3m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5

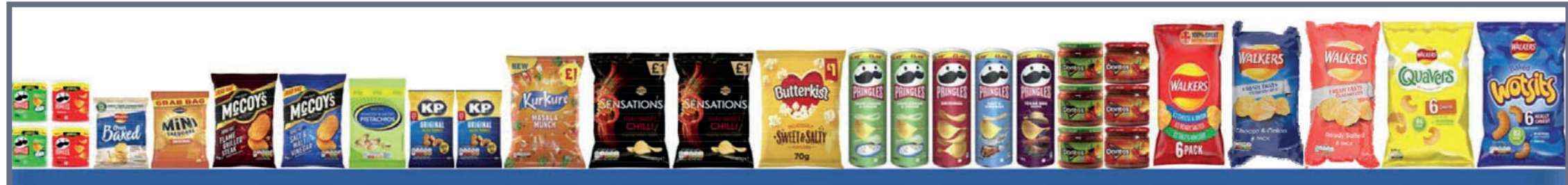




Planogram 3m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
453134	453134	WALKERS BIG EAT BAKED CHEESE & ONION BAG
770480	770480	MINI CHEDDARS ORIGINAL GRAB BAG 45G
784327	784327	MCCOYS FLAME GRILLED STEAK 45G
784338	784338	MCCOYS SALT & VINEGAR 45G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
757987	757987	KURKURE MASSALA MUNCH PM £1 80G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
738944	738944	BUTTERKIST SWEET & SALTY PM £1 70G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770056	770056	PRINGLES SALT & VINEGAR PM £2.49 165G
770080	770080	PRINGLES BBQ PM PM £2.49 165G
159542	159542	DORITOS DIP MILD SALSA 300G
159553	159553	DORITOS DIP HOT SALSA 300
159120	159120	WALKERS VARIETY 6PK
159131	159131	WALKERS CHEESE & ONION 6PK
159118	159118	WALKERS READY SALTED 6PK
448170	588431	QUAVERS CHEESE 6PK
709753	709753	WOTSITS CHEESE 6PK

SHELF 2 SKUs

BESTWAY BATLEYS

256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
255031	255031	WALKERS CRISPS SALT & VINEGAR 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G
670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G
670188	670188	WALKERS CRISPS SALT & VINEGAR PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G



Planogram 3m x 5 Shelf

CATEGORY ADVICE
2022

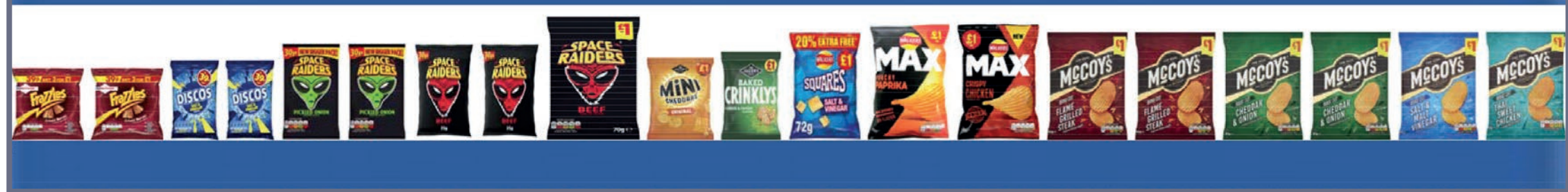
SHELF 3



SHELF 4



SHELF 5



SHELF 3 SKUs

BESTWAY BATLEYS

255007	255007	WALKERS CRISPS ROAST CHICKEN 32.5G
254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
258978	258978	SQUARES CHEESE & ONION STD
730607	730607	QUAVERS CHEESE PM £1 54G
730686	730686	QUAVERS PRAWN COCKTAIL PM £1 45G
731751	731751	WOTSITS CHEESE PM £1 60G
731740	731740	WOTSITS FLAMIN HOT PM £1 60G
670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G

SHELF 4 SKUs

BESTWAY BATLEYS

185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
677350	677350	SNAPS SPICY TOMATO P/M 24G
254977	254977	SQUARES SALT & VINEGAR STD
730620	730620	MONSTER MUNCH PICKLED ONION PM £1 72G
730618	730618	MONSTER MUNCH BEEF PM £1 72G
730642	730642	MONSTER MUNCH FLAMIN HOT PM £1 72G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783386	783386	NIK NAKS RIB N SAUCY PM £1 75G
631915	631915	SKIPS PRAWN COCKTAIL PM £1 45G

SHELF 5 SKUs

BESTWAY BATLEYS

585667	585667	FRAZZLES P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
599527	599527	SPACE RAIDERS BEEF P/M 25G
783364	783364	SPACE RAIDERS BEEF PM £1 70G
770556	770556	MINI CHEDDARS ORIGINAL PM £1 90G
770534	770534	CRINKLYLS CHEESE & ONION PM £1 90G
730597	730597	SQUARES SALT & VINEGAR PM £1 72G
670066	670066	WALKERS MAX PAPRIKA PM £1 70G
786667	786667	WALKERS MAX CRISPY CHICKEN PM £1 70G
783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
783297	783297	MCCOYS CHEDDAR & ONION PM £1 65G
783320	783320	MCCOYS SALT & VINEGAR PM £1 65G
783286	783286	MCCOYS THAI SWEET CHICKEN PM £1 65G



Planogram 1m x 5 Shelf

CATEGORY ADVICE
2022

SHELF 1



SHELF 2



SHELF 3



SHELF 4



SHELF 5



SHELF 1 SKUs

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770080	770080	PRINGLES BBQ PM £2.49 165G
159120	159120	WALKERS VARIETY 6PK
448170	588431	QUAVERS CHEESE 6PK

SHELF 2 SKUs

BESTWAY BATLEYS

670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G
730607	730607	QUAVERS CHEESE PM £1 54G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G

SHELF 3 SKUs

BESTWAY BATLEYS

730620	730620	MONSTER MUNCH PICKLED ONION PM £1 72G
730618	730618	MONSTER MUNCH BEEF PM £1 72G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G
670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G



Planogram 1m x 5 Shelf

**CATEGORY ADVICE
2022**

**SHELF
1**



**SHELF
2**



**SHELF
3**



**SHELF
4**



**SHELF
5**



SHELF 4 SKUs

BESTWAY BATLEYS

731751	731751	WOTSITS CHEESE PM £1 60G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G
259665	259665	WALKERS CRISPS PICKLED ONION 32.5G

SHELF 5 SKUs

BESTWAY BATLEYS

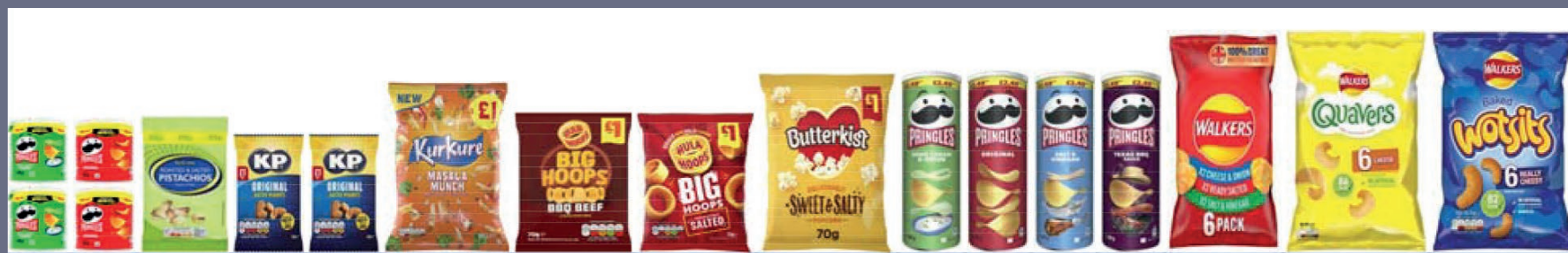
254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
39800	39800	FRISPS CHEESE & ONION P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
599527	599527	SPACE RAIDERS BEEF P/M 25G



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



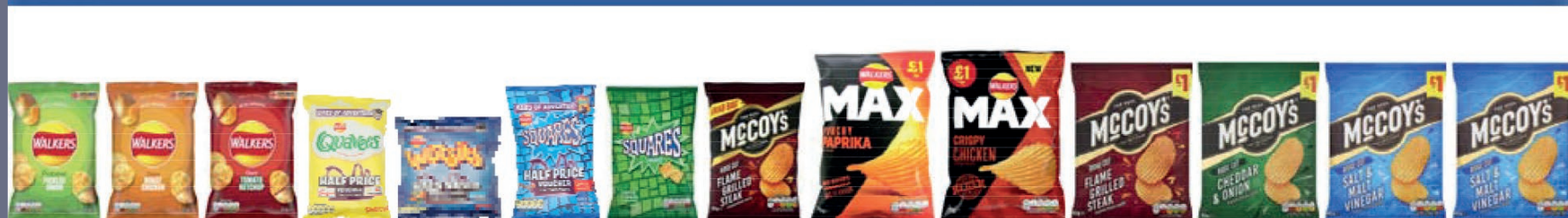
SHELF
2



SHELF
3



SHELF
4



SHELF
5





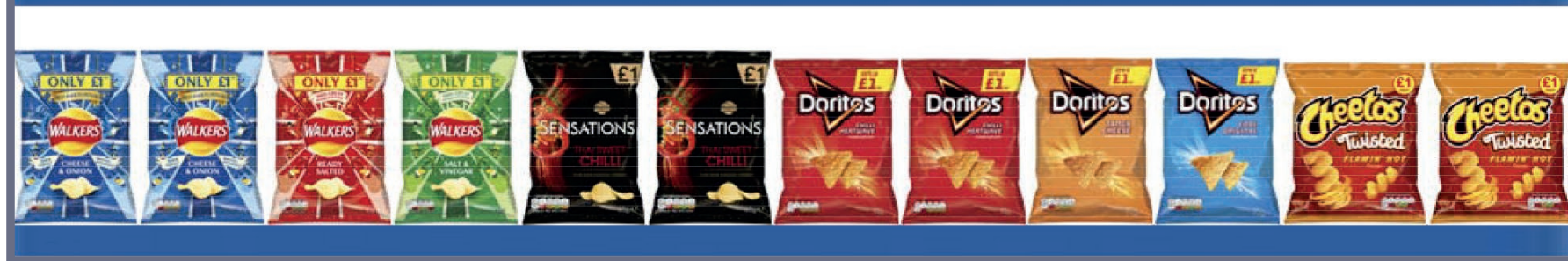
Planogram 2m x 5 Shelf

**CATEGORY ADVICE
2022**

**SHELF
1**



**SHELF
2**



SHELF 1 SKUs

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
757987	757987	KURKURE MASSALA MUNCH PM £1 80G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G
738944	738944	BUTTERKIST SWEET & SALTY PM £1 70G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770056	770056	PRINGLES SALT & VINEGAR PM £2.49 165G
770080	770080	PRINGLES BBQ PM £2.49 165G
159120	159120	WALKERS VARIETY 6PK
448170	588431	QUAVERS CHEESE 6PK
709753	709753	WOTSITS CHEESE 6PK

SHELF 2 SKUs

BESTWAY BATLEYS

670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G
670188	670188	WALKERS CRISPS SALT & VINEGAR PM £1 65G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G
670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G



Planogram 2m x 5 Shelf

**CATEGORY ADVICE
2022**

**SHELF
3**



**SHELF
4**



**SHELF
5**



SHELF 3 SKUs

BESTWAY BATLEYS

256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
255031	255031	WALKERS CRISPS SALT & VINEGAR 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G
730620	730620	MONSTER MUNCH PICKLED ONION PM £1 72G
730618	730618	MONSTER MUNCH BEEF PM £1 72G
730642	730642	MONSTER MUNCH FLAMIN HOT PM £1 72G
730607	730607	QUAVERS CHEESE PM £1 54G
730686	730686	QUAVERS PRAWN COCKTAIL PM £1 45G
731751	731751	WOTSITS CHEESE PM £1 60G
731740	731740	WOTSITS FLAMIN HOT PM £1 60G
730597	730597	SQUARES SALT & VINEGAR PM £1 72G

SHELF 4 SKUs

BESTWAY BATLEYS

259665	259665	WALKERS CRISPS PICKLED ONION 32.5G
255007	255007	WALKERS CRISPS ROAST CHICKEN 32.5G
258780	258780	WALKERS CRISPS TOMATO KETCHUP 32.5G
254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
254977	254977	SQUARES SALT & VINEGAR STD
258978	258978	SQUARES CHEESE & ONION STD
784327	784327	MCCOYS FLAME GRILLED STEAK 45G
670066	670066	WALKERS MAX PAPRIKA PM £1 70G
786667	786667	WALKERS MAX CRISPY CHICKEN PM £1 70G
783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
783297	783297	MCCOYS CHEDDAR & ONION PM £1 65G
783320	783320	MCCOYS SALT & VINEGAR PM £1 65G

SHELF 5 SKUs

BESTWAY BATLEYS

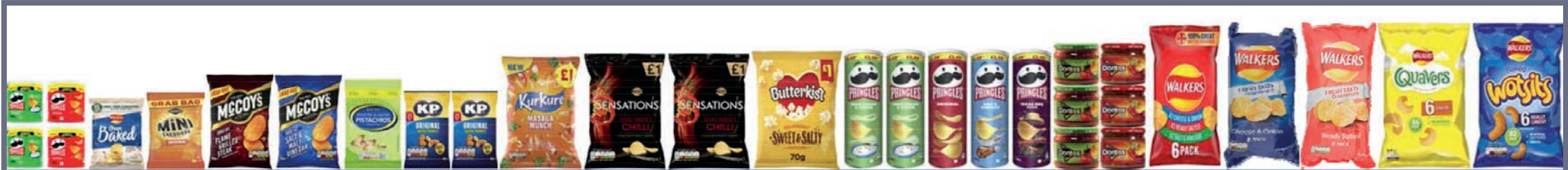
185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
626996	626996	CHIPSTICKS SALT & VINEGAR P/M 37G
585667	585667	FRAZZLES P/M 34G
39800	39800	FRISPS CHEESE & ONION P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
599527	599527	SPACE RAIDERS BEEF P/M 25G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783386	783386	NIK NAKS RIB N SAUCY PM £1 75G
631915	631915	SKIPS PRAWN COCKTAIL PM £1 45G
783364	783364	SPACE RAIDERS BEEF PM £1 70G
770534	770534	CRINKLYS CHEESE & ONION PM £1 90G



Planogram 3m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5

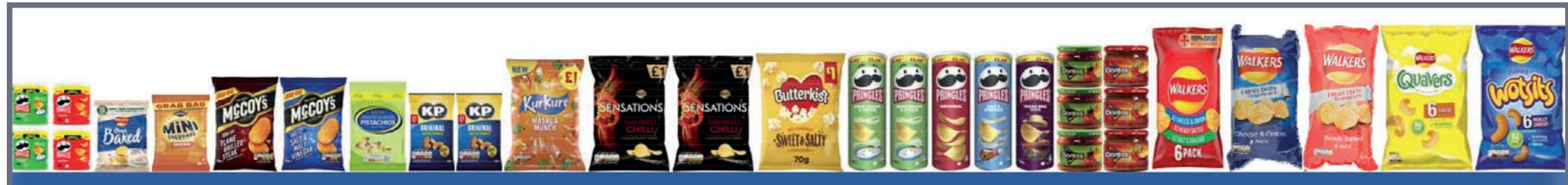




Planogram 3m x 5 Shelf

CATEGORY ADVICE
2022

SHELF
1



SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

763034	763034	PRINGLES SOUR CREAM & ONION PM 79P 40G
763001	763001	PRINGLES ORIGINAL PM 79P 40G
453134	453134	WALKERS BIG EAT BAKED CHEESE & ONION BAG
770480	770480	MINI CHEDDARS ORIGINAL GRAB BAG 45G
784327	784327	MCCOYS FLAME GRILLED STEAK 45G
784338	784338	MCCOYS SALT & VINEGAR 45G
395668	395668	BEST-ONE ROASTED PISTACHIOS PM 99P 65G
736094	736094	KP ORIGINAL PEANUTS PM £1 65G
757987	757987	KURKURE MASSALA MUNCH PM £1 80G
670144	670144	SENSATIONS THAI CHILLI PM £1 65G
738944	738944	BUTTERKIST SWEET & SALTY PM £1 70G
770067	770067	PRINGLES SOUR CREAM & ONION PM £2.49 165G
770101	770101	PRINGLES ORIGINAL PM £2.49 165G
770056	770056	PRINGLES SALT & VINEGAR PM £2.49 165G
770080	770080	PRINGLES BBQ PM PM £2.49 165G
159542	159542	DORITOS DIP MILD SALSA 300G
159553	159553	DORITOS DIP HOT SALSA 300
159120	159120	WALKERS VARIETY 6PK
159131	159131	WALKERS CHEESE & ONION 6PK
159118	159118	WALKERS READY SALTED 6PK
448170	588431	QUAVERS CHEESE 6PK
709753	709753	WOTSITS CHEESE 6PK

SHELF 2 SKUs

BESTWAY BATLEYS

256740	256740	WALKERS CRISPS CHEESE & ONION 32.5G
255053	255053	WALKERS CRISPS READY SALTED 32.5G
259665	259665	WALKERS CRISPS PICKLED ONION 32.5G
258780	258780	WALKERS CRISPS TOMATO KETCHUP 32.5G
670166	670166	WALKERS CRISPS CHEESE & ONION PM £1 65G
670177	670177	WALKERS CRISPS READY SALTED PM £1 65G
670188	670188	WALKERS CRISPS SALT & VINEGAR PM £1 65G
677026	677026	DORITOS CHILLI HEAT PM £1 70G
677015	677015	DORITOS TANGY CHEESE PM £1 70G
677050	677050	DORITOS COOL ORIGINAL PM £1 70G



Planogram 3m x 5 Shelf

**CATEGORY ADVICE
2022**

**SHELF
3**



**SHELF
4**



**SHELF
5**



SHELF 3 SKUs

BESTWAY BATLEYS

255031	255031	WALKERS CRISPS SALT & VINEGAR 32.5G
255020	255020	WALKERS CRISPS PRAWN COCKTAIL 32.5G
255007	255007	WALKERS CRISPS ROAST CHICKEN 32.5G
254944	254944	QUAVERS CHEESE STD
254988	254988	WOTSITS CHEESE STD
730607	730607	QUAVERS CHEESE PM £1 54G
730686	730686	QUAVERS PRAWN COCKTAIL PM £1 45G
731751	731751	WOTSITS CHEESE PM £1 60G
731740	731740	WOTSITS FLAMIN HOT PM £1 60G
670044	670044	CHEETOS TWISTED FLAMIN HOT PM £1 65G
783264	783264	HULA HOOPS BBQ BEEF PM £1 70G
783275	783275	HULA HOOPS ORIGINAL PM £1 70G

SHELF 4 SKUs

BESTWAY BATLEYS

185652	185652	CHEETOS TWIST P/M 30G
185641	185641	CHEETOS CRUNCHIES P/M 30G
258978	258978	SQUARES CHEESE & ONION STD
254977	254977	SQUARES SALT & VINEGAR STD
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730642	730642	MONSTER MUNCH FLAMIN HOT PM £1 72G
783397	783397	NIK NAKS NICE N SPICY PM £1 75G
783386	783386	NIK NAKS RIB N SAUCY PM £1 75G
631915	631915	SKIPS PRAWN COCKTAIL PM £1 45G

SHELF 5 SKUs

BESTWAY BATLEYS

626996	626996	CHIPSTICKS SALT & VINEGAR P/M 37G
677350	677350	SNAPS SPICY TOMATO P/M 24G
585667	585667	FRAZZLES P/M 34G
39800	39800	FRISPS CHEESE & ONION P/M 34G
39811	39811	DISCOS SALT & VINEGAR P/M 34G
599527	599527	SPACE RAIDERS BEEF P/M 25G
599538	599538	SPACE RAIDERS PICKLED ONION P/M 25G
783353	783353	SPACE RAIDERS PICKLED ONION PM £1 90G
770556	770556	MINI CHEDDARS ORIGINAL PM £1 90G
770534	770534	CRINKLYS CHEESE & ONION PM £1 90G
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670066	670066	WALKERS MAX PAPRIKA PM £1 70G
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783307	783307	MCCOYS FLAME GRILLED STEAK PM £1 65G
783297	783297	MCCOYS CHEDDAR & ONION PM £1 65G
783320	783320	MCCOYS SALT & VINEGAR PM £1 65G
783286	783286	MCCOYS THAI SWEET CHICKEN PM £1 65G



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**