

Take a bigger bite of the biscuits opportunity!

Grow your biscuit sales by up to **39%***

“Following the Better Biscuits Best Sellers relay, my biscuit sales have grown by 19%†. Stocking the top 50 lines makes sense for both me and my customers!”

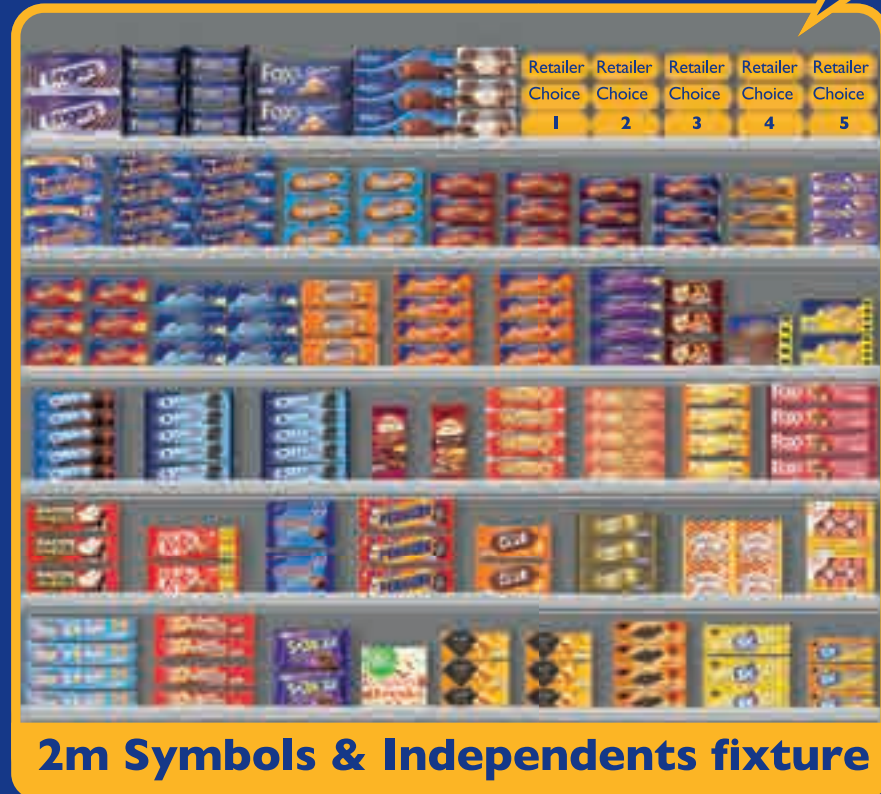
Kay Patel
Best-One, Stratford



Planograms

Visit us at: www.betterbiscuits.com to find out more!

New for 2017!
Tailor your biscuits range to your customers using Retailer's Choice slots for NPD or local favourites - it's up to you!



2m Symbols & Independents fixture



1m fixture

Top 20 Best Sellers - Symbols & Independents

- | | |
|---|---|
| 1 McVitie's Milk Choc Digestive 266g / 300g | 11 Wagon Wheels Milk Choc/Marshmallow 6x37g |
| 2 McVitie's Jaffa Cakes 150g | 12 Tunnocks Teacakes 6 x 24g |
| 3 McVitie's Milk Choc Hobnobs 262g / 300g | 13 McVitie's Choc Caramel Digestive 267g / 300g |
| 4 McVitie's Digestive 300g / 400g | 14 Burtons Jammie Dodgers 140g |
| 5 Oreo Cookies Original 154g | 15 Cadbury Fingers Milk Choc 114g |
| 6 Fox's Chunkie Milk Choc Cookies 180g | 16 McVitie's Hobnobs 300g |
| 7 McVitie's Rich Tea 250g / 300g | 17 Bahlsen Choco Leibniz Milk Choc 125g |
| 8 Tunnocks Wafer Caramel 4 x 26g | 18 Fox's Party Rings 125g |
| 9 McVitie's Ginger Nuts 250g | 19 Cadbury Shortcake 300g |
| 10 Jacob's Cream Crackers 200g | 20 McVitie's Dark Choc Digestive 266g / 300g |

Visit our one-stop shop for total biscuit category advice



- ✓ Advice covering all manufacturers and brands
- ✓ Specific ranges for Symbols & Independents and Forecourt stores
- ✓ Ranges and layouts for different fixture sizes

*Based on 12 week store trials



Go to www.betterbiscuits.com to find out more!



Go to www.betterbiscuits.com to
Download ranges and fixture plans Book a biscuits relay for your store Order branded POS

