

# CATEGORY ADVICE 2023

## PET



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





**The UK Pet Food and Litter market is worth £3.3bn and has grown 7.9% in the last year.**

(Nielsen CPS MAT to September 2022)

**32.1% of UK households own Dogs (9.01m) and 23.2% own Cats (6.52m).**

(IPSOS Pet Ownership Study 2021)

**48% of households own either a Cat or Dog.**

24% own a dog only, 15% a Cat only and 8% a cat and dog.

(IPSOS Pet Ownership Study 2021)

**Dog population increased by +2.1% in 2021 to 12.91 million Dogs.  
Cat population increased +3.3% in 2021 to 10,66m Cats.**

(IPSOS Pet Ownership Study 2020 and 2021)

The cost-of-living crisis is impacting people's lives significantly, with people having to review what they spend in all aspects of their lives.

What we know about Pet is it's a very resilient category in economic turndown e.g. **80% of Pet owners would stop spending on themselves to buy high-quality food and products for their pets.**

(Pet Resilience during Recession, Mintel; Pet Food UK 2021)

**Pet ownership has changed.**

- A third of young adults aged 24 to 35 now have a pet in their household
- Under 35s account for 59% of new pet owners
  - 56% of those buying a pet for the first time have children at home.



## THE PET POTENTIAL

**Over ONE year, ONE Convenience Pet Food Shopper is worth £1,589 more than the average Convenience Customer!**

(Lumina Intelligence Convenience Tracking Programme 2022)



## WHY SHOULD I STOCK THE PET CATEGORY?

Pet is a valuable category for retailers, as shoppers buy frequently:

It is worth 6x more than Hot Beverages and Household Cleaning

The spend per trip is 15% higher than Household Cleaning and Hair Styling

The frequency of trips is 2x more than Beer & Lager and Ice Cream

Pet food ranks number 6 in average weight of purchase, this represents a significant part of shoppers purchasing each year

(Kantar, Grocery market, Total Market 52 wks 21st March 2022)

## HOW DO I MAXIMISE THE PET POTENTIAL IN MY STORE

### Signpost the category with key brands

47% of shoppers plan to buy a particular brand or product.  
(Mars Omnichannel Study UK 2018)



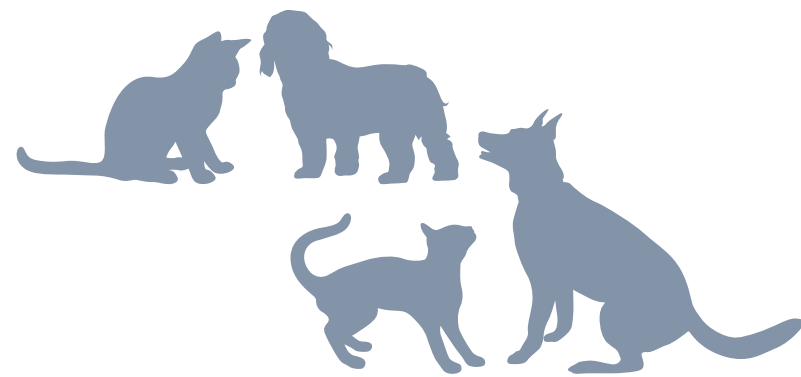
### Focus on meeting the needs of pet owners though category growth areas

55% of pet owners fail to make a convenience purchase due to lack of choice.  
(Mars Omnichannel Study UK 2018)

### Stock the best core range

Branded best sellers drive sales as these are customers favourites.

Different segments are important, as pet parents feed their furry friends different types of food, eg dry, wet, treats.  
(Nestle Purina November 2022)



### Make sure you stock the brands that customers recognise

86% of pet food shoppers state they like to stick to brands.

(Lumina Intelligence Convenience Tracking Programme 2022)



### Price Marked Packs

Stock up on products available in a PMP as these communicate value and trust with the customer.

19/20 Top selling pet food lines in symbols and independents are PMPs.  
(IRI Market Advantage Symbols and Independents Value sales 52 w/e 20th August 2022)

Pet Food is fed every day and bought on average once every 11 days making it one of the most frequently shopped categories.

(Kantar, Total Stores, Pet Food 52 w/e 20th March 2022)





# Must Stock Lines

CATEGORY ADVICE  
2023

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.

**CAT LITTER**

**CAT WET CAN**

**CAT WET POUCH**

1 2 3 4 5 6 7 8 9 10 11 12

**CAT PREMIUM WET POUCH**

**CAT DRY**

**CAT TREAT**

13 14 15 16 17 18 19 20 21

**DOG WET CAN**

**DOG PREMIUM WET POUCH**

**DOG DRY**

**DOG TREATS**

22 23 24 25 26 27 28 29 30 31 32 33 34 35



# Must Stock Lines

CATEGORY ADVICE  
2023

1



**THOMAS CAT LITTER PM £3.75  
5LTR**  
SKU CODE: 726801

2



**BEST-ONE ANTI BACTERIAL CAT LITTER  
PM £3.49 5LTR**  
SKU CODE: 799464

3



**CATSAN HYGIENE LITTER  
5LTR**  
SKU CODE: 809554

4



**WHISKAS CHICKEN CHUNKS IN JELLY  
390G**  
SKU CODE: 805686

5



**WHISKAS SALMON CHUNKS IN JELLY  
390G**  
SKU CODE: 805664

6



**BEST-ONE CHICKEN IN JELLY PM 79P  
400G**  
SKU CODE: 772541

7



**WHISKAS POUCH POULTRY IN GRAVY  
12 X 100G**  
SKU CODE: 608126

8



**WHISKAS POUCH FISH IN JELLY  
12 X 100G**  
SKU CODE: 525632



# Must Stock Lines

CATEGORY ADVICE  
2023

9



**WHISKAS POUCH CHICKEN IN GRAVY  
100G**  
SKU CODE: 805207

13



**FELIX AGAIL CHICKEN IN JELLY  
PM 3 FOR £1.39 100G**  
SKU CODE: 796815

10



**FELIX POUCH CHICKEN IN JELLY  
PM 3 FOR £1.29 100G**  
SKU CODE: 795985

14



**FELIX AGAIL FAVOURITES SELECTION  
IN JELLY PM £4.75 12 X 100G**  
SKU CODE: 795963

11



**FELIX POUCH FISH IN JELLY PM £3.99  
12 X 100G**  
SKU CODE: 809354

15



**FELIX AGAIL OCEAN FEASTS IN JELLY  
PM £4.75 12 X 100G**  
SKU CODE: 795863

12



**FELIX POUCH MEAT IN JELLY PM £3.99  
12 X 100G**  
SKU CODE: 809387

16



**GOURMET PERLE CHICKEN IN GRAVY  
PM 2 FOR £1.09 85G**  
SKU CODE: 796826



# Must Stock Lines

CATEGORY ADVICE  
2023

17



**SHEBA TRAY SALMON IN JELLY**  
**85G**  
SKU CODE: 361867

21



**DREAMIES CHICKEN**  
**60G**  
SKU CODE: 546388

18



**WHISKAS COMPLETE CHICKEN**  
**340G**  
SKU CODE: 805653

22



**BUTCHER'S CAN TRIPE MIX PM £1.10**  
**400G**  
SKU CODE: 777151

19



**PURINA ONE CHICKEN PM £1.49**  
**200G**  
SKU CODE: 771410

23



**BUTCHER'S CAN TRIPE MIX PM £2.30**  
**1.2KG**  
SKU CODE: 777162

20



**GO-CAT TUNA, HERRING & VEGETABLES**  
**PM £1.19 340G**  
SKU CODE: 742396

24



**PEDIGREE CAN ORIGINAL LOAF**  
**400G**  
SKU CODE: 117498



# Must Stock Lines

CATEGORY ADVICE  
2023

25



**PEDIGREE CAN CHUNKS IN JELLY  
385G**  
SKU CODE: 36330

28



**WINALOT POUCH CHUNKS IN GRAVY  
PM £3.99 12 X 100G**  
SKU CODE: 796872

26



**PEDIGREE POUCH MIXED CHUNKS  
IN GRAVY 12 X 100G**  
SKU CODE: 97515

29



**CESAR CLASSIC CHICKEN & TURKEY  
150G**  
SKU CODE: 730486

27



**WINALOT CHICKEN IN JELLY PM £1.15  
400G**  
SKU CODE: 809365

30



**CESAR CLASSIC TURKEY & LAMB  
150G**  
SKU CODE: 730497





# Must Stock Lines

CATEGORY ADVICE  
2023

31



**BAKERS BEEF & VEGETABLE PM £2.85  
1KG**  
SKU CODE: 795996

34



**PEDIGREE DENTASTIX MEDIUM DOG  
3 STICKS**  
SKU CODE: 805842

32



**BAKERS CHICKEN & VEGETABLE  
PM £2.85 1KG**  
SKU CODE: 795941

35



**PEDIGREE RODEO BEEF  
4 STICKS**  
SKU CODE: 542756

33



**HARRINGTONS TURKEY & VEGETABLES  
1KG**  
SKU CODE: 810723



# Planogram 1m x 5 Shelf

**CATEGORY ADVICE  
2023**

**SHELF  
1**



**SHELF  
2**



**SHELF  
3**



**SHELF  
4**



**SHELF  
5**



## **SHELF 1** SKUs

**BESTWAY BATLEYS**

758769	546388	DREAMIES CHICKEN 60G
771476	771476	FELIX GOODYBAG ORIGINAL MIX PM £1.19 60G
385949	538228	WEBBOX DELIGHT CHICKEN & LIVER 6PK
805686	805686	WHISKAS 1+ CAT TIN CHICKEN IN JELLY 390G
772552	772552	BESTONE CAT POUCH CHICKEN & TURKEY PM 49P 100G
805207	805207	WHISKAS 1+ POUCH CHICKEN IN JELLY 100G
805197	805197	WHISKAS 1+ POUCH TUNA JELLY 100G
795985	795985	FELIX CIJ CHICKEN POUCH PM 43P 100G
796815	796815	FELIX AGAIL CHICKEN CAT FOOD PM 60P 100G
796826	796826	GOURMET PERLE POUCH CHICKEN PM 2/£1.09 85G
361867	361867	SHEBA FINE FLAKES WITH SALOMON IN JELLY 85G

## **SHELF 2** SKUs

**BESTWAY BATLEYS**

795963	795963	FELIX AGAIL FAVOURITES CAT FOOD PM £4.75 100G 12PK
795863	795863	FELIX AGAIL OCEAN FEASTS CAT FOOD PM £4.75 100G 12PK
624348	624348	WHISKAS POUCH 1+ PURE DELIGHT POULTRY 12PK 85G
742396	742396	GO CAT TUNA & HERRING & VEG PM £1.19 340G
805653	805653	WHISKAS 1+ CAT DRY COMPLETE CHICKEN 340G

## **SHELF 3** SKUs

**BESTWAY BATLEYS**

809354	809354	FELIX CIJ FISH 12 PK PM £3.99 100G
809387	809387	FELIX CIJ MEAT 12 PK PM £3.99 100G
608126	608126	WHISKAS POUCH 12 PK CASSEROLE 100G
163079	525632	WHISKAS POUCH 12 PK FISH CHOICE 100G
726801	726801	THOMAS CAT LITTER PM £3.75 5LTR



# Planogram 1m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



## SHELF 4 SKUs

### BESTWAY BATLEYS

730486	730486	CESAR CLASSIC DOG TRAY CHICKEN & TURKEY IN LOAF 150G
730497	730497	CESAR CLASSIC DOG TRAY TURKEY & LAMB IN LOAF 150G
97515	97515	PEDIGREE POUCH MIXED SELECTION CIG 12PK 100G
805842	805842	PEDIGREE DENTASTIX MEDIUM DOG 3 STICKS
292566	542756	PEDIGREE RODEO BEEF 70G
659625	659625	PEDIGREE SCHMACKOS MULTI 10 STICKS
771376	771376	BAKERS TREATS REWARDS VARIETY PM £1.19 100G
771387	771387	BAKERS ALLSORTS PM £1.19 98G

## SHELF 5 SKUs

### BESTWAY BATLEYS

796872	796872	WINALOT POUCH CHUNKS IN GRAVY PM £3.99 12PK 100G
809365	809365	WINALOT CHICKEN IN JELLY PM £1.15 400G
117498	117498	PEDIGREE CIL ORIGINAL 400G
777162	777162	BUTCHER'S TRIPE DOG FOOD TIN PM £2.30 1200G
795996	795996	BAKERS ADULT DOG BEEF & VEG PM £2.85 1KG
795941	795941	BAKERS ADULT DOG CHICKEN AND VEG PM £2.85 1KG



# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5





# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2

## SHELF 1 SKUs

### BESTWAY BATLEYS

193924	554999	WHISKAS CAT MILK 200ML
758769	546388	DREAMIES CHICKEN 60G
771476	771476	FELIX GOODY BAG ORIGINAL MIX PMP 60G
385949	538228	WEBBOX DELIGHTS CAT STICKS CHICKEN & LIVER 6 PACK
772552	772552	BESTONE POUCH CHICKEN & TURKEY PMP 100G
772563	772563	BESTONE POUCH TUNA & COD PMP 100G
805207	805207	WHISKAS POUCH CHICKEN IN JELLY 100G
805197	805197	WHISKAS POUCH TUNA IN JELLY 100G
795985	795985	FELIX POUCH CHICKEN IN JELLY PMP 100G
796815	796815	FELIX POUCH AGAIL CHICKEN IN JELLY PMP 100G
361867	361867	SHEBA TRAY SALMON IN JELLY 85G
809587	809587	SHEBA TRAY CHICKEN IN LOAF 85G
659625	659625	PEDIGREE SCHMACKOS MULTI 12 PACK
805842	805842	PEDIGREE DENTASTIX MEDIUM 3 STICK
542756	542756	PEDIGREE RODEO BEEF 4 STICK
659536	659536	PEDIGREE JUMBONE BEEF & POULTRY MEDIUM 2 STICK
771387	771387	BAKERS ALLSORTS PMP 98G
771376	771376	BAKERS REWARDS VARIETY PMP 100G

## SHELF 2 SKUs

### BESTWAY BATLEYS

809376	809376	FELIX MIXED SELECTION IN JELLY PMP 12 X 100G
809354	809354	FELIX FISH SELECTION IN JELLY PMP 12 X 100G
809387	809387	FELIX MEAT SELECTION IN JELLY PMP 12 X 100G
795863	795863	FELIX AGAIL OCEAN FEASTS IN JELLY PMP 12 X 100G
795963	795963	FELIX AGAIL FAVOURITES IN JELLY PMP 12 X 100G
796826	796826	GOURMET PERLE CHICKEN IN GRAVY PMP 85G
796848	796848	GOURMET PERLE BEEF PMP 85G
796837	796837	GOURMET PERLE SALMON PMP 85G
730486	730486	CESAR TRAY CLASSICS CHICKEN & TURKEY 150G
730520	730520	CESAR TRAY COUNTRY STEW CHICKEN & VEG 150G
730497	730497	CESAR TRAY CLASSICS TURKEY & LAMB 150G
619752	619752	BONIO ORIGINAL 650G



# Planogram 2m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
3

SHELF  
4

SHELF  
5



## SHELF 3 SKUs

### BESTWAY BATLEYS

525632	525632	WHISKAS FISH SELECTION IN JELLY 12 X 100G
176591	176591	WHISKAS FISH & MEAT SELECTION IN JELLY 12 X 100G
608126	608126	WHISKAS POULTRY SELECTION IN GRAVY 12 X 100G
624337	624337	WHISKAS PURE DELIGHT FISH 12 X 100G
624348	624348	WHISKAS PURE DELIGHT POULTRY 12 X 100G
537916	537916	PEDIGREE CHICKEN IN JELLY 400G
117510	117510	PEDIGREE BEEF IN GRAVY 400G
117498	117498	PEDIGREE ORIGINAL LOAF 400G
809365	809365	WINALOT CLASSICS CHICKEN IN JELLY PMP 400G
809332	809332	WINALOT CLASSICS TUNA IN JELLY PMP 400G
772496	772496	BESTONE DOG CHICKEN PMP 400G
777151	777151	BUTCHERS TRIPE MIX PMP 400G
777162	777162	BUTCHERS TRIPE MIX PMP 1.2KG

## SHELF 4 SKUs

### BESTWAY BATLEYS

805653	805653	WHISKAS COMPLETE CHICKEN 340G
805675	805675	WHISKAS COMPLETE TUNA 340G
134735	134735	WHISKAS COMPLETE KITTEN CHICKEN 340G
742406	742406	GO CAT CHICKEN & DUCK PMP 340G
742396	742396	GO CAT TUNA, HERRING & VEG PMP 340G
771410	771410	PURINA ONE ADULT CHICKEN PMP 200G
36330	36330	PEDIGREE CHICKEN IN JELLY 6 X 400G
809576	809576	PEDIGREE CHICKEN IN GRAVY 6 X 400G
796872	796872	WINALOT POUCH CHICKEN IN GRAVY PMP 12 X 100G
809343	809343	WINALOT POUCH CHICKEN IN JELLY PMP 12 X 100G
97515	97515	PEDIGREE MIXED SELECTION IN GRAVY 12 X 100G

## SHELF 5 SKUs

### BESTWAY BATLEYS

799464	799464	BESTONE ANTI-BACTERIAL CAT LITTER PMP 5LTR
726801	726801	THOMAS CAT LITTER PMP 5LTR
772541	772541	BESTONE CAT CHICKEN IN JELLY PMP 400G
805664	805664	WHISKAS SALMON IN JELLY 390G
805686	805686	WHISKAS CHICKEN IN JELLY 390G
810470	810470	WAGG MEATY GOODNESS BEEF & VEG PMP 1KG
810475	810475	WAGG MEATY GOODNESS CHICKEN & VEG PMP 1KG
795996	795996	BAKERS COMPLETE BEEF & VEG PMP 1KG
795941	795941	BAKERS COMPLETE CHICKEN & VEG PMP 1KG
810723	810723	HARRINGTONS ADULT COMPLETE TURKEY & VEG 1KG

PET



# Planogram 3m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1



SHELF  
2



SHELF  
3



SHELF  
4



SHELF  
5



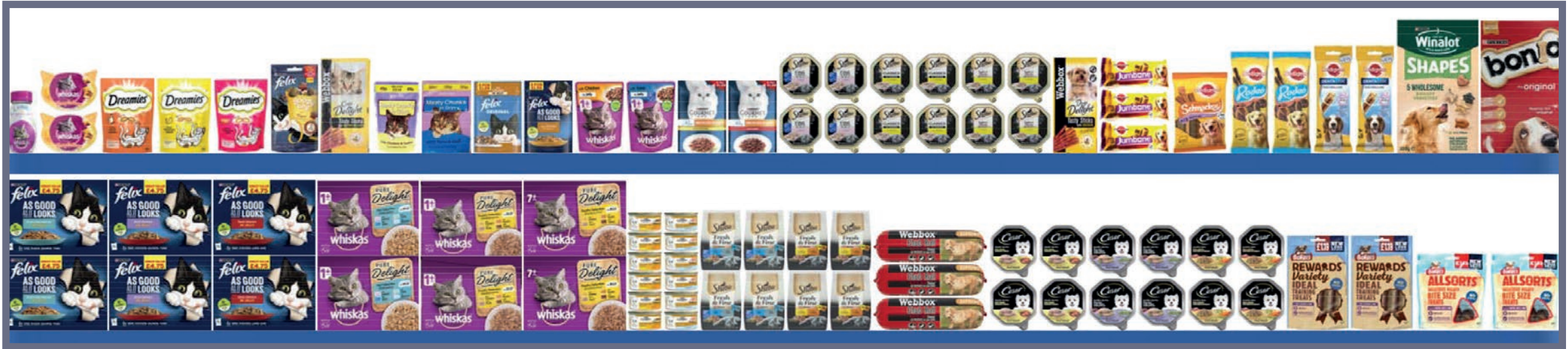


# Planogram 3m x 5 Shelf

CATEGORY ADVICE  
2023

SHELF  
1

SHELF  
2



## SHELF 1 SKUs

### BESTWAY BATLEYS

193924	554999	WHISKAS CAT MILK 200ML
576219	514601	WHISKAS TEMPTATION CHICKEN & CHEESE 60G
758769	546388	DREAMIES CHICKEN 60G
656182	546390	DREAMIES CHEESE 60G
758758	546387	DREAMIES BEEF 60G
771476	771476	FELIX GOODY BAG ORIGINAL MIX PMP 60G
385949	538228	WEBBOX DELIGHTS CAT STICKS CHICKEN & LIVER 6 PACK
772552	772552	BESTONE POUCH CHICKEN & TURKEY PMP 100G
772563	772563	BESTONE POUCH TUNA & COD PMP 100G
795985	795985	FELIX POUCH CHICKEN IN JELLY PMP 100G
796815	796815	FELIX POUCH AGAIL CHICKEN IN JELLY PMP 100G
805207	805207	WHISKAS POUCH CHICKEN IN JELLY 100G
805197	805197	WHISKAS POUCH TUNA IN JELLY 100G
796826	796826	GOURMET PERLE POUCH CHICKEN IN GRAVY PMP 85G
796848	796848	GOURMET PERLE POUCH BEEF PMP 85G
361867	361867	SHEBA TRAY SALMON IN JELLY 85G
809587	809587	SHEBA TRAY CHICKEN IN LOAF 85G
809598	809598	SHEBA TRAY CHICKEN IN GRAVY 85G
556686	573781	WEBBOX DELIGHTS DOG STICKS CHICKEN 6 PACK
659536	659536	PEDIGREE JUMBONE BEEF & POULTRY MEDIUM 2 STICK
659625	659625	PEDIGREE SCHMACKOS MULTI 12 PACK
542756	542756	PEDIGREE RODEO BEEF 4 STICK
805842	805842	PEDIGREE DENTASTIX MEDIUM 3 STICK
620037	620037	WINALOT SHAPES 800G
619752	619752	BONIO ORIGINAL 650G

## SHELF 2 SKUs

### BESTWAY BATLEYS

796863	795863	FELIX AGAIL OCEAN FEASTS IN JELLY PMP 12 X 100G
795963	795963	FELIX AGAIL FAVOURITES IN JELLY PMP 12 X 100G
796026	796026	FELIX AGAIL MEATY SELECTION IN JELLY PMP 12 X 100G
624337	624337	WHISKAS PURE DELIGHT FISH 12 X 85G
624348	624348	WHISKAS PURE DELIGHT POULTRY 12 X 85G
623472	623472	WHISKAS PURE DELIGHT 7+ POULTRY 12 X 85G
546308	573306	GOURMET GOLD CHICKEN & LIVER 85G
546298	573305	GOURMET GOLD OCEAN FISH 85G
748236	748236	SHEBA FRESH & FINE FISH IN GRAVY 6 X 50G
748247	748247	SHEBA FRESH & FINE POULTRY IN GRAVY 6 X 50G
677272	677272	WEBBOX CHUBS MIXED FLAVOURS 6 X 720G
730486	730486	CESAR TRAY CLASSICS CHICKEN & TURKEY 150G
730497	730497	CESAR TRAY CLASSICS TURKEY & LAMB 150G
730520	730520	CESAR TRAY COUNTRY STEW CHICKEN & VEG 150G
771376	771376	BAKERS REWARDS VARIETY PMP 100G
771387	771387	BAKERS ALLSORTS PMP 98G





# Planogram 3m x 5 Shelf

**CATEGORY ADVICE  
2023**

**SHELF  
3**



**SHELF  
4**



**SHELF  
5**



**SHELF  
3**

## SKUs

**BESTWAY BATLEYS**

809354	809354	FELIX FISH SELECTION IN JELLY PMP 12 X 100G
809376	809376	FELIX MIXED SELECTION IN JELLY PMP 12 X 100G
809387	809387	FELIX MEAT SELECTION IN JELLY PMP 12 X 100G
525632	525632	WHISKAS FISH SELECTION IN JELLY 12 X 100G
608126	608126	WHISKAS POULTRY SELECTION IN GRAVY 12 X 100G
176591	176591	WHISKAS FISH & MEAT SELECTION IN JELLY 12 X 100G
176601	176601	WHISKAS MEAT SELECTION IN GRAVY 12 X 100G
176580	176580	WHISKAS 7+ POUCH POULTRY 12 X 100G
809365	809365	WINALOT CLASSICS CHICKEN IN JELLY PMP 400G
809332	809332	WINALOT CLASSICS TUNA IN JELLY PMP 400G
537916	537916	PEDIGREE CHICKEN IN JELLY 385G
117498	117498	PEDIGREE ORIGINAL LOAF 400G
117510	117510	PEDIGREE BEEF IN GRAVY 400G
772496	772496	BESTONE DOG CHICKEN PMP 400G
777151	777151	BUTCHERS TRIPE MIX PMP 400G
777162	777162	BUTCHERS TRIPE MIX PMP 1.2KG

**SHELF  
4**

## SKUs

**BESTWAY BATLEYS**

805653	805653	WHISKAS COMPLETE CHICKEN 340G
805675	805675	WHISKAS COMPLETE TUNA 340G
134735	134735	WHISKAS COMPLETE KITTEN CHICKEN 340G
742396	742396	GO CAT TUNA, HERRING & VEG PMP 340G
742406	742406	GO CAT CHICKEN & DUCK PMP 340G
742417	742417	GO CAT TURKEY & VEG PMP 340G
771410	771410	PURINA ONE ADULT CHICKEN PMP 200G
97515	97515	PEDIGREE MIXED SELECTION IN GRAVY 12 X 100G
796872	796872	WINALOT POUCH CHUNKS IN GRAVY PMP 12 X 100G
809343	809343	WINALOT POUCH CHUNKS IN JELLY PMP 12 X 100G
36330	36330	PEDIGREE CHUNKS IN JELLY 6 X 400G
809576	809576	PEDIGREE CHUNKS IN GRAVY 6 X 400G
810723	810723	HARRINGTONS ADULT COMPLETE TURKEY & VEG 1KG
810724	810724	HARRINGTONS ADULT COMPLETE LAMB & RICE 1KG
796861	796861	BAKERS MEATY MEALS BEEF PMP 1KG

**SHELF  
5**

## SKUs

**BESTWAY BATLEYS**

799464	799464	BESTONE ANTI-BACTERIAL CAT LITTER PMP 5LTR
726801	726801	THOMAS CAT LITTER PMP 5LTR
809554	809554	CATSAN HYGIENE 5LTR
772541	772541	BESTONE CHICKEN PMP 400G
805664	805664	WHISKAS SALMON IN JELLY 390G
805686	805686	WHISKAS CHICKEN IN JELLY 390G
810475	810475	WAGG MEATY GOODNESS CHICKEN & VEG PMP 1KG
810470	810470	WAGG MEATY GOODNESS BEEF & VEG PMP 1KG
777084	777084	WAGG MEATY GOODNESS BEEF & VEG 2.5KG
777095	777095	WAGG MEATY GOODNESS CHICKEN & VEG 2.5KG
795996	795996	BAKERS COMPLETE BEEF & VEG PMP 1KG
795941	795941	BAKERS COMPLETE CHICKEN & VEG PMP 1KG
796850	796850	BAKERS COMPLETE SMALL DOG BEEF & VEG PMP 1.1KG



**For more information including planograms  
and advice on other key ranges, go to  
[www.bestwaywholesale.co.uk/categoryadvice](http://www.bestwaywholesale.co.uk/categoryadvice)**