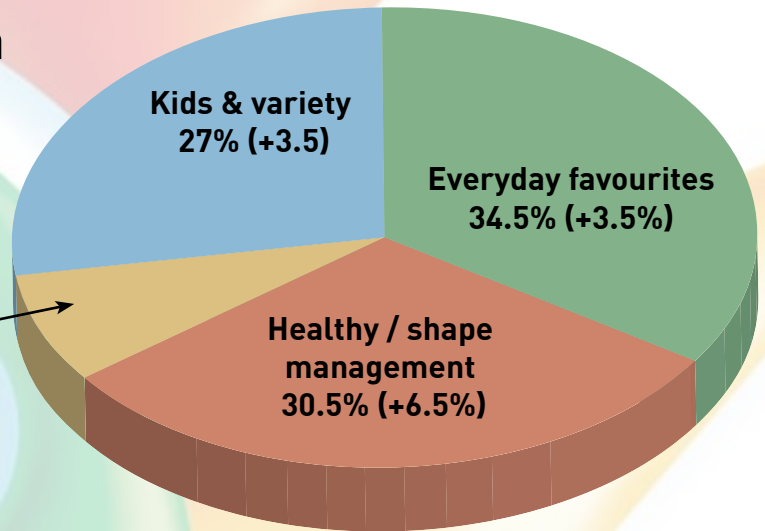


# Category Healthcheck: Cereal

The cereal category is worth over £1.2 billion in the UK, growing at +3% annually



Hot cereals  
8% (-0.3%)

## Cereal 1m x 4 Shelf Planogram



Source: Grocery Outlet IRI November 2006 – total market

## Recommended Range

P&H Code	Recommended Range	Category	Check
8029	Kellogg's Corn Flakes 500g	Everyday favourites	
26789	Kellogg's Crunchy Nut Cornflakes 375g	Everyday favourites	
28521	Weetabix 24s 430g	Everyday favourites	
21530	Shredded Wheat 18s	Everyday favourites	
26745	Kellogg's All-Bran Bran Flakes 500g	Healthy/shape management	
2548	Kellogg's Fruit'n Fibre 375g	Healthy/shape management	
5539	Kellogg's Special K 375g	Healthy/shape management	
28633	Alpen 375g	Healthy/shape management	
22717	Quaker Oatso Simple Orig 10s 270g	Hot cereal	
7732	Quaker Oats 500g	Hot cereal	
27109	Quaker Sugar Puffs 320g	Kids	
6500	Kellogg's Rice Krispies 420g	Kids	
26799	Kellogg's Coco Pops 375g	Kids	
5538	Kellogg's Frosties 500g	Kids	
26741	Kellogg's Variety 8s	Kids	
42245	Shreddies 500g	Kids	

## Palmer and Harvey **PROFIT** Principles

- P**romote using PoS to drive sales instore
- R**ange – check the recommended range list to make sure you're stocking the best sellers
- O**ut of stocks = lost sales
- F**ocus on your display – use planograms to maximise sales
- I**nnovate – stay up to date with the latest market trends and new products
- T**alk to your Palmer and Harvey sales representative to get the best advice for your store