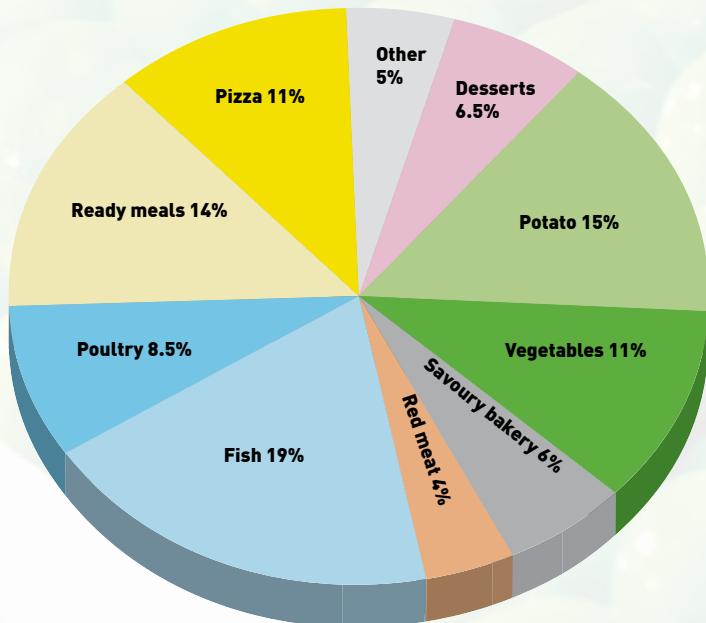


Category Healthcheck : Frozen Foods*

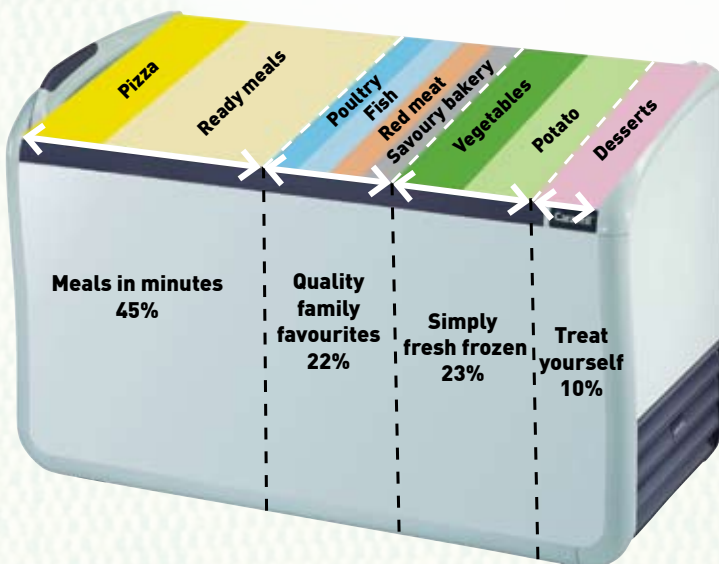
£59 million worth of frozen food is purchased in the UK every week... are you doing all you can to get your share? Check the list below to make sure you are stocking the recommended range, then refer to the recommended layout to maximise sales and profit in your store.

Share of frozen sales



Source: IRI value sales in millions 52 w/e 15 July 06

Recommended layout



- Great promotional offers are available on top selling lines with Palmer and Harvey every three weeks – check this brochure for more details
- Use our special PoS to promote in-store and pass on savings to your customers so they get great value for money!

*Excludes ice cream and ice cubes

Segment	P&H Code	Recommended Range	Check
Pizza	56261	Goodfella's Cheese Pizza	
Pizza	56260	Goodfella's Pepperoni Pizza	
Ready meals	93294	Youngs Admiral Pie Pm99p	
Ready meals	95360	Birds Eye Chicken Curry & Rice	
Ready meals	93934	Birds Eye Shepherds Pie 400g	
Ready meals	94323	Birds Eye Value Macaroni Cheese Pm99p	
Ready meals	94856	Birds Eye Beef Stew & Dumplings	
Ready meals	93728	Birds Eye Roast Chicken Dinner	
Ready meals	94322	Birds Eye Value Chilli Con Carne Pm99p	
Ready meals	93730	Birds Eye Roast Beef Dinner	
Ready meals	95355	Birds Eye Spaghetti Bolognese 340g	
Ready meals	95364	Birds Eye Cauliflower Cheese 330g	
Ready meals	98878	Birds Eye Roast Beef Bag 227g	
Ready meals	93996	Birds Eye Lasagne 400g	
Ready meals	93832	Ross Fish & Chips PM	
Poultry	58884	Birds Eye Crispy Chicken Dippers 15s	
Poultry	95812	Birds Eye Chicken Burgers 4s	
Poultry	59953	Birds Eye Crispy Chicken 2s	
Fish	95267	Birds Eye Cod Fish Fingers 10s	
Fish	94971	Birds Eye Oven Crispy Cod 2s	
Red meat	57247	Birds Eye Original Beefburgers 4s	
Savoury bakery	96122	Giles Garlic Baguettes 2s	
Savoury bakery	97605	Aunt Bessies Yorks Unbaked 12s	
Savoury bakery	97804	Birds Eye Chicken Pie 155g	
Savoury bakery	97805	Birds Eye Steak & Kidney Pie 155g	
Vegetables	59564	Birds Eye Garden Peas 454g	
Vegetables	96432	Ross Onion Rings 450g	
Vegetables	96649	Birds Eye Original Mixed Veg Pm89p	
Potatoes	93855	Aunt Bessies Roast Potatoes 907g	
Potatoes	98702	McCain Home Fries Straight 750g	
Potatoes	98306	Birds Eye Potato Waffles 4s	
Potatoes	56088	McCain Oven Straight Chips 454g	
Potatoes	96001	McCain Microchips Straight 4s	
Desserts	57475	Devonshire Strawberry Cheesecake	
Desserts	59628	Sara Lee Double Chocolate Gateau	