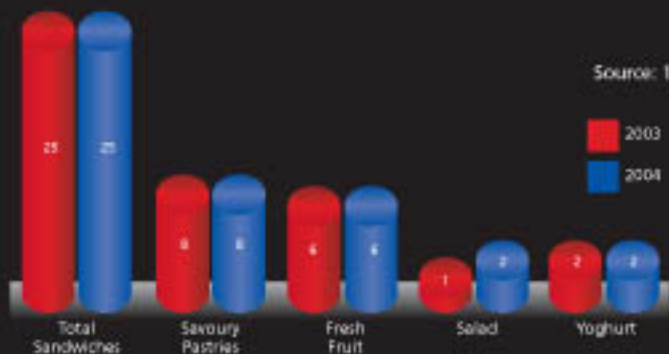




WORKING IN ASSOCIATION WITH



Sandwiches & Savouries are key sectors in Food on the go



- 1/4 of all food on the go occasions include a sandwich.
- 8% of all food on the go occasions include a savoury pastry.
- Savoury Pastry is also a massive take home market worth £730m.

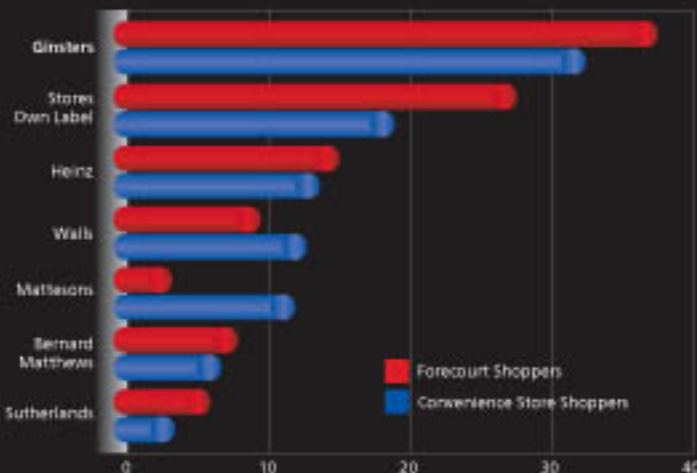
Source: 2

Delivering availability of Brand Leading sku's can add 20%+ extra sales

- 2/3 of people intending to buy a sandwich in a convenience store fail to do so, mainly due to non-availability of their preferred brand.
- Ensuring the top selling sku's are always available is a must, free flow stock and daily delivery are essential to achieve this.
- Ginsters is a £200m brand and the consumers No.1 brand of choice for sandwiches and savoury pastry.

Source: 3

Ginsters Sandwiches are the no.1 choice for consumers



Source: 4

Top selling sku's Right range for consumers Source: 5

Sandwiches

- 1 Deep Fill Roast Chicken & Bacon
- 2 Deep Fill Roast Chicken Salad
- 3 Chicken Caesar Wrap
- 4 Deep Fill Bacon Lettuce & Tomato
- 5 Egg Mayonnaise
- 6 Prawn Mayonnaise

Savouries

- 1 Large Sausage Roll
- 2 Deep Fill Chicken & Mushroom Slice
- 3 Original Cornish Pastry
- 4 Deep Fill Peppered Steak Slice
- 5 Melton Mowbray Pork Pie
- 6 Buffet Bars

Some final merchandising thoughts

Adjust the total 'Food on the go' chilled space based on your store trading profile. This means you could need anything from 2 linear metres of space to 6 linear meters of space.

Locate sandwiches + savouries together in a 'Food on the go' segment.

Work on a 2:1 sandwich to savoury ratio.

Source 1: Chilled Food out of home snacking TNS FFP 2005
 Source 2: Ginsters trial results 2004
 Source 3: TNS 52 week data Oct 2005

Source 4: HIM CTP 2005 Given a choice which Brand of sandwich would you prefer to buy, those who expressed a preference.
 Source 5: Internal information