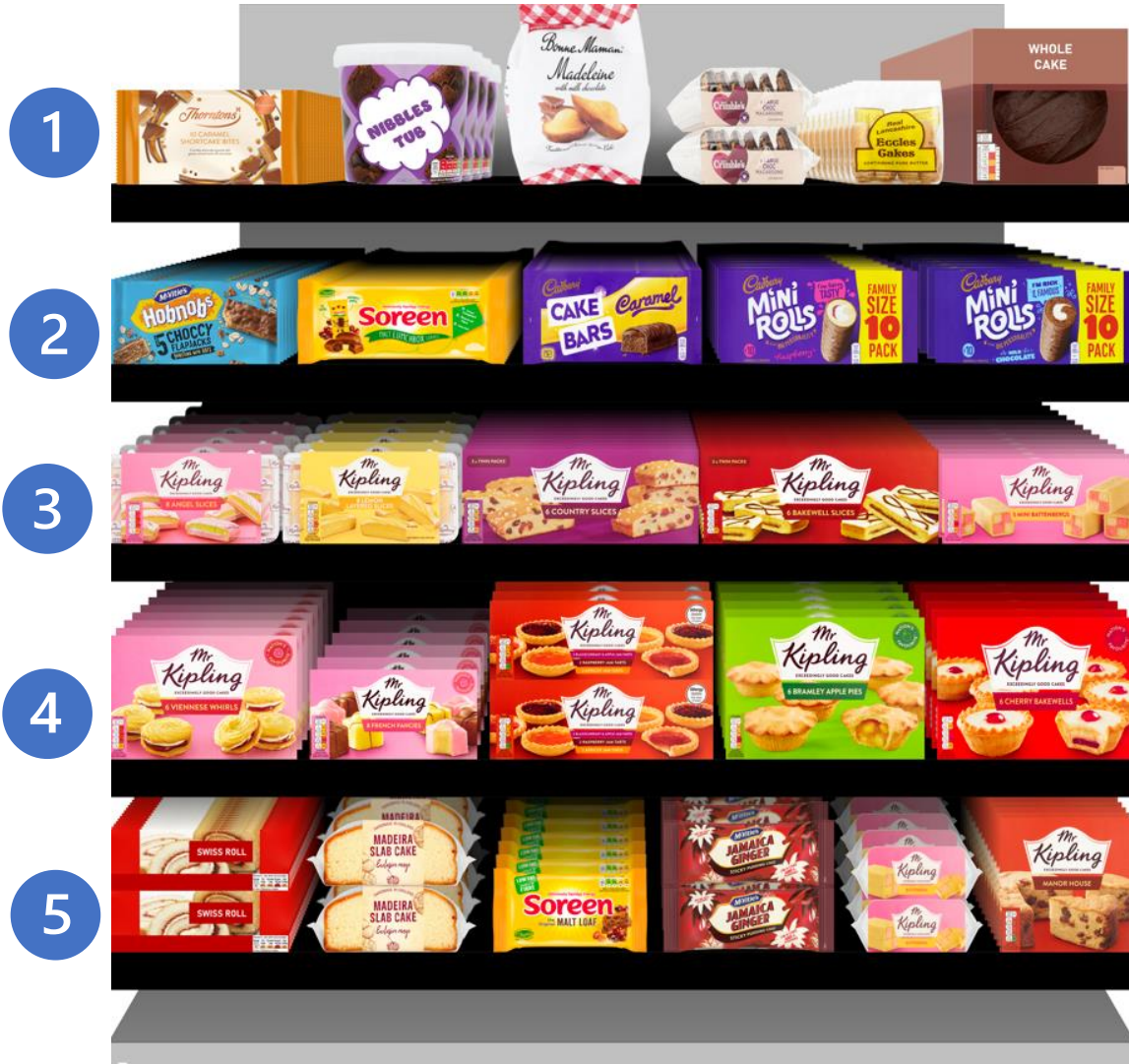


Cake Fixture Planogram



Top Shelf – Shelf 1

Thorntons Shortcake bites
Nibbles & bites SKU
Bonne Maman Madeline
Mrs Crimbles Choc Macaroons
Real Lancashire Eccles Cake
Own Label/ Local Whole cake SKU

Shelf 2

McVities Hobnob 5 Flapjacks
Soreen Lunchbox malt loafs
Cadbury Caramel Cake Bars
Cadbury Chocolate Mini Rolls
Cadbury Raspberry Mini Rolls

Shelf 3

Mr Kipling Angel Slices
Mr Kipling Lemon Slices
Mr Kipling Country Slices
Mr Kipling Bakewell Slices
Mr Kipling Mini Battenberg

Shelf 4

Mr Kipling Viennese Whirls
Mr Kipling French Fancies
Mr Kipling Jam Tarts
Mr Kipling Bramley Apple Pies
Mr Kipling Cherry Bakewells

Shelf 5

Own Label /Local Swiss Roll SKU
Own Label/ Local Slab cake SKU
Soreen Malt loaf/ OL Slab cake
McVities Jamaica Ginger Loaf
Mr Kipling Battenberg Loaf
Mr Kipling Manor House Cake