

Mr Kipling & Cadbury Easter Brand Plans 2019



There are some exciting new opportunities this Easter



Updated pack design on core

Objective:

Drive penetration with exciting new treaty limited editions

Available:

From Jan through to April

Products:

Triple Chocolate Slice
Lemonade & Elderflower Slice

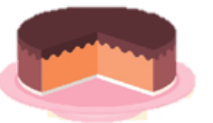
MSSP: £1.50

Case Cost:

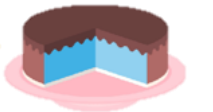
Case Size:

Maximise all Seasonal opportunities

HARNESSING THE SEASONS



PITCH PERFECT PRODUCTS



Mr Kipling Core pack refresh and two new lines to compliment range of favourites



Cake Selection
moves to 12
pack

Full Cadbury Easter Range

Current Cake Selection 9pk

- Mini Egg Choc cakes x2
- Mini Rolls x 3
- Mini Egg Nest Cake x 1
- Caramel Cake Bar x 3



Proposed New Cake Selection 12pk

- Mini Egg Choc cakes x2
- Choc Mini Rolls x 2
- Caramel Cake Bar x 2
- Vanilla Cake Bars x 2
- Raspberry Mini Roll x 2
- Roses Orange Cake Bar x 2



NEW WIGIG 8
Pack Caramel Mini
Roll

Easter 2019 Pricing and Promotions

CSN	Brand	Description	Pack Size	Case Size	Case Barcode	Pack Barcode	Case Price	Pack Cost	Promo Mechanic	Customer Promotional Margin	Est Post Easter W/C	Ranking
1011668	Cadbury	CAD CAD 4 MINI EGG NESTS 10x4EA	4	10	5000221653660	5000221603665	£15.00	£1.50	£2.00	25.00%	11/03/2019	1
12382	Cadbury	CAD CHOC CAKES WITH MINI EGG 12x6EA	6	12	5000221123828	5000221103820	£18.00	£1.50	£2.00	25.00%	11/03/2019	2
55121	Mr Kipling	KIP LEMON FANCIES 12x8EA	8	12	5000221551218	5000221501213	£9.00	£0.75	£1.00	25.00%	08/04/2019	3
1012099	Mr Kipling	KIP LEMON VIENNESE WHIRLS 12x6EA	6	12	5000221550402	5000221001638	£9.00	£0.75	£1.00	25.00%	18/03/2019	4
1007290	Mr Kipling	KIP LEMON BAKEWELLS 20x6EA	6	20	5000221556428	5000221506423	£15.00	£0.75	£1.00	25.00%	25/03/2019	5
1012030	Mr Kipling	KIP CHOC WHIRLS	6	12	5000221654032	5000221604037	£9.00	£0.75	£1.00	25.00%	25/03/2019	6
1012153	Mr Kipling	KIP EASTER BUN FLAT PACK 6 SLICE 12x6EA	6	12	5000221654155	5000221604150	£9.00	£0.75	£1.00	25.00%	25/03/2019	7
11529	Cadbury	CAD CHOC GATEAU WITH MINI EGGS 12x1EA	1	12	5000221115298	5000221105299	£27.00	£2.25	£3.00	25.00%	11/03/2019	8
1013063	Cadbury	CAD 12 EASTER SELECTION 12x12EA	12	12	5000221655176	5000221605171	£36.00	£3.00	£4.00	25.00%	11/03/2019	9
1013310	Cadbury	Mini Roll Caramel 8 Pack	8	12	5000221655459	5000221605454	£12.60	£1.05	£1.50	30.00%	11/03/2019	10
1013048	Mr Kipling	KIP TRIPLE CHOC SLICE 12x6EA	6	12	5000221655152	5000221605157	£13.44	£1.12	£1.50	25.33%	01/04/2019	11
1013072	Mr Kipling	KIP LEMON & ELDERFLOWER SLICES 12x6EA	6	12	5000221655244	5000221605249	£13.44	£1.12	£1.50	25.33%	01/04/2019	12

Please speak to your local Distributor to arrange launch plan