Retail Placement Guide

Planning options for retail buyers and distributors.

From shipping carton to shelf.

Both transport cartons are shelf-ready: 16 cups or 12 doypacks. The shipping carton also serves as the on-shelf display.

Placement	Format	How to present it
Snack shelf	Cup or doypack	Use the shelf-ready carton to group the packs.
Checkout or impulse area	60 g cup	Consider shelf space near immediate-consumption purchases.
Take-home assortment	125 g doypack	Present the resealable format on the snack shelf.
Hanging placement	125 g doypack	Use the Euro hole on a suitable hanging fixture.

Agree the placement

Discuss available shelf space, pack selection and replenishment with the retailer. Launch materials and merchandising support are agreed for each market.

Product checks

Review ingredients, allergens, nutrition and pack specifications for the selected products. The HALAL certificate covers all three flavours and is valid until 23 July 2027.

HALAL certificate