

# MERCHANDISING GUIDELINES

There are a few very important steps you must follow to ensure the effective performance of your blender:

- Always fill the f'real freezer at the end of the trading day
- Never fill directly from delivery trucks
- Follow the planograms to ensure the different shakes are stored at optimum temperatures (these vary by type)
- Back fill freezers
- Store products the right way up
- When stacking cases, never stack upside down or sideways, do not put heavy items on top and do not stack more than 5 cases on top of one another

## PLANOGRAMS



### HOW TO FILL YOUR FREEZER

- ← **TOP SHELF** = Smoothies & Cookies 'n Cream (these have a harder texture)
- ← **SECOND SHELF** = Cookies 'n Cream & Chocolate
- ← **MIDDLE SHELVES** = Other Milkshakes
- ← **BOTTOM SHELF** = Salted Caramel, Limited Edition & Vanilla



Products temper (increase in temperature) as they slowly move from the rear of the freezer towards the glass door. If you are experiencing high sell through rates on single facings products consider increasing the number of facings to allow the product to temper properly ready for blending.