



Spring 2017



Welcome to Spring 2017



MONDELEZ

Seasonal Confectionery products in stores signify the arrival of Easter and the Spring Mini Seasons. Mondelez International UK has the most loved brands across Easter, Valentine's Day, Mother's Day and Father's Day - including seasonal icons such as Cadbury Creme Eggs, Cadbury Mini Eggs, Cadbury Shell Eggs, Toblerone and many more! £354m sales are generated by Easter chocolate with MDLZ accounting for close to half of the sales!* Mini Seasons drive £123m so it is important to feature Gifting and Sharing products during key times!**

In 2017 we will bring even more specialness to the Spring season through continued investment in our seasonal power brands and our great Cadbury Easter campaign. Gain a fast start to the season by stocking Easter treats. Maintain momentum through in store theatre and pre-filled solutions to drive sales.

- Easter confectionery is worth £354m, with Mondelez accounting for close to half of the sales!*
- Build in store theatre and increase space for Easter products with pre-filled solutions, like Mini Eggs Clip Strip.
- Valentine's Day and Mother's Day drive £113m RSV**
- Crème Egg, UK's NO1. Self-eat brand has been purchased by 2,000,000 shoppers during Easter!***

* Nielsen, Total coverage, Trad Easter Sales value YTD 26th March 2016

** Source: IRI, Total market incl. discounters, Sales value, Giving & Sharing: carton, in-laid, gift block, 2016 sales value

*** Source: Kantar Worldpanel: 13 w/e 27th March 2016

* Nielsen, Total coverage, Trad Easter Sales value YTD 26th March 2016

** Source: IRI, Total market incl. discounters, Sales value, Giving & Sharing: carton, in-laid, gift block, 2016 sales value

NESTLÉ CONFECTIONERY

Welcome to the 2017 Nestlé Confectionery Spring range. This brochure showcases Nestlé Confectionery's 2017 Spring range which capitalises on our heritage brands and includes exciting new launches including a category first combining traditional play with digital technology, as well as our traditional best-selling lines. Each and every one is designed to delight consumers and fully maximise our retail partners' sales and profits across this critically important season.

Easter confectionery is worth a massive £346m* and has been in long term growth and despite the shorter season in 2016, the market still grew by 0.6%. 2017 is a three week longer season so this growth is set to continue.

Brands play a critical role within Easter accounting for 90%** of all purchases and the Nestlé portfolio includes innovation on trusted kids brands in Smarties and Milky bar and key family favourites in Kit Kat, Aero, Quality Street and After Eight. Along with our Easter range, Nestlé also provide family favourites in terms of our boxed range, with Quality Street, After Eight, Dairy Box and Black Magic. These make the ideal gift at Valentine's, Mother's Day and Father's Day.

Please read on for full details and may I take this opportunity to say that we look forward to working with you to deliver a successful Spring 2017.

MARS CHOCOLATE

Easter is all about chocolate for shoppers. Chocolate purchase and consumption both increase between February and April. With Easter landing mid-April in 2017, the category will benefit from three weeks of incremental sales. Make sure you get stock in early and don't miss out on this important seasonal peak in confectionery sales.

TREATS

Malteaster remains a best seller in self eat, with Malteaster Family Mix pack for sharing. Following the successful launch of Galaxy Golden Eggs in 2016, we now have the 2nd and 3rd highest rate of sales SKUs in the market together with Malteaster Mini-Bunny.

GIFTING

Easter Eggs account for 40% of Easter & Boxed sales across the total market. 2017 will see more eggciting new additions to the range, with new Snickers Large Egg and Mars Extra Large Egg.

BOXED

Maltesers and Celebrations Boxed are both Top 5 best sellers in the boxed category. Our Top 10 Brand M&M's Box can play a unique role in particular for Father's day & Gift for Teacher.

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Spring Events Calendar

Valentines Day	14 Feb
Pancake Day	28 Feb
Good Friday	14 April
Easter Sunday	16 April
Easter Monday	17 April
Mother's Day	26 March
May Bank Holiday	1 May
Spring Bank Holiday	29 May
Father's Day	18 June

Easter Categories - Recommended top selling lines

					
Filled Eggs					
	Crème Egg 40g Caramel Egg 40g CDM Egg & Spoon Double Chocolate 136g		<ul style="list-style-type: none"> Galaxy Chocolate Caramel Filled Egg Galaxy Bubbles Filled Egg 	Kinder Joy 20g Kinder Surprise Egg 20g	
Mini Eggs					
	Mini Eggs 41.5g box , 90g bags, 103g tubes Mini Filled Eggs Crème Egg 89g Oreo Egg 82g	Milky bar Bunny/ Smarties little Choc Chic	<ul style="list-style-type: none"> Galaxy Chocolate Caramel Mini Eggs Bag Galaxy Golden Mini Eggs 	Kinder Mini Eggs 75g Kinder Choco-bons 200g Ferrero Mini Eggs Hazelnut 100g Ferrero Mini Eggs Cocoa 100g	
Shell Eggs					
Novelty	See below Novelties	Yorkie Retro Egg/Lion Bar retro Egg		Thorntons Harry Hopalog Milk 250g Thorntons Harry Hopalog Milk 60g Kinder Surprise Bunny 75g Kinder Mini Figures 6 pk Thorntons Harry Hopalog Impulse 25g	
Kids	<ul style="list-style-type: none"> CDM Buttons 101g 	<ul style="list-style-type: none"> Milky Bar small Smarties Medium Egg 		<ul style="list-style-type: none"> Thorntons Harry Hopalog Milk Egg 151g Thorntons Footy Fan Egg 150g Thorntons Butterfly Egg 149g Kinder Surprise Egg Pink & Blue 100g 	
Small	Crème Egg 138g CDM Freddo Faces 122g	<ul style="list-style-type: none"> Milkybar Small Egg 	<ul style="list-style-type: none"> MaltEaster Mini Bunny Egg 		
Medium		<ul style="list-style-type: none"> Quality Street Insider Egg 	<ul style="list-style-type: none"> Malteser Medium Egg 		
Large	<ul style="list-style-type: none"> Mini Eggs 286g Oreo 270g Crème Egg 270g 	<ul style="list-style-type: none"> Kit Kat Mug Egg 	<ul style="list-style-type: none"> Snickers Large Egg 	<ul style="list-style-type: none"> Thorntons Classic Collection Egg 223g 	<ul style="list-style-type: none"> Famous Names Liqueurs Dark Chocolate Egg
Luxury/ Premium	<ul style="list-style-type: none"> CDM 515g Crème Egg 495g 	<ul style="list-style-type: none"> After Eight Premium 	<ul style="list-style-type: none"> Mars Extra Large Egg 	<ul style="list-style-type: none"> Thorntons Classic Collection Gift Egg 294g Thorntons Continental Gift Egg 294g Rocher Gift Egg 275g Thorntons Chocolate Fudge Brownie Egg 338g 	
Self Eat					
			<ul style="list-style-type: none"> MaltEaster Bunny Single MaltEaster Mini Bunnies 		
Novelty & Inguise					
	<ul style="list-style-type: none"> Hollow Bunny 50g, 100g 75g (5x15g) CDM Eggheads 77g CDM Buttons Chick 142g 	<ul style="list-style-type: none"> Milky Bar Egg Hut Smarties Egg Hunt 	<ul style="list-style-type: none"> MaltEaster Gift Pack MaltEaster Family Mix 	Grand Rocher 125g Rocher Bunny T13 Rocher Egg T16	
Boxed					
Gifting	Milk Tray 180g 360g ,530g	Dairy Box 180g/360g	<ul style="list-style-type: none"> Celebrations Minibox 	<ul style="list-style-type: none"> Rocher Heart T10 	Crisp Range 175g Mint Collection Gift Box
Premium		Black Magic 174g/348g		<ul style="list-style-type: none"> Thorntons Classic Collection MDW 274g Thorntons Continental MDW 284g Collection T15 and T32 Raffaello T24 	
Everyday	Milk Tray 180g 360g Terry All Gold 380g	Matchmakers		<ul style="list-style-type: none"> Ferrero Rocher T16 	Crisp Range 175g
Sharing	TCO Ball Dark & Milk 157g	After Eights	<ul style="list-style-type: none"> Maltesers 120g Maltesers 360g M&Ms Peanut Box 	<ul style="list-style-type: none"> Rocher T24 	<ul style="list-style-type: none"> Flutes 105g
Cartons	Roses 187g & 321g Heroes 185g & 323g	Quality Street 265g	<ul style="list-style-type: none"> Celebrations Small Twist Top Carton Celebrations Large Twist Top Carton 	<ul style="list-style-type: none"> Thorntons Moments 250g 	

Cadbury

Mini Egg Bags 93g

Buy 1 case

SAVE £1.00



1



2

NEW - Oreo Mini Egg Bag 82g

Buy 1 case

SAVE £1.00

Daim Mini Egg Bag 86g

Buy 1 case

SAVE £1.00



3



Mousse Bunnies 36g

Buy 1 case

SAVE £1.00



5



4

Crème Egg Mini Bag 89g

Buy 1 case

SAVE £1.00



6

Mini Eggs Strips 90g

Buy 1 case

SAVE £1.34

7

Mini Eggs Cartons 41.5g

Buy 1 case

SAVE 50 p



8

Mini Eggs Tubes 103g

Buy 1 case

SAVE £1.00

9

Small Mini Eggs Bags 90g

Buy 1 case

SAVE £1.34



Mini Eggs Family Bag 328g

Buy 1 case

SAVE £1.00



12



10

Filled Caramel Egg Singles 40g

Buy 1 case

SAVE £1.00



11



Filled Creme Egg Singles 40g

Buy 1 case

SAVE £1.00



* Not all variants shown, please see price list order form for full range

Cadbury Large Eggs*
Buy 1 case

SAVE £1.00

13



NEW - Double Decker Large Egg 307g

Buy 1 case

SAVE £1.00

14



NEW - Egg 'n' Spoon Double Oreo 136g

Buy 1 case

SAVE £1.50

15



Egg 'n' Spoon Double Chocolate 136g

Buy 1 case

SAVE £1.50

16



Hollow Bunny 50g

Buy 1 case

SAVE £1.00

17



19



NEW - Hollow Bunny 15g

Buy 1 case

SAVE £1.00

Buttons Chick 142g

Buy 1 case

SAVE £1.20

20



Hollow Bunny Popping Candy 50g

Buy 1 case

SAVE 75p

18



Kids Shell Eggs

Buy 1 case

SAVE £1.00

21



22



23



Cadbury

Eggheads Eggs 77g

Buy 1 case

SAVE £1.00



Easter Tablet 100g

Buy 1 case

SAVE £1.15



Milk Tray 180g or 360g

Buy 1 case

SAVE £2.50



Terry's Chocolate Orange Balls 175g

Buy 1 case

SAVE £2.00



Roses Cartons* 187g or 321g

Buy 1 case

SAVE £2.00



**feature only
Terry's All Gold Assorted - Dark or Milk 380g**



Heroes Cartons* 185g or 323g

Buy 1 case

SAVE £2.00



**feature only
Toblerone - 4.5kg Milk**



**feature only
Terry's Twilights 150g**



**feature only
Bassetts Jelly Bunnies 165g**

* Not all variants shown, please see price list order form for full range

Cadbury Mini Eggs

One of the UK's
favourite Easter products

The hero Cadbury Mini
Eggs 90g bag was the
best-selling Easter
product in 2016* ...
that's 4 years in a row!

Merchandising
Solution:
Cadbury Mini
Egg Clipstrip!

*Nielsen Data Easter: 02.01.2016-26.03.2016. Total Coverage, Value Sales



2



4



1



3



5



6



feature only
After Eight Premium Egg 500g



feature only
Black Magic Premium Egg 374g

7



8



feature only
Love you lots like Jelly Tots Tube 130g



9



10

feature only
Quality Street Cartons 265g

12



feature only
Quality Street Fruit Cremes and Toffee & Fudge Carton 265g

11



feature only
Quality Dad Carton 265g



13



feature only
Quality Street Tin 240g

feature only
Quality Street Pouch bag 550g

14



15

feature only
Inclusion Eggs



16



18



17



8



Black Magic Small 174g

Buy 1 case

SAVE £1.50

19

Black Magic Medium 348g

Buy 1 case

SAVE £1.00



20



21



Dairy Box Small 180g

Buy 1 case

SAVE £2.00

Dairy Box Medium 360g

Buy 1 case

SAVE £1.00

22



feature only Dairy Box Deluxe 400g



23



24

feature only Mug Eggs



26



25



27

feature only Lion Bar Retro Egg 220g

feature only Yorkie Retro Digger Egg 121g



29

feature only Medium Eggs



32



28

feature only After Eight 300g



31



33

After Eight 200g

Buy 1 case

SAVE £2.50



34

feature only Insider Eggs



36



38



37



39

After Eight 800g

Buy 1 case

SAVE £3.00



35



40



Smarties Little Choc Chick 21g

Buy 1 case

SAVE £1.75

41



Smarties Mini Eggs Bags 100g

Buy 1 case

SAVE 35p



Milky Bar Bunny 25g

Buy 1 case

SAVE £1.75

42



43

Milky Bar Mini Eggs Bags 100g

Buy 1 case

SAVE 35p

44



feature only
Milky Bar Small Egg 65g

feature only
Milky Bar Barn 160g

Quality Street Matchmakers

Buy 1 case

SAVE £1.70

48



50

45



feature only
Smarties Hen House 160g

46



47



feature only
Milky Bar Egg Hunt Pack 120g

51



feature only
Smarties Egg Hunt Pack 120g

52



Milky Bar Chick in Egg 100g

Buy 1 case

SAVE £3.10

Smarties Chick in Egg 100g

Buy 1 case

SAVE £3.10

feature only
Smarties Bunny 5 Pack 80g

54



feature only
Milky Bar Bunny 5 Pack 75g

55



feature only
Smarties 3D Activity pack 117g

56



57



feature only
Milky Bar 3D Activity Pack 103g

* Not all variants shown, please see price list order form for full range

**MaltEaster Bunny
Single 29g**

Buy 1 case

SAVE 50p



1

**MaltEaster Bunny
Single Clip Strip 29g**

Buy 1 case

SAVE 50p



2



3

**MaltEaster Mini
Bunnies 58g**

Buy 1 case

SAVE £2.50



**MaltEaster Mini Bunnies
Clip Strip 58g**

Buy 1 case

SAVE £2.50



4

**MaltEaster
Gift Pack 139g**

Buy 1 case

SAVE £1.00



6

feature
only
**MaltEaster Family
Mix 225g**



5

**Galaxy Caramel Egg
3 Pack 114g**

Buy 1 case

SAVE £2.50



8

**Galaxy Chocolate
Caramel Mini Eggs
Bag 84g**

Buy 1 case

SAVE £1.00



7

Filled Eggs

Buy 1 case

SAVE £2.00



9

10

**Galaxy Golden
Mini Eggs Bag 80g**

Buy 1 case

SAVE £1.50



11

**Galaxy Golden
Eggs Small Hod**

Buy 1 case

SAVE £10.00



13

**Galaxy Golden
Mini Eggs Clipstrip
80g**

Buy 1 case

SAVE £2.00



12





**MaltEaster Bunny
Small Hod 6ct
5568g**

Buy 1 case

SAVE £3.00



15

**Malteaster Mini
Bunny Egg 80g**

Buy 1 case

SAVE £1.00



14



16

Medium Eggs*

Buy 1 case

SAVE £1.50



17

**NEW - Snickers
Large Egg 274g**

Buy 1 case

SAVE £2.00



18

Large Eggs*

Buy 1 case

SAVE £2.00



19

Luxury Eggs*

Buy 1 case

SAVE £2.50



20



21

**NEW - Mars Extra
Large Egg 331g**

Buy 1 case

SAVE £2.50



22

**Galaxy Easter
Indulgence Egg
308g**

Buy 1 case

SAVE £2.50



23

**Celebrations
Minibox 70g**

Buy 1 case

SAVE £1.00



24



25

**Celebrations Small
and Large Twist
Top Cartons**

Buy 1 case

SAVE £2.00

Maltesers 360g

Buy 1 case

SAVE £4.00



26

Maltesers 120g

Buy 1 case

SAVE £2.00



27

M&M's Peanut Box 365g

Buy 1 case

SAVE £2.50



28

* Not all variants shown, please see price list order form for full range





1

feature only
Rocher T10
Heart 125g



2

feature only
NEW - Rocher
T4 Heart Token
Gift Pack 40g



Rocher T16 200g
Buy 1 case
SAVE £6.40

3



Rocher T3 Flow Pack 37.5g
Buy 1 case
SAVE £1.20



feature only
Rocher T5 Token
Gift Pack 62.5g

5

feature only
Ferrero Mini Eggs
Hazelnut T10 100g



7



feature only
Ferrero Mini Eggs
Cocoa T10 100g

8



feature only
Grand Rocher
125g

6

feature only
Rocher Spring
Bunny 62.5g

10



Ferrero
Collection
T15 175g
Buy 1 case
SAVE £1.92

9



feature only
Ferrero
Collection T32
359g

11

feature only
Rocher Spring
(Plastic) Egg 200g



12

feature only
Rocher Spring
Boxed Egg
Premium 275g

13



Raffaello T15 Box 150g
Buy 1 case
SAVE £3.15

14

feature only
Raffaello T24
Box 240g



15

feature only
NEW - Raffaello T4
Heart Token Gift
Pack 40g



16

Raffaello T3 Flow Pack 30g
Buy 1 case
SAVE £4.80

17





19 feature only
Kinder Mini Eggs 75g



NEW - Kinder Joy 20g
Buy 1 case

SAVE £4.08



21 feature only
Kinder Easter Seasonal Mini Figures 6 Pack 90g



20 Kinder Surprise T48 20g
Buy 1 case

SAVE £2.64



18 feature only
Kinder Bunny with Toy Surprise 75g

22 feature only
Kinder Mini Mix 79g

feature only
NEW - Kinder Easter Chocobons Bag 200g



23 feature only
Kinder Easter Seasonal Mini Figures 3 Pack 45g



25 feature only
Kinder Surprise Large Child Shell Egg 100g



27 feature only
Kinder Chocolate Easter Small Bars T10 125g

28 feature only
Kinder Happy Easter Bag 102g



26 feature only
Kinder Surprise Large Child Shell Egg 100g



29 feature only
Kinder Surprise Large Child Shell Egg 100g



27 feature only
Kinder Surprise Large Child Shell Egg 100g

28 feature only
Kinder Happy Easter Bag 102g



feature only
Football Fan Egg 149g



30



31 feature only
Classic Collection Nuts & Pralines Egg 223g



32 feature only
Classic Collection Gift Egg Dark 294g



33 feature only
Classic Collection Gift Egg 294g

34 feature only
Classic Collection Gift Egg 294g

35 feature only
Dessert Egg Toffee & Pecan Pie Milk 350g



36 feature only
Butterfly Egg 149g



37 feature only
Classic Collection Gift Egg 294g

38

38 feature only
Dessert Egg Fudge Brownie Milk 338g



39 feature only
Classic Collection Toffee, Fudge & Caramel Egg 223g



40

40 feature only
Dessert Egg Lemon Meringue White 342g



41



NEW - Milk Chocolate Salted Caramel Crisp 175g

Buy 1 case

SAVE £1.50



Crisp Range 175g

Buy 1 case

SAVE £1.50



Mint Collection Gift Box 200g

Buy 1 case

SAVE £2.47



Dark Mint Creams 150g

Buy 1 case

SAVE £1.12



Mint Thins 100g

Buy 1 case

SAVE £2.00



Flutes 105g

Buy 1 case

SAVE £1.40



Famous Names Signature Collection Liqueurs 165g

Buy 1 case

SAVE £2.83

feature only Milk Orange Crisp Egg 250g

feature only Famous Names Liqueurs Dark Chocolate Egg 240g



Bites 107g

Buy 1 case

SAVE 85p



feature only Dark Mint Crisp Collection Egg 250g



Catering Mixed Crisp Assortment 300

Buy 1 case

SAVE 90p



Catering Range

Catering Crisps 300 Dark and Milk

Buy 1 case

SAVE £1.35



Catering Mint Creams 260

Buy 1 case

SAVE 90p

Catering 70% Cocoa 260

Buy 1 case

SAVE £1.25



* Not all variants shown, please see price list order form for full range

TATE LYLE

Lyles Squeezy Syrups* 325g

Buy 1 case

SAVE £1.00



Lyles Golden Syrup 454g

Buy 1 case

SAVE £1.00



Lyles Golden Syrup 454g

Buy 1 case

SAVE £1.00



**feature only
Icing Sprinkler 500g**



Fairtrade Caster Sugar 1kg

Buy 1 case

SAVE 50p



Lyles Black Treacle 454g

Buy 1 case

SAVE £1.00



Demerara, Light & Dark 1kg

Buy 1 case

SAVE 50p



Fairtrade Caster Sugar 500g

Buy 1 case

SAVE 25p



Demerara, Light & Dark 500g

Buy 1 case

SAVE 25p



Icing Sugar 500g

Buy 1 case

SAVE 25p



* Not all variants shown, please see price list order form for full range

Classic Creams: Dark Chocolate Mint, Caffe Latte, Rose Creams, Violet Creams, Ginger Creams 90g



3



2



5



6



Luxury Chocolate Praline Hearts 65g



7

Milk Chocolate Flowers 90g



8

Milk Chocolate Butterflies with soft caramel centre 100g



9

Rose and Violet Cream Assortment 145g

Milk Chocolate Teddy Bear Picnic with soft caramel centre 100g



10



11

Milk Chocolate Bunny Family with soft caramel centre 100g

Original Creams Dark Chocolate Fruit Creams 150g



12

Dark Chocolate Lime and Chilli Thins 150g



13

Thank You - Gift Box Assortment 90g



14

Happy Birthday - Gift Box Assortment 90g



15

I Love You - Gift Box Assortment 90g



16

All Beech's Spring products at EDLP



feature only
Love Hearts
Roll 4 Pack



1



2



I Love You This
Much Tube 324g

Buy 1 case

SAVE 60p



3

I Love You This Much
FSDU Display Unit
324g

SAVE £1.25

Spring
Selection Bag
170g

Buy 1 case

SAVE 58p



5



4

Love Hearts Gift
Tubes 108g

Buy 1 case

SAVE 54p

Easter Mix Tub 750g

Buy 1 case

SAVE £1.50



6

NEW
feature only
Love Hearts Tin
100g

7



8



Cadbury Creme Egg
Biscuits 139g

Buy 1 case

SAVE £5.04

HARIBO



9



feature only
Springtime Friends
PME1

* Not all variants shown, please see price list order form for full range

Maltesers
MaltEaster[®]

**Catch them
while you can!**TM

**MALTEASTER[®] Bunny
is the No.2 in Self
Treat at Easter!***

**AS SEEN
ON TV!**

**STOCK UP EARLY & keep
MALTEASTER[®] on shelf throughout
the whole EASTER SEASON!**



28913

**MALTEASTER[®] will be
supported by a £1.5m
media campaign**



**Available
Now!**

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