



PREMIUM SUPERS

PERIOD PRIORITIES



NQC ACTION PLAN



PERFECT STORE

Increase your overall Perfect Store Score by +2pts every month

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PETCARE

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BE-KIND



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Choco		
KPI Name	Points	Ambition
Aisle NBL	30	100%
Aisle SoS	20	45%
CO NBL	20	100%
CO SoS	10	70%
CO Penetration	10	100%
Display NBL	10	100%

Ice Cream		
KPI Name	Points	Ambition
Aisle NBL	100	100%

KPI Name	Points	Ambition
Aisle NBL	100	100%

Health & Wellbeing

KPI Name	Points	Ambition
Aisle NBL	60	100%
CO NBL	20	100%
CO Penetration	20	100%

Petcare		
KPI Name	Points	Ambition
Aisle NBL	50	100%
Aisle SoS	50	60%

KPI Name	Points	Ambition
Aisle NBL	50	100%
Aisle SoS	50	60%



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Premium Supers Choco



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Planograms Main Shelf

Premium Supers



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1.5 m X 7 Shelf



Traffic





2 m X 7 Shelf



Traffic



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3 m X 6 Shelves



Traffic





3 m X 7 Shelves



Traffic



4 m X 7 Shelves



Traffic





Main Shelf

5 m X 7 Shelves



Traffic



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Main Shelf 6 m X 7 Shelves



Traffic



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Main Shelf 7 m X 7 Shelves



Traffic



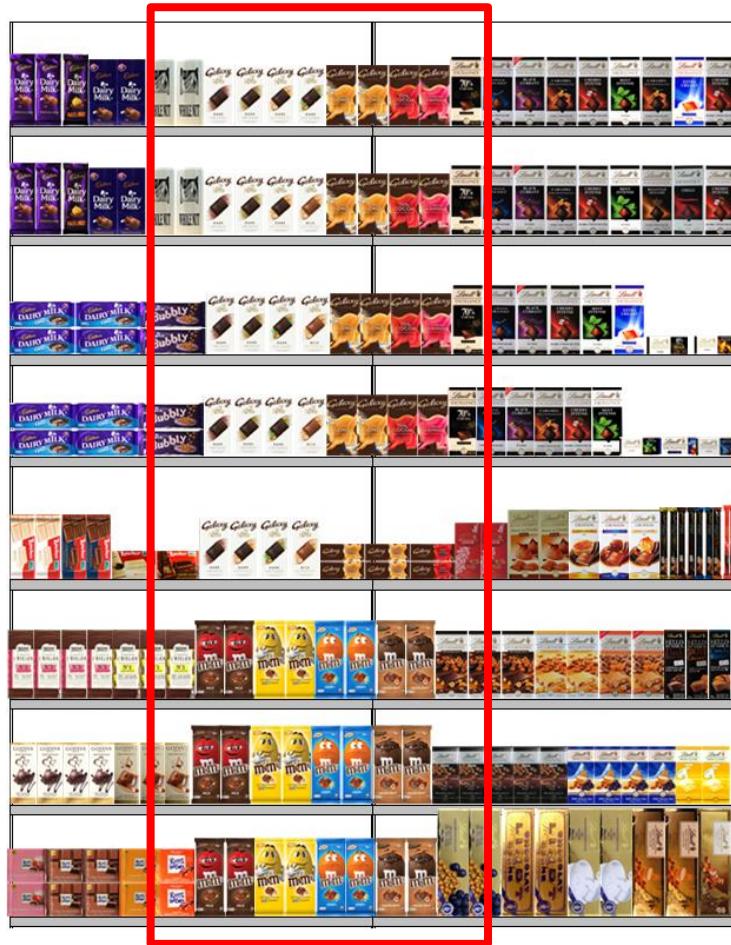
8 m X 7 Shelves



Traffic

LARGE TABS Block

Please Split KENZ space into half
space into half
and give it to
Fusions



Traffic





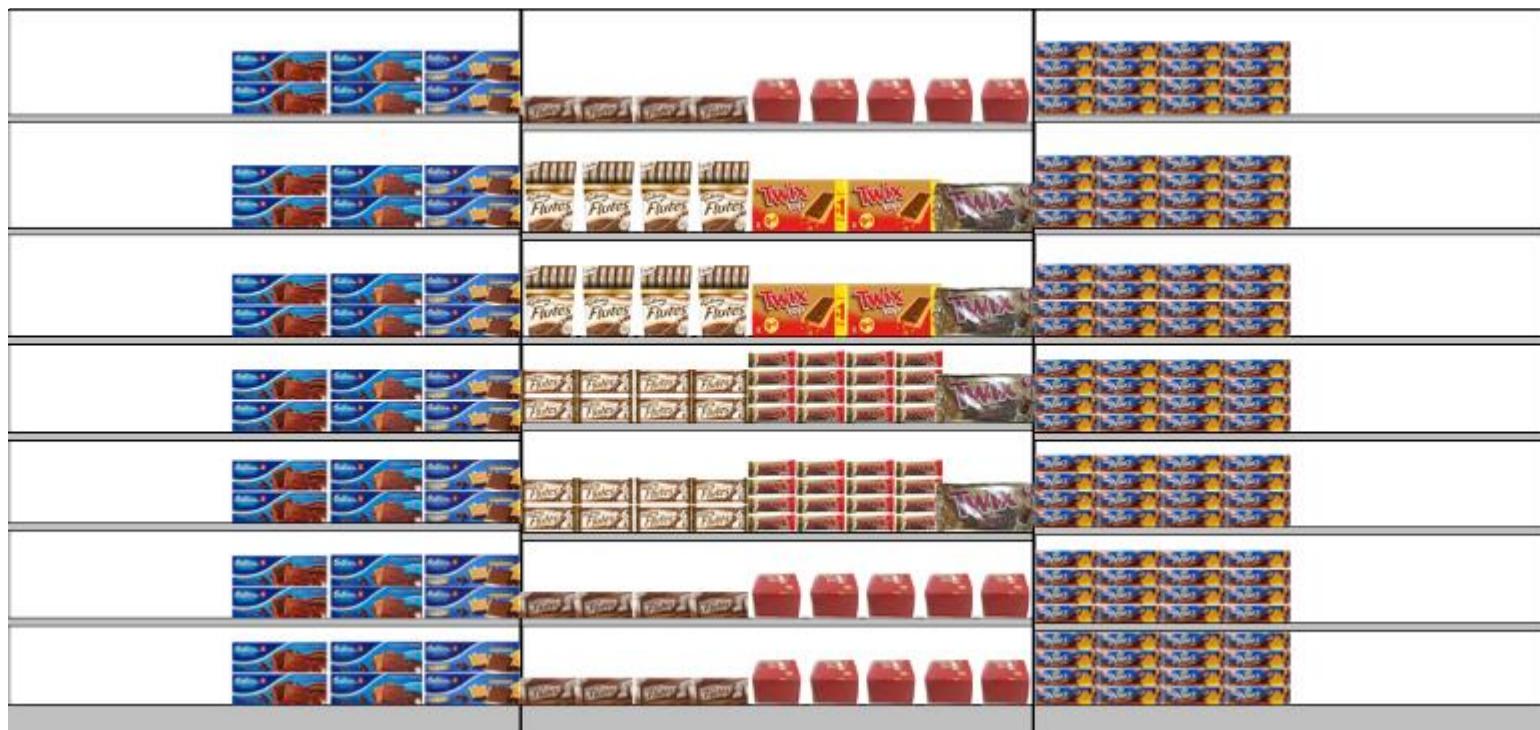
Planograms **Biscuit Shelf**



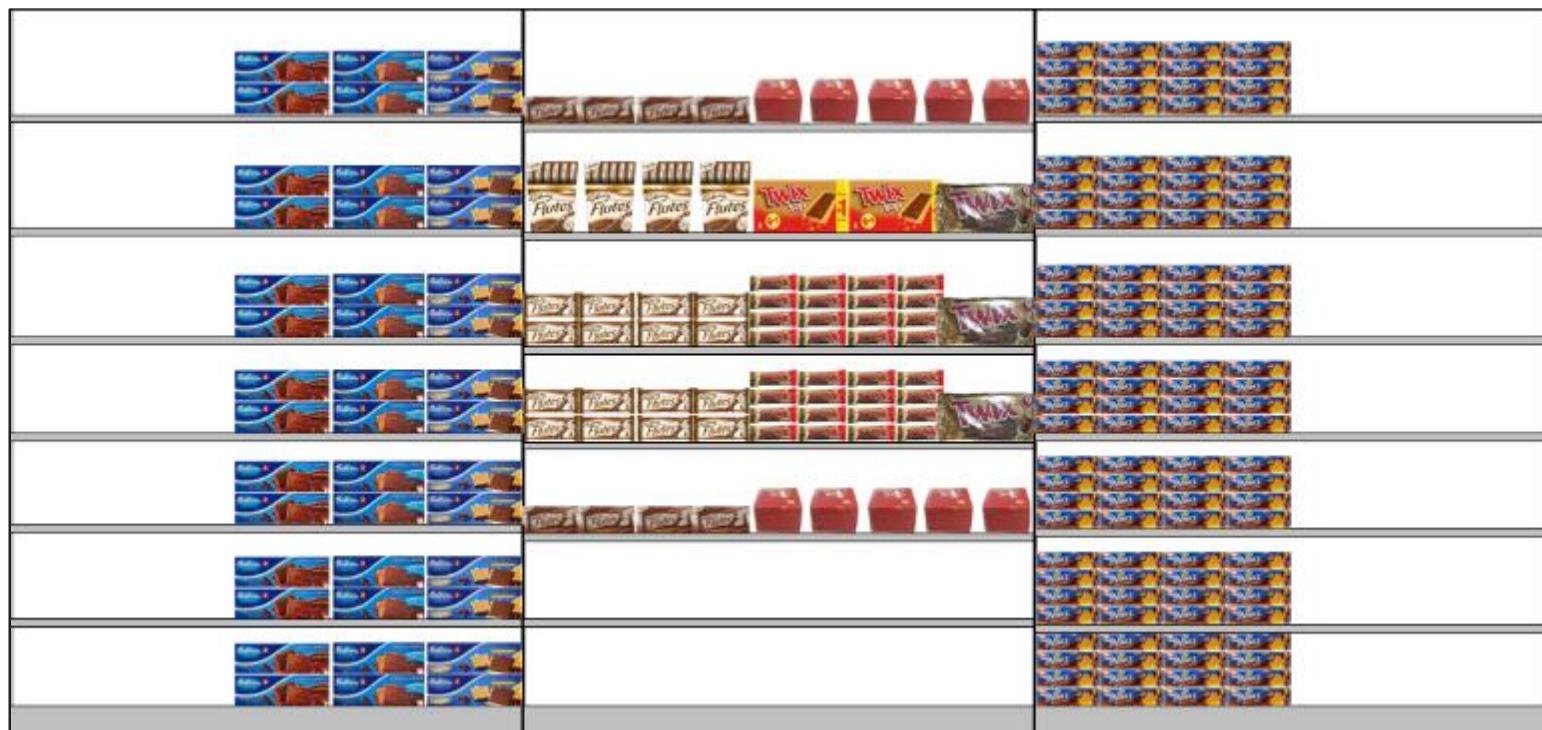
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Biscuit shelf 7 Shelves



Biscuit shelf **5 Shelves**





Biscuit shelf 4 Shelves





Biscuit shelf 3 Shelves

(3 boxes)		(3 boxes)
(3 boxes)	(various boxes)	(3 boxes)
(3 boxes)	(various boxes)	(3 boxes)
(3 boxes)	(various boxes)	(3 boxes)
(3 boxes)	(3 boxes)	(3 boxes)
(3 boxes)		(3 boxes)
(3 boxes)		(3 boxes)
(3 boxes)		(3 boxes)
(3 boxes)		(3 boxes)



Biscuit shelf 2 Shelves



Biscuit shelf

1 Shelves





Check-out Planograms



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Choco NBL – Premium Supers

RANK	ZREP	NEILSEN NAME
1	281425	SNICKERS 50G(FB)
2	101635	MALTESERS 37G(BS)BAG
3	348257	GALAXY Milk 36gx24x6 KEC
4	177026	M & M MINIS MILK CHOC.30.6G(BS)
5	316580	BOUNTY 55G(FB)
6	280941	TWIX 25GX2(50G)(BCC)
7	332333	M & M PEANUT 45G(BS)BAG
8	220181	MARS 51G(FB)
9	250365	SNICKERS 40GX2 (FB)



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45 cm X 4



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50 cm X 4



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50X5



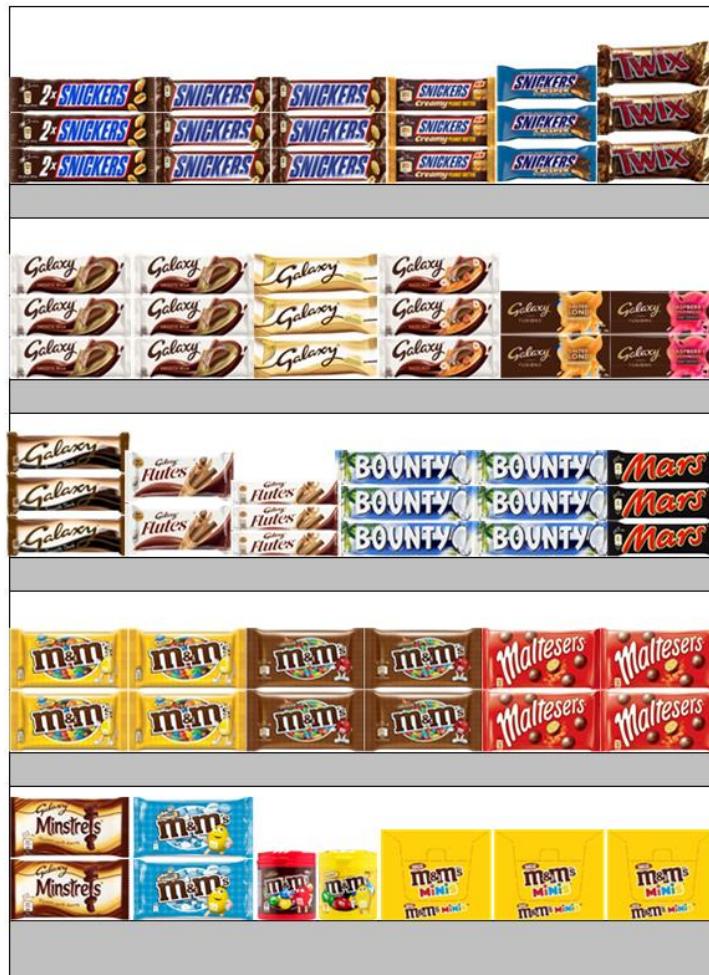
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66cm x6



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80cm x5



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Activation Planograms



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PRIORITY 1

ZREP	SKU
398252	SNICKERS Std 50g*12pk SplOfcr
411500	SNICKERS Mini 180gx2pk x6 AVCOP
398250	BOUNTY Std 57g*10pk SplOfcr
411516	BOUNTY Mini 285gx2pk x6 AVCOP



Platform 1– GE



ZREP	SKU
398252	SNICKERS Std 50g*12pk SplOfrr
411500	SNICKERS Mini 180gx2pk x6 AVCOP
398250	BOUNTY Std 57g*10pk SplOfrr
411516	BOUNTY Mini 285gx2pk x6 AVCOP



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Premium Supers Ice Cream



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Ice Cream NBL – Premium Supers

Rank	ZREP	ITEM NAME
1	227005	GALAXY Cone Van/Choc 1x24 ME
2	103627	GALAXY Ice Bar 50g 1x28 ME
3	140958	SNICKERS Ice Bar 48g 1x24 ME
4	369202	GLXY Milk Ice Stick 1*25*79.5g ME
5	104287	SNICKERS Ice Cone 110ml 1x24 ME
6	211699	GALAXY Ice Bar Vanil Heart 1X24 ME
7	369146	GLXY Almond Ice Stick 1*20*71g ME
8	282025	SNK Ice Stick 1*20*73.5g ME
9	407288	Snicker Crisper
10	353440	MALT Ice Stick 1*24*60g ME
12	306542	BTY Sgl Ice Bar 1*24*39.1g ME
13	211698	MARS Ice Bar 41.8g 1x24 ME
14	371361	M&M's Pnt Ice Stick 1*25*62g ME
15	316049	TWIX Ice Bar 1*24*40g std MA EG ME
16	149226	M&M's Ice Cone Vanilla 1x24 ME
17	371387	M&M's Choco Ic Stick 1*25*63g ME
19	270587	GALAXY Ice Cone Hazel/Choc 1x24 ME
20	12212	MARS Ice Tub 1*8*450ml ME
21	412218	SNK Ice Tub 1*8*450ml ME
22	141006	SNK Ice Bar ME 12*6*48g Mp
23	211566	MARS Ice Bar ME 12*6*41.8g Mp KSA
24	316060	TWIX Ice Bar ME 12*6*34.2g Mp



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Freezer Planograms

9 Line freezer - EV100		
		
		
		

12 Line freezer (EV-240)			
			
			
			



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Freezer Planograms

15 Line freezer (EV360)					
					
					
					

15 Line vertical freezer FF13, EV15IC		
		
		
		
		
		


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Freezer Planograms

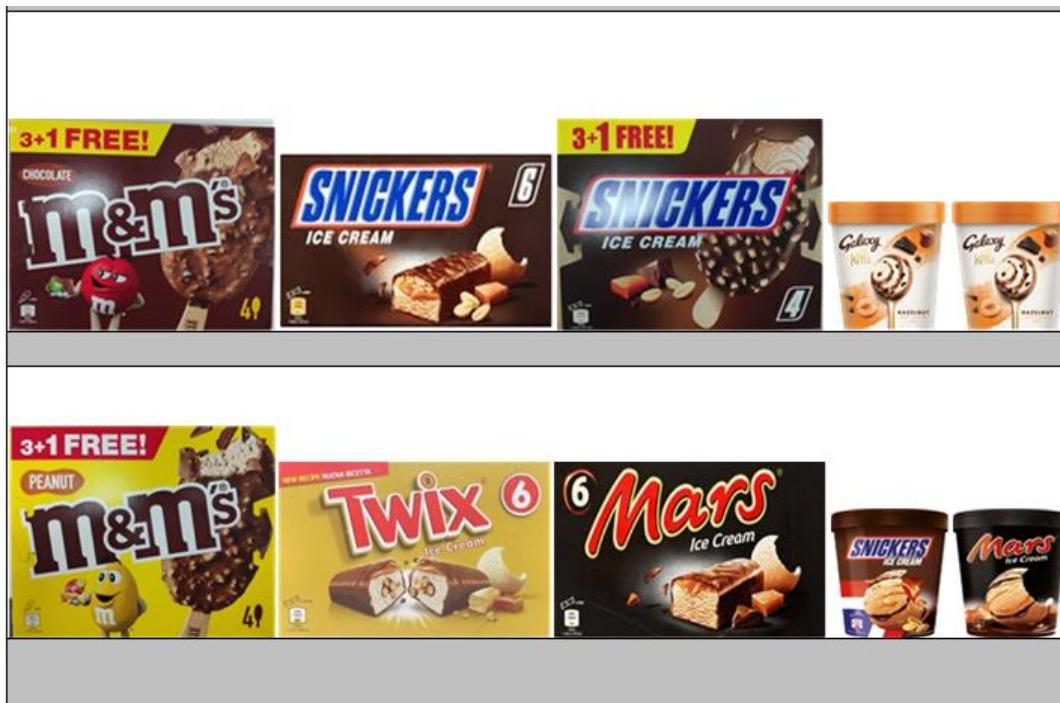
20 Line freezer FF20 & EV24 IC			
			
			
			
			
			



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Freezer Planograms

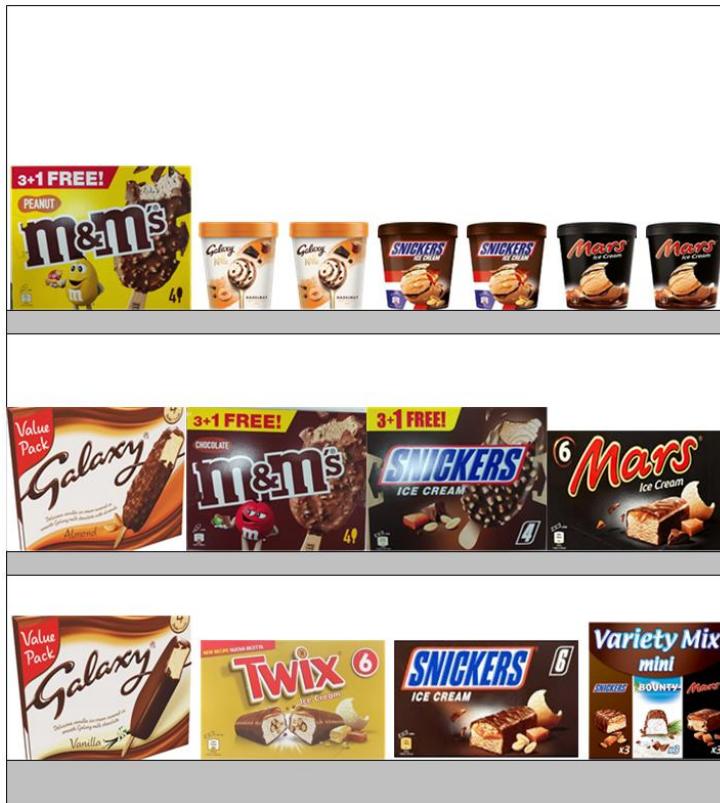
INDUSTRIAL FREEZER



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Freezer Planograms

INDUSTRIAL FREEZER



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Premium Supers

BE-KIND



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BE-KIND NBL – Premium Supers A

Below Stores to Have All SKUs

Premium supers	
CORE	BE-KIND PntBut Dark Choc
	BE-KIND DrkChocNuts&SeaSalt
	BE-KIND Cml Almond&SeaSalt
	Salted Caramel
	BE-KIND HoRstd Nts&SeaSalt
	BE-KIND Almond & Coconut
	BE-KIND MpIGlz Pcn&SeaSalt
Protein	BE-KIND PR Crunchy PeanutButter
	BE-KIND PR Double Dark Choc Nut
	BE-KIND PR Toasted Car Nut
Multipack	BE-KIND Almond & Coconut 10x3x30g BE-KIND Cml Almond&SeaSalt 10x3x30g BE-KIND HoRstd Nts&SeaSalt 10x3x30g Dark Chocolate



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Premium Supers A – List of Stores



Spinneys Store
Spinneys Khaledeya
Spinneys Al Forsan
Waitrose Al Dar Al Zeina
Spinney's Umm Suquiem
Spinney's TCR
Spinney's Mercato Mall
Spinney's DXB Marina
Spinneys Mirdiff
Spinney's Town Centre
Spinneys Al Hamra
Waitrose DXB Mall
Waitrose Marina Mall
Spinney's Motor City
Spinneys Sahara
Spinney Silicon
Spinneys Golden Mile
Waitrose Thanyah
Spinney's Al Furjan
Spinneys Zero 6
Waitrose Store Nakheel Mall
Spinneys Jumeirah Golf (P1)
Waitrose Meadows Village
Waitrose Al Maryah Central
Spinneys Nshama 2 (P13)
spinneys Meydan HQ
Waitrose Motor City

Account	Premium supers
The Greens SM	Choithrams
Green Community SM	Choithrams
Safa Park SM	Choithrams
Umm Suqeim SM	Choithrams
Shoroog Mirdiff SM	Choithrams
Falcon SM	Choithrams
AL MAYA Marina	Al Maya
AL MAYA Sports City	Al Maya
AL MAYA Murooj	Al Maya
AL MAYA Gate Tower Reem Island	Al Maya
Souk Planet EYP-National	Abela
ABELA Albert Abela Khalidiya AUH HO	Abela
SAFEER MALL - Near Al Futtaim	Safeer
SAFEER HYPERMARKET Al Jurf	Safeer
AL SAFEER MARKET Al Khan DC	Safeer
AL SAFEER HYPER MARKET Khalifa City AUH	Safeer
Safa Express Br 1 Raha	KM & Safa
K.M. Hyper Market TCA	KM & Safa

Supers

CORE	BE-KIND PntBut Dark Choc
	BE-KIND DrkChocNuts&SeaSalt
	BE-KIND Cml Almond&SeaSalt
	Salted Caramel
	BE-KIND HoRstd Nts&SeaSalt
	BE-KIND Almond & Coconut
	BE-KIND MplGlz Pcn&SeaSalt

Protein	BE-KIND PR Crunchy PeanutButter
	BE-KIND PR Double Dark Choc Nut
	BE-KIND PR Toasted Car Nut

Multipack	BE-KIND Almond & Coconut 10x3x30g
	BE-KIND Cml Almond&SeaSalt 10x3x30g
	BE-KIND HoRstd Nts&SeaSalt 10x3x30g
	Dark Chocolate



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Spinneys Store

Waitrose Sun & Sky Tower	Waitrose Eastern Mangrove
Spinney's Jumeirah Br.	Spinneys Festival City
Spinneys DXB Villa Centro	Spinneys Residences
Spinneys Yas West AUH	Spinney's Manzil Souk
Waitrose Etihad Towers	Spinneys Old Town Al Bahar
Spinneys Bin Souqat Centre	Spinneys South Ridge
Spinneys Hamrani	Spinneys Al Barsha
Spinneys King Faizal	spinneys x2 jlt
Spinneys Central Market AUH	Spinneys central park
Waitrose Al Barari (P9)	Spinneys Nshama
Spinneys Business Bay	Spinneys Damac Hills
Waitrose Fountain Emaar (P1)	Spinneys Airport Terminal 1
Spinneys AUH LLC Mangrove AUH	Spinneys Dana Plaza
Spinneys SAS Nakheel	Spinneys Al Bandar
Spinneys Al Bateen	Spinneys Reehan Heights
Waitrose Saadiyat AUH	Spinneys Al Murjan
Spinneys villa mall	Spinneys Sadiyat Island
Spinneys Jabel Ali Village	Spinneys JVC
Spinneys Meidan Heights	



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List of Stores Premium Supers B - Choithram

Dubai Tower SM	Choithrams
Rashidiya SM	Choithrams
Emirates Lake SM	Choithrams
Al Rais SM	Choithrams
Karama SM	Choithrams
Silicon Oasis SM	Choithrams
DEC Marina SM	Choithrams
Manhattan Tower SM	Choithrams
Palm Azure SM	Choithrams
Layan SM	Choithrams
DIFC SM	Choithrams
Bay Avenue	Choithrams
Bay Square SM	Choithrams
Jumeirah Island SM	Choithrams
Jumeirah Golf Estate SM	Choithrams
Trident Grand Mall	Choithrams
Atria Towers	Choithrams
Loft	Choithrams
Emerald Court SM	Choithrams
Al Mahda SM	Choithrams
Al Muwaji SM	Choithrams
Al Suroor Superstore	Choithrams
Al Ain Mega Mart	Choithrams
Al Shabhat Plaza SM	Choithrams
AL Falah V 2A	Choithrams
AL Falah V 2B	Choithrams
AL Falah V 1 SM	Choithrams
AL Falah V 3 SM	Choithrams
AL Falah V 4 SM	Choithrams
AL Falah V 5 SM	Choithrams
Sharjah Marine SM	Choithrams
Ajman Old	Choithrams
Julphar Tower SM	Choithrams
Mina Al Arab SM	Choithrams



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List of Stores Premium Supers B - Al Maya

AL MAYA Group	Al Reef Mall	Al Maya
AL MAYA S/M Satwa		Al Maya
AL MAYA MURAQABAT		Al Maya
AL MAYA Al Diyafa		Al Maya
AL MAYA silicon oasis		Al Maya
AL MAYA DIP 2		Al Maya
AL MAYA Sadaf		Al Maya
AL MAYA EWAN Residence		Al Maya
AL MAYA Shams		Al Maya
AL MAYA Daily Murjan		Al Maya
AL MAYA Supermarket Escan		Al Maya
AL MAYA Onyx		Al Maya
AL MAYA JLT Q 2		Al Maya
AL MAYA Mamzar		Al Maya
AL MAYA 8 Boulevard		Al Maya
AL MAYA Promenade		Al Maya
AL MAYA DMCC N cluster		Al Maya
AL MAYA Rigga		Al Maya
AL MAYA Liberty		Al Maya
AL MAYA Al Nahda DXB		Al Maya
AL MAYA Karama		Al Maya
AL MAYA Al Barsha		Al Maya
AL MAYA Dragon Mart 1		Al Maya
AL MAYA Dark store Al quoz		Al Maya
AL MAYA City Tower AJM		Al Maya
AL MAYA Al Sawan AJM Br.		Al Maya
Jesco SHJ		Al Maya
AL MAYA Nahda		Al Maya
AL MAYA Dhafra		Al Maya
AL MAYA Al Falah V3 Branch AUH		Al Maya
AL MAYA Sanalya Madina Zayed		Al Maya
AL MAYA Al Falah V4 Branch AUH		Al Maya
AL MAYA Seaside Tower AUH		Al Maya
AL MAYA Mart Al Reem Island		Al Maya
AL MAYA Tourist Club Behind Salam Street AUH		Al Maya
AL MAYA Supermarket Electra Road		Al Maya
AL MAYA Leaf Tower		Al Maya
AL MAYA Hamra (P7)		Al Maya



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List of Stores Premium Supers B – Abela & KM

SP SQAB - National Catering - Qaryat Al Beri	Abela
YUM ADM - NATIONAL CATERING AUH MARINA	Abela
Souq Planet Trading LLC YB	Abela
SP MZ - National Catering Madinat Zayed AUH	Abela
SP AAN- Catering - Tawam	Abela
Souq Planet Dubai (P2 2021)	Abela
SAFEER HYPERM Musheirif AJM	Safeer
AL SAFEER MARKET-Br 2 King Faizal	Safeer
MACRO EMIRATES	Safeer
AL SAFEER SUPERMARKET Rolla	Safeer
Safeer Hyper Market Umm Al Quwain	Safeer
Al Safeer Center Mussafah	Safeer
AL SAFEER CENTRE Khorfakkan	Safeer
AL SAFEER HYPER MARKET Dhaid	Safeer
SAFEER MARKET SHJ (Dibba)	Safeer
AL SAFEER CENTRE - KHALBA	Safeer
SAFEER MARKET FUJ	Safeer
Super Saver Hyper Dibba	Safeer
ALSAFEER Nakheel RAK #2	Safeer
ALSAFEER Corniche Rak # I	Safeer
SAFEER Corniche RAK 2 Dafan	Safeer
Super Saver Hypermarket	Safeer
First Safeer Center Khabisi	Safeer
SAFEER Jimmi	Safeer
Safeer Mall MasoudiAAN	Safeer
K.M. Hyper Market DXB	KM & Safa
KM HYPER - SHJ Industrial	KM & Safa
K.M. Hyper Market MUSAFAH EDS	KM & Safa
K.M. Hyper Najda AUH	KM & Safa
K M Trading Company Mussafah	KM & Safa
Safa Express Br 4 Khalidiya AUH	KM & Safa
Safa Express Br 7 Khalidiya	KM & Safa
AL SAFA SUPERMARKET - Electra	KM & Safa
AL SAFA SUPERMARKET - Najda	KM & Safa
Safa Express Br 5 Khalifa StreetAUH	KM & Safa
SAFA EXPRESS BR8 Airport Road AUH	KM & Safa
Safa Express Br 3 Salam AUH	KM & Safa
Safa Express Supermarket BR9	KM & Safa
K.M. Trading Shopping Centre FUJ	KM & Safa

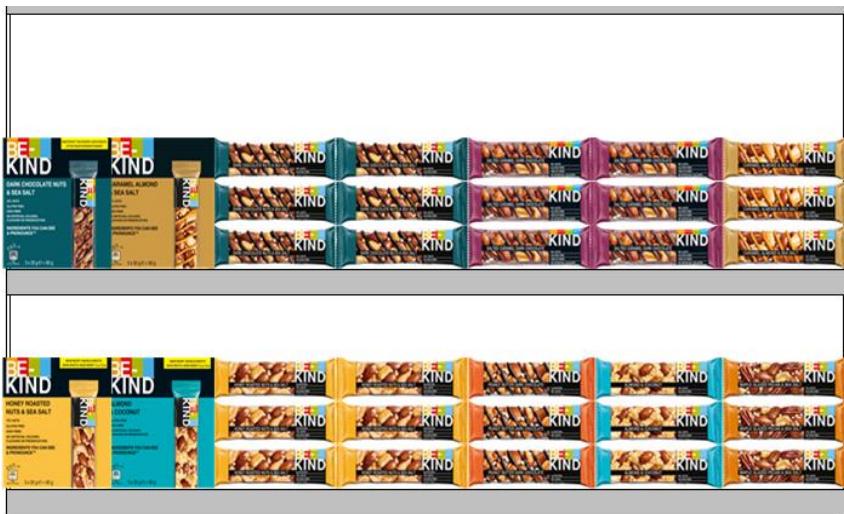


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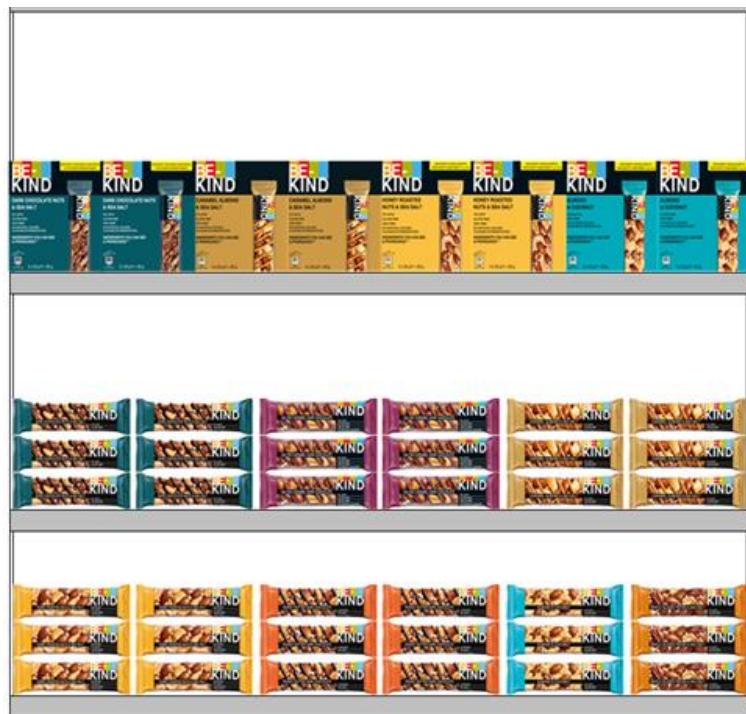


Main shelf Core & MP

2 Shelves



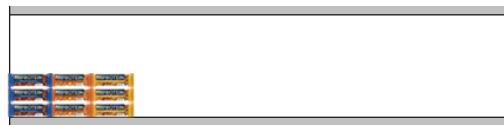
3 Shelves





PROTEIN SECTION

1 Facing



2 Facings



3 Facings



Supers Side GE



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WHOLE GRAIN SECTION

2 Facing

3 Facings

4 Facings



FSU

KIND

FSUs of different sizes based on the channel type



FSU 45 cm x 5 Shelves



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FSU 30 cm x 5 Shelves



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Premium Supers Petcare



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Petcare NBL – 0.5 Blocks



0.5 BLOCKS

ZREP	BARCODE	EPOS NAME	BRAND	SEGMENT	SUB-SEGMENT	CONTR.
302105	6294001819301	WHISKAS TUNA IN JELLY 85GX10+2 FREE	WHISKAS	Cat	Wet	2%
333928	8853301000017	WHISKAS CHICKEN 3KG	WHISKAS	Cat	Dry	2%
317309	9334214035246	WHISKAS CHICKEN 1.2KG	WHISKAS	Cat	Dry	2%
315535	6294001823353	WHISKAS JUNIOR TUNA IN JELLY 85GX4	WHISKAS	Cat	Wet	2%
317305	9334214035208	WHISKAS GOURMET SEAFOOD 3KG	WHISKAS	Cat	Dry	2%
317297	9334214035123	WHISKAS JUNIOR OCEAN FISH WITH MILK 1.1KG	WHISKAS	Cat	Dry	2%
159923	8853301550048	WHISKAS JUNIOR TUNA IN JELLY 85G	WHISKAS	Cat	Wet	2%
158114	9310022906701	WHISKAS MINCE CHICKEN 400G	WHISKAS	Cat	Wet	1%
317301	9334214035161	WHISKAS OCEAN FISH 1.2KG	WHISKAS	Cat	Dry	1%
170322	9310012772293	TRILL BUDGIE 10X500G	TRILL	Bird	Dry	1%
105492	5000166004411	THOMAS CAT LITTER 5KG	THOMAS	Cat	Litter	6%
220229	6294001810544	SHEBA TUNA FILLET 80G	SHEBA	Cat	Wet	2%
363153	6294001826637	SHEBA TUNA 80GX6 PO	SHEBA	Cat	Wet	2%
220230	6294001810575	SHEBA TUNA & PRAWN 80G	SHEBA	Cat	Wet	2%
363156	6294001826651	SHEBA TUNA & PRAWN 80GX6 PO	SHEBA	Cat	Wet	2%
220231	6294001810605	SHEBA OCEAN COCKTAIL 80G	SHEBA	Cat	Wet	1%
390052	6294001828686	SHEBA MELTY CHICKEN 48G	SHEBA	Cat	Care & Treats	1%
158112	9310022877704	PEDIGREE CHICKEN CHUNKS IN GRAVY 400G	PEDIGREE	Dog	Wet	1%
116047	9003579302545	PEDIGREE BISCROK TREATS 200G	PEDIGREE	Dog	Care & Treats	1%
158163	9310022909900	PEDIGREE ORIGINAL 400G	PEDIGREE	Dog	Wet	1%
266424	8853301893718	PEDIGREE BEEF LAMB & VEGETABLE 1.5KG	PEDIGREE	Dog	Dry	1%
155958	5998749106877	PEDIGREE DENTA STIX SMALL 45G	PEDIGREE	Dog	Care & Treats	0%
329218	5998749130469	DREAMIES TASTY CHICKEN 60G	DREAMIES	Cat	Care & Treats	1%
268058	4008429054693	CATSAN HYGIENE LITTER 5L	CATSAN	Cat	Litter	0%

7 blocks Planogram



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6 blocks Planogram



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5 blocks Planogram



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4 blocks Planogram



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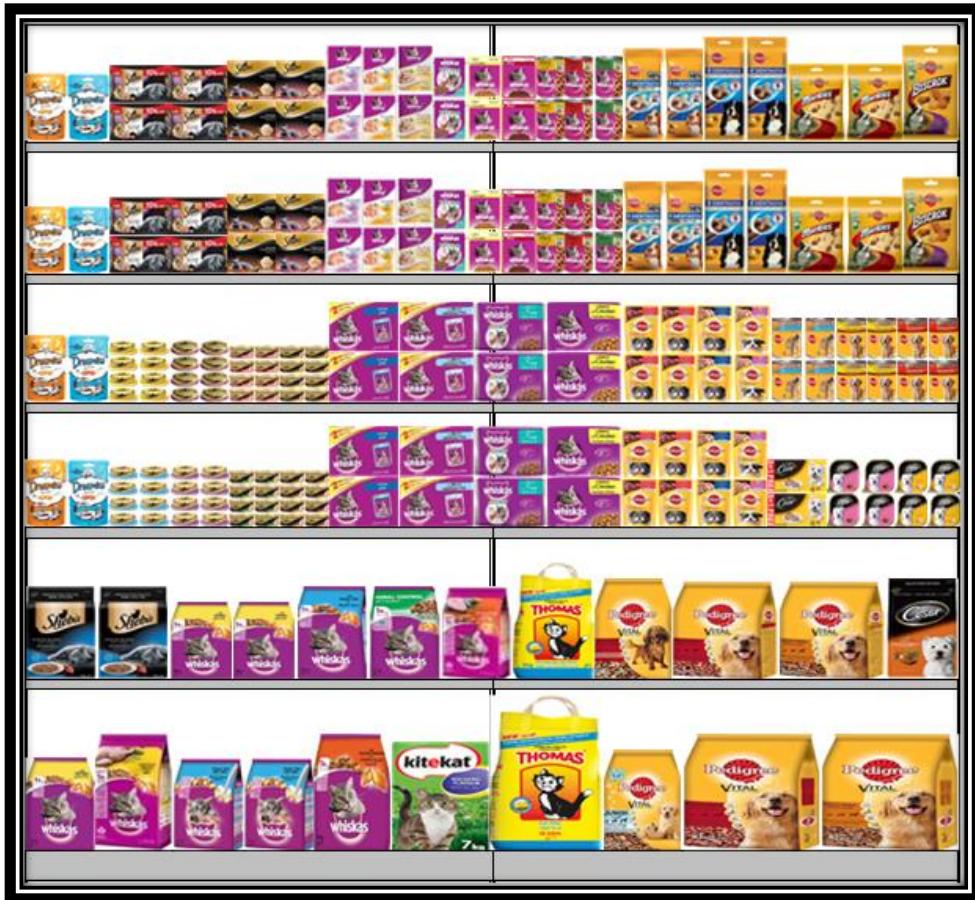
3 blocks Planogram



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2 Blocks Planogram





1 Blocks Planogram



0.5 Blocks Planogram

