



Kellogg's 2021 Vending Exclusive



Continues as an
Exclusive To
Vending!





Pringles 2020

- Despite the obvious challenges Pringles Mini's delivered an incremental **£750,000** of retail value to the UK Vending channel
- Vending testimonial tells us that the £1 price point is working
- Our objective was to deliver a unique product that can deliver rate of sale at a premium – vending testimonial suggests that we have achieved this.
- We now have an 11 months shelf life.

We know that it has been tough - Thank you for your support



Groups Commercial Proposition 2021



- **No price increase in 2021**
- **Group agree price with RTM**
- **Kellogg's agree per case growth incentive rebate with Group**
- ***Assumed Wholesale Price = 41p per unit/£14.76 per case**

Sell at £1 and make 42p per unit = 51% POR

*based on an assumed standard wholesale price – pricing is at the discretion of the wholesaler



1: Pringles Mini's Groups Growth Incentive



2020

	Cases Q1			Cases Q2			Cases Q3			Cases Q4		
Group Target per Qtr	3,600	6,000	7,200	3,600	6,000	7,200	3,600	6,000	7,200	3,600	6,000	7,200
Group Target Cases per month	1,200	2,000	2,400	1,200	2,000	2,400	1,200	2,000	2,400	1,200	2,000	2,400
pence per case	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35

Annual Cases		
Tier 1	Tier 2	Tier 3
14,400	24,000	28,800

2021

	Cases Q1			Cases Q2			Cases Q3			Cases Q4		
Group Target per Qtr	2,000	4,000	6,000	2,500	4,500	6,500	3,000	5,000	7,000	3,600	6,000	7,200
Group Target Cases per month	667	1,333	2,000	833	1,500	2,167	1,000	1,667	2,333	1,200	2,000	2,400
pence per case	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35	£0.20	£0.30	£0.35

Annual Cases		
Tier 1	Tier 2	Tier 3
11,100	19,500	26,700



- Group rebate scheme maintained for 2021
- Rebate values maintained
- Volume targets *reduced* for the first three quarters of 2021
- Based on collective quarterly group purchases

Thank You

