



Pillsbury Shelf Ready Packaging

Pillsbury canned refrigerated dough is going vertical!

Canned dough products will flow in shelf ready packaging beginning in August 2016

- You will see shelf ready trays begin to flow into your store as early as July
- A reset will be required to place the trays directly on the shelf
- Continue to stock your shelves normally until your reset date!

Which products are changing to shelf ready trays this summer?

*Pillsbury Crescents, Grands! Biscuits,
Grands! Sweet Rolls, Grands! Jr's Biscuits*

Benefits

- Reduce stocking time by 50-60%
- Decrease unsaleables by simplifying rotation
- Minimize restocking with 2 case pack out
- Improve shopability



Old Crescents Case



New Crescents Case
with New Can
Graphics

What IS Changing?

- Vertical stocking orientation on shelf with full case placed on shelf
- New shelf-ready trays
- New can graphics
- Improved case pack-out



What IS NOT Changing?

- Shrink outer wrap
- Item UPCs, Case UPCs, Case Packs
- Carlot pricing
- Twin Packs, Meal Breads/Pizza, Cookies & Pie Crust not in retail ready packaging; Core Sweet Rolls will flow in at a later date

Actions Requested

1. Begin to bleed down inventory on Pillsbury discontinued items
2. Order new Pillsbury items to place on shelf at time of reset
3. Save empty Shelf Ready Trays to use for leftover shelf stock after reset



Pillsbury Shelf Ready Packaging

New Planogram Layout Key Principles



- Vertically Blocked Segments
- Optimized Segment Adjacencies
- Face Out Top Turners

Leverage your account specific planogram for additional details

New Pillsbury Optimized Assortment

In addition to providing Shelf Ready Packaging, Pillsbury is also optimizing its assortment to remove non-incremental and duplicative items, and make room on the shelf for the trays. This will increase sales on core items, while enjoying the benefits of an easier-to-stock shelf!

Below is a list of nationally discontinued items, as well as recommended Pillsbury items to add to your assortment if they are not already on shelf. [Your actual assortment may vary.](#) Please contact your headquarters if you have questions on your new assortment or planogram.

Pillsbury National Discontinuances

18000-00105	PB GRANDS JR GLDN LYRS BISC BTRMLK 10CT
18000-00107	PB GRANDS JR GLDN Lyr BISC BTR TSTN 10CT
18000-52180	PB BISC BUTTERMILK 4P
18000-52190	PB BISC TENDER LAYER 4P
18000-00115	PB GRANDS JR GLDN LYRS BISC HNY BTR 10CT
18000-52170	PB BISC COUNTRY STYLE 4P
18000-00184	PB BISC GRANDS BTRMLK RF 8CT
18000-00104	PB GRANDS JR GLDN LYRS BISC FLAKY 10CT
18000-00212	PB BISC GRANDS FLAKY RF 8CT
18000-00299	PB GRANDS BLUEBERRY BISCUIT
18000-00298	PB GRANDS CORN BISCUIT
18000-00175	PB BISC GRANDS WHEAT RF 8CT
18000-00011	PB BISC BUTTERMILK 6CT
18000-00232	PB SIMPLY BISC BUTTERMILK
18000-00268	Grands Jr Homestyle Honey Butter 10 ct
18000-00111	Grands Jr Homestyle Buttermilk 10ct
18000-00706	PB COUNTRY ITALIAN BREAD
18000-00231	PB SIMPLY BREAD LOAF RUSTIC FRENCH
18000-00094	PB WHOLE GRAIN DINNER ROLL
18000-43699	PB GLUTEN FREE PIE CRUST
18000-00239	PB ARTISAN PIZZA CRUST WITH WHOLE GRAIN
18000-43702	PB GLUTEN FREE PIZZA
18000-48661	CINNABON SWEET ROLLS 4CT
18000-00756	PB GRNDS FLK SUP CN RL W/CRM CHS 5CT
18000-44011	CINNABON MINI PULL APARTS 12CT
18000-00269	PB FLAKY CARAMEL ROLL 8CT

18000-00213	PB GRANDS CARAMEL ROLL 5CT
180000-0195	PB CINNAMON MINI-BITES 24CT
180000-0737	PB FLAKY CINNAMON TWISTS 8CT
18000-46354	PB RTB MINT CHOCOLATE CHIP COOKIE
18000-81782	PB RTB CKIE OTML CHOC CHIP
18000-44591	PB RTB COOKIES SIMPLY PEANUT BUTTER
18000-48782	PB MELTS MOLTEN FUDGE
18000-27309	PB RTB SIMPLY BROWN SUGAR OATMEAL
18000-43701	PB GLUTEN FREE COOKIES

Potential Power Pillsbury Items To Add

18000-00318	PB FLAKY CINN ROLL BUTTERCREAM 8CT
18000-00185	PB BISC GRANDS SO STYLE 8CT
18000-00235	PB CRESCENT BIG & FLAKY 8CT
18000-00402	PB CRESCENT ROLL 4CT
18000-42841	PB COOKIE CHUB CHOC CHIP 30 OZ
18000-81773	PB RTB BDC CKIE CHOC CHIP
18000-81775	PB RTB BDC CKIE PNT BTR Reese's Mini Pieces
18000-00164	PB GRANDS CINN ROLL W/CRM CHS 5CT
18000-00509	PB CINNAMON ROLL W/ICE RF 8CT
18000-00254	PB GRANDS CINN ROLL FLAKY SUPR 5CT
18000-00757	PB CRESCENT RECIPE CREATIONS
18000-00109	PB GRANDS JR GLDN Lyr BISC BTRMLK 5CT
18000-00186	PB BISC GRANDS HOMESTYLE 8CT
18000-00316	PB CRESCENT ROLL HONEY BUTTER 8CT
18000-00216	PB BISC GRANDS HOMESTYLE HONEY BUTTER