

Family  
Bakers  
**Warburtons**

# New 400g PMP Toastie

Same great quality, even better price!

**AVAILABLE TO ORDER FROM 3<sup>RD</sup> APRIL!**



Shelf Life: Day + 5  
Product Code: 055  
Barcode: 5010044010526  
Slices: 14

Cost = 0.91p

**FROM THE UK'S NO.1**  
**BREAD BRAND!**

**Bakery is a TOP 4 favourite PMP**  
**category for Shoppers \*\*\***

**64% of retailers like buying PMP \*\*\***

\*Source: NielsenIQ Scantrack Total Coverage including Discounters, Unit sales, 52WE 27.01.24

\*\*\* Source: Lumina Intelligence Retailer Attitudes and Behaviours Study, July 2023, Lumina Intelligence Convenience Tracking Programme, 12WE 25/06/2023

Disclaimer: As with all our products, it is for the retailer to decide pricing for any PMP product, the retailer can vary from the price marked by taking the appropriate steps to confirm the price to the consumer.