

**RRP:  
£1.50**

**SHELF LIFE:  
DAY +6**

5 seed blend selected for flavour and crunch (sesame, sunflower, poppy, millet & linseed)

### PRODUCT DETAILS

BARCODE  
**5010044010779**  
SAP CODE **110432**  
PRODUCT CODE **012**  
SLICES INC CRUST **19**  
NO IN BASKET **9**

## 600g Lightly Seeded



Available  
from 26<sup>th</sup>  
March

There is an opportunity to increase seeded sales in the Impulse channel and this can be achieved by providing a competitively priced seeded loaf, which aims to enhance retailers' market share and sales.

The Seeded Segment is 16% of total wrapped bread sales but under trades in Impulse customers with only 6% share - this product offers consumers shopping in convenience stores a better value, quality branded loaf.

### 3 Key Facts:



Blend of  
5  
different  
Seeds



Lightly  
Seeded,  
easy to eat  
less 'bits'  
Perfect  
for soft  
sandwiches



**Warburton's**  
Family Bakers