



**CnM**  
Wholesale Food Distributors



WELCOME  
CADBURY BAKERY RANGE



PRODUCT RANGE IS FROZEN  
THAW BACK

- ✓ 100% AUSTRALIAN MADE
- ✓ 80% LOCAL INGREDIENTS
- ✓ 100% RECYCLABLE PACKAGING
- ✓ 27 DAYS SELF LIFE FROM DEFROST

Product	Carton	Order QTY
Cadbury Assorted 270g	12	
Oreo Cupcakes 270g	12	

**Store Name:**  
**Store Number:**

**Contact :**  
**Date:**

[orders@cakesnmore.com.au](mailto:orders@cakesnmore.com.au)

07 55371833

**TO MAXIMIZE SALES OF CADBURY CUPCAKES IN INDEPENDENT SUPERMARKETS, OWNERS SHOULD CONSIDER STRATEGIC PLACEMENT WITHIN THE STORE. HERE ARE SOME RECOMMENDATIONS:**

**1. PLACEMENT: PLACE CADBURY CUPCAKES IN AN ATTRACTIVE AND PROMINENTLY DISPLAYED AREA NEAR THE STORE ENTRANCE OR CHECKOUT COUNTERS.**

**2. BAKERY SECTION: POSITION THE CADBURY CUPCAKES IN THE BAKERY SECTION OF THE SUPERMARKET, ALONGSIDE OTHER BAKED GOODS LIKE CAKES AND PASTRIES. THIS PLACEMENT LEVERAGES THE ASSOCIATION WITH FRESHLY BAKED TREATS AND ENCOURAGES CUSTOMERS TO EXPLORE THE ENTIRE BAKERY SELECTION.**

**3. HIGH-TRAFFIC AREAS: POSITION CADBURY CUPCAKES IN HIGH-TRAFFIC AREAS, SUCH AS NEAR POPULAR PRODUCT CATEGORIES LIKE SNACKS, BEVERAGES, OR FRESH PRODUCE. THIS INCREASES THE CHANCES OF CUSTOMERS NOTICING THE CUPCAKES AND ADDING THEM TO THEIR SHOPPING CARTS.**

**4. END CAP DISPLAYS: UTILIZE END CAP DISPLAYS AT THE END OF AISLES TO SHOWCASE CADBURY CUPCAKES. THESE DISPLAYS CAN CAPTURE THE ATTENTION OF SHOPPERS AS THEY MOVE THROUGH THE STORE, INCREASING THE LIKELIHOOD OF IMPULSE PURCHASES.**

**5. CROSS-PROMOTION: CONSIDER CROSS-PROMOTING CADBURY CUPCAKES WITH COMPLEMENTARY PRODUCTS LIKE COFFEE, TEA, OR ICE CREAM. PLACE THEM NEAR THESE ITEMS TO CREATE AN ASSOCIATION AND ENCOURAGE CUSTOMERS TO PURCHASE BOTH.**

**6. NEAR CHECKOUT: PLACE CADBURY CUPCAKES NEAR THE CHECKOUT AREA, MAKING THEM EASILY ACCESSIBLE FOR CUSTOMERS WAITING IN LINE. THIS CAN ENCOURAGE LAST-MINUTE PURCHASES AND IMPULSE BUYS.**

**7. ONLINE PRESENCE: IF THE INDEPENDENT SUPERMARKET HAS AN ONLINE STORE OR DELIVERY SERVICE, ENSURE THAT THE CADBURY CUPCAKES ARE PROMINENTLY FEATURED IN THE BAKERY CATEGORY. USE APPEALING PRODUCT IMAGES AND DESCRIPTIONS TO ENTICE ONLINE SHOPPERS.**

**REMEMBER, IT'S IMPORTANT TO MONITOR AND ADJUST THE PLACEMENT STRATEGY BASED ON CUSTOMER FEEDBACK AND SALES DATA. REGULARLY EVALUATE THE EFFECTIVENESS OF THE CHOSEN PLACEMENTS AND MAKE ANY NECESSARY ADJUSTMENTS TO OPTIMIZE SALES.**

**FOR MORE INFORMATION  
CONTACT THE TEAM TODAY**

