

# Biscuits

|    | Great Britain  | Value Sales | Value ROS (Wtd) |
|----|--|-------------|-----------------|
| 1  | MCVITIES CHOCOLATE DIGESTIVES MILK CHOCOLATE         | £8,349,330  | 4.3             |
| 2  | MCVITIES JAFFA CAKES PLAIN CHOCOLATE & ORANGE        | £6,020,014  | 2.8             |
| 3  | MCVITIES DIGESTIVES PLAIN                            | £3,859,913  | 2.2             |
| 4  | MCVITIES CHOCOLATE HOBNOBS MILK CHOCOLATE            | £3,603,961  | 3.2             |
| 5  | OREO COOKIES VANILLA                                 | £3,516,736  | 1.9             |
| 6  | MCVITIES HOBNOBS PLAIN                               | £3,285,707  | 1.6             |
| 7  | MCVITIES CHOCOLATE DIGESTIVES DARK CHOCOLATE         | £3,179,225  | 2.1             |
| 8  | MCVITIES RICH TEA PLAIN                              | £3,123,851  | 1.8             |
| 9  | CADBURY FINGERS MILK CHOCOLATE                       | £2,830,978  | 1.8             |
| 10 | KIT KAT ORIGINAL 2 FINGER                            | £2,737,665  | 2.9             |
| 11 | TUNNOCKS TEACAKES MALLOW                             | £2,655,165  | 1.9             |
| 12 | NUTELLA & GO! CHOCOLATE & HAZELNUT                   | £2,635,952  | 1.5             |
| 13 | JACOBS CREAM CRACKERS PLAIN                          | £2,304,965  | 1.2             |
| 14 | MCVITIES GINGER NUTS GINGER                          | £2,287,523  | 1.5             |
| 15 | EURO SHOPPER JAFFA CAKES CHOCOLATE & ORANGE          | £2,247,357  | 2.8             |
| 16 | MILK CHOCOLATE CARAMEL WAFER                         | £2,240,217  | 2.3             |
| 17 | MCVITIES CARAMELS MILK CHOCOLATE & CARAMEL           | £2,235,863  | 1.9             |
| 18 | MARYLAND COOKIES CHOCOLATE CHIP                      | £2,224,940  | 1.9             |
| 19 | MCVITIES CHOCOLATE HOBNOBS MILK CHOCOLATE            | £2,015,954  | 2.3             |
| 20 | BLUE RIBAND CHOCOLATE                                | £1,851,019  | 2.0             |
| 21 | KP CHOC DIPS MILK CHOCOLATE                          | £1,826,443  | 1.4             |
| 22 | MCVITIES CLUB ORANGE BISCUIT                         | £1,715,656  | 1.9             |
| 23 | CADBURY SNACK SHORTCAKE                              | £1,688,384  | 2.7             |
| 24 | MCVITIES DIGESTIVES PLAIN                            | £1,623,197  | 2.5             |
| 25 | MCVITIES CHOCOLATE DIGESTIVES MILK CHOCOLATE         | £1,607,922  | 4.0             |
| 26 | EAT NATURAL BAR ALMOND APRICOT & YOGURT              | £1,601,267  | 1.4             |
| 27 | KELLOGGS SQUARES MARSHMALLOW                         | £1,578,606  | 1.9             |
| 28 | MCVITIES MILK CHOCOLATE                              | £1,447,926  | 1.6             |
| 29 | JAMMIE DODGERS RASPBERRY                             | £1,361,621  | 1.2             |
| 30 | CHEDDARS ORIGINAL                                    | £1,307,271  | 0.8             |
| 31 | MCVITIES FRUIT SHORTCAKE FRUIT                       | £1,246,428  | 1.1             |
| 32 | LU MIKADO MILK CHOCOLATE                             | £1,240,649  | 1.6             |
| 33 | KELLOGGS SQUARES DELIGHTFULLY CHOCOLATEY!            | £1,219,225  | 1.7             |
| 34 | MCVITIES RICH TEA PLAIN                              | £1,214,721  | 1.9             |
| 35 | MARYLAND COOKIES CHOCOLATE CHIP                      | £1,213,444  | 3.1             |
| 36 | MARYLAND COOKIES DOUBLE CHOCOLATE CHIP               | £1,182,356  | 1.3             |
| 37 | MCVITIES GOLD CARAMEL                                | £1,177,020  | 2.0             |
| 38 | TUC SANDWICH ORIGINAL                                | £1,152,495  | 0.9             |
| 39 | FOXES CHUNKIE COOKIES MILK CHOCOLATE CHUNK           | £1,134,600  | 1.2             |
| 40 | KELLOGGS NUTRI-GRAIN SOFT & FRUITY STRAWBERRY        | £1,128,621  | 0.9             |
| 41 | BELVITA PLAIN NUTS & HONEY                           | £1,001,337  | 0.8             |
| 42 | OREO DOUBLE STUF COOKIES VANILLA                     | £982,745    | 2.1             |
| 43 | KELLOGGS COCO POPS BAR CHOCOLATE                     | £972,809    | 1.1             |
| 44 | EURO SHOPPER COOKIES CHOCOLATE CHIP                  | £955,596    | 1.1             |
| 45 | EAT NATURAL PROTEIN PACKED BARS PEANUT & CHOCOLATE   | £954,490    | 1.3             |
| 46 | MCVITIES JAFFA CAKES PLAIN CHOCOLATE & ORANGE        | £909,578    | 3.5             |
| 47 | FOXES PARTY RINGS ICED                               | £904,578    | 0.8             |
| 48 | EAT NATURAL BAR BRAZILS SULTANAS ALMONDS & HAZELNUTS | £904,479    | 0.9             |
| 49 | TUC CRACKERS ORIGINAL                                | £889,161    | 0.7             |
| 50 | EAT NATURAL BAR CASHEW BLUEBERRY & YOGHURT           | £862,393    | 1.0             |
| 51 | KELLOGGS SQUARES CURIOUS CARAMEL & CHOCOLATE!        | £853,196    | 1.4             |
| 52 | RITZ CRACKERS ORIGINAL                               | £844,941    | 0.7             |
| 53 | NATURE VALLEY CRUNCHY GRANOLA BARS OATS & HONEY      | £837,152    | 0.9             |
| 54 | KELLOGGS NUTRI-GRAIN STRAWBERRY                      | £828,282    | 1.3             |
| 55 | TRACKER BAR CHOCOLATE CHIP                           | £823,280    | 1.0             |
| 56 | BELVITA SANDWICH STRAWBERRY & LIVE YOGURT            | £819,780    | 0.9             |
| 57 | EAT NATURAL GOLD CRANBERRY MACADAMIA & DRK CHCLT     | £802,680    | 1.0             |
| 58 | MCVITIES FAMILY CIRCLE ASSORTED                      | £798,371    | 1.1             |
| 59 | BREAKAWAY  | £783,055    | 1.5             |
| 60 | SNACK A JACKS CRISPY SALT & VINEGAR                  | £772,263    | 1.1             |
| 61 | MCVITIES DOUBLE CHOCOLATE DIGESTIVES MILK CHOCOLATE  | £771,364    | 1.3             |

|     | Great Britain  | Value Sales | Value ROS (Wtd) |
|-----|--|-------------|-----------------|
| 62  | MARYLAND CREATIONS BIG & CHUNKY MILK & DARK CHOC CHUNK       | £770,906    | 1.6             |
| 63  | BURTONS DAILY FISH 'N' CHIPS SALT & VINEGAR                  | £767,949    | 1.0             |
| 64  | HAPPY SHOPPER BOURBON CREAMS CHOCOLATE                       | £747,001    | 1.5             |
| 65  | KELLOGGS NUTRI-GRAIN BREAKFAST BAKES RAISIN                  | £722,461    | 0.9             |
| 66  | VISCOUNT MINT BISCUITS                                       | £713,189    | 1.9             |
| 67  | KELLOGGS CRUNCHY NT PNT CR BRS PEANUT & CHOCOLATE            | £712,819    | 0.9             |
| 68  | FOXES CRUNCH CREAMS GINGER                                   | £700,989    | 1.1             |
| 69  | CADBURY SHORTIES MILK CHOCOLATE                              | £697,878    | 2.0             |
| 70  | MCVITIES CHOCOLATE ORANGE DIGESTIVES MILK CHOCOLATE & ORANGE | £697,204    | 1.1             |
| 71  | PRIVATE LABEL MILK CHOCOLATE                                 | £695,349    | 1.8             |
| 72  | KIT KAT ORIGINAL 2 FINGER 8PACK                              | £643,159    | 2.7             |
| 73  | HAPPY SHOPPER CHOC DIGESTIVES MILK CHOCOLATE                 | £631,422    | 1.4             |
| 74  | WAGON WHEELS   | £627,407    | 1.6             |
| 75  | PRIVATE LABEL PLAIN  | £623,993    | 1.8             |
| 76  | MCVITIES DIGESTIVES NIBBLES CARAMEL                          | £622,556    | 1.7             |
| 77  | CADBURY DIGESTIVES MILK CHOCOLATE                            | £620,265    | 1.7             |
| 78  | MCVITIES DIGESTIVES NIBBLES MILK CHOCOLATE                   | £608,840    | 1.4             |
| 79  | GO AHEAD YOGURT BREAKS SASSY! STRAWBERRY                     | £603,539    | 0.8             |
| 80  | KELLOGGS RICE KRISPIES SQUARES MARSHMALLOW                   | £602,881    | 0.8             |
| 81  | HAPPY SHOPPER DIGESTIVE PLAIN                                | £602,653    | 0.8             |
| 82  | CADBURY TIME OUT   | £586,899    | 2.6             |
| 83  | MARYLAND COOKIES HAZELNUT                                    | £586,032    | 0.9             |
| 84  | FOXES CRUNCH CREAMS GOLDEN                                   | £565,237    | 1.0             |
| 85  | MCVITIES ALL BUTTER SHORTBREAD BUTTER                        | £564,078    | 1.9             |
| 86  | FOXES JAM 'N' CREAM RASPBERRY                                | £537,751    | 0.8             |
| 87  | FOXES MELTS VIENNESE MILK CHOCOLATE                          | £537,722    | 0.8             |
| 88  | KP CHOC DIPS WHITE CHOCOLATE                                 | £537,532    | 0.9             |
| 89  | KELLOGGS RICE KRISPIES SQUARES CHOCOLATE                     | £537,321    | 2.4             |
| 90  | BAHLSSEN CHOCO LEIBNIZ MILK CHOCOLATE                        | £536,783    | 1.2             |
| 91  | OREO GOLDEN COOKIES VANILLA                                  | £532,519    | 1.1             |
| 92  | FOXES VIENNESE CREAMS MILK CHOCOLATE                         | £532,516    | 1.2             |
| 93  | FOXES CHUNKIE COOKIES WHITE CHOCOLATE                        | £531,462    | 1.1             |
| 94  | BORDER BISCUITS DARK CHOCOLATE & GINGER                      | £530,552    | 1.1             |
| 95  | HAPPY SHOPPER GINGER NUTS GINGER                             | £516,398    | 0.9             |
| 96  | MCVITIES COOKIES WHITE CHOCOLATE CHIP                        | £514,553    | 1.3             |
| 97  | HAPPY SHOPPER CUSTARD CREAMS CUSTARD                         | £510,683    | 1.3             |
| 98  | NAKD BAR COCOA ORANGE  | £501,300    | 0.8             |
| 99  | OREO COOKIES VANILLA   | £500,363    | 0.9             |
| 100 | BARNY SPONGE BEARS CHOCOLATE                                 | £499,739    | 0.8             |

Source: Nielsen data - MAT WE 25.02.17



Find out more at [deliciousdisplay.co.uk](http://deliciousdisplay.co.uk)