#### **EXECUTION GUIDE**

# EDLP VERSUS BRILLIANT

PRICE

**EVERYDAY LOW PRICE!** 

R72.99

FREY'S CHEESY RUSSIANS (100gsm)





### **EDLP VERSUS BRILLIANT PRICE**

When there is a brilliant price offer, the yellow A5 flash replaces the black and white A5 EDLP.

EVERYDAY LOW PRICE!

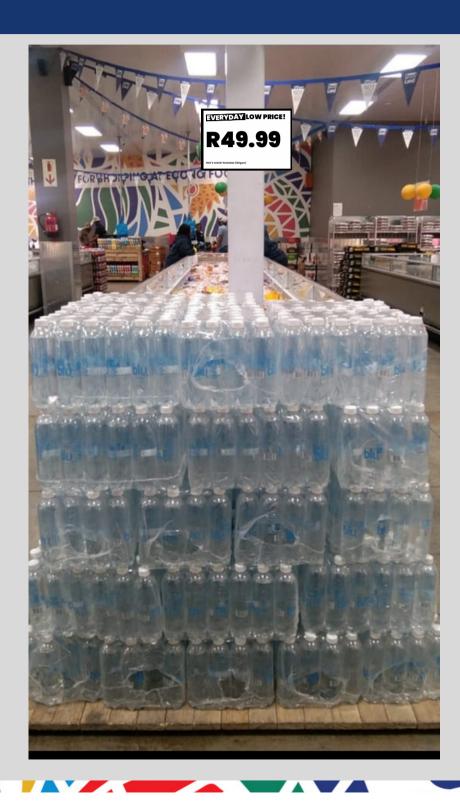
R49.99

FREY'S CHEESY RUSSIANS (100gsm)





## A5 - EDLP - ONE PER PALLET / ON POLE







### A5 - EDLP - ONE PER PALLET







### A5 - EDLP - ONE PER LEVEL ON WOODEN BIN



