

EXECUTION GUIDE

EDLP VERSUS BRILLIANT PRICE



EVERYDAY LOW PRICE!

R72.99

FREY'S CHEESY RUSSIANS (100gsm)



BRILLIANT PRICE!

R59.99

PRODUCT:
FREY'S CHEESY RUSSIANS

EDLP VERSUS BRILLIANT PRICE



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



A5 – EDLP – ONE PER PALLET / ON POLE



A5 – EDLP – ONE PER PALLET



A5 – EDLP – ONE PER LEVEL ON WOODEN BIN

