

ECR Time Windows 2012

**for product range revisions
in the Swedish grocery industry**

**Recommendation adopted
by the ECR Sweden Steering Committee on 2011-04-04**

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1. Summary

In autumn 2000, the ECR Sweden Board set up an industry-wide working group tasked with investigating whether it was possible to generate a recommendation regarding the structuring of product range revisions, and if so how this could be done. The aim was to increase customer benefit and industry efficiency. The recommendation is not intended to change the decisions taken by the players involved with regard to product range revisions.

At its meeting on 2011-04-04, the ECR Sweden Board adopted the working group's proposal, "ECR Time Windows 2012 recommendation for product range revisions in the Swedish grocery industry" ("**the 2012 Recommendation**").

The Recommendation:

- covers the product range found in a grocery and convenience store
- divides the product range into a number of revision areas
- includes a number of product range revision points ("ECR Time Windows") during the year for each product range revision area
- includes a timetable recommended for use in connection with product range revisions.

The 2012 Recommendation revises and replaces the "ECR Time Windows 2011 Recommendation for product range revisions in the Swedish grocery industry".

In conjunction with the adoption of the 2011 Recommendation, the ECR Sweden Board tasked the industry-wide working group with conducting an evaluation of the 2011 Recommendation during the winter/spring of 2011 in order, on the basis of the evaluation, to draft a proposal for the 2012 Recommendation.

The draft of the 2012 Recommendation was prepared based on experiences of and comments on the 2011 Recommendation collected from groups representing the various revision areas. The groups included both retail and supplier representatives. The draft also took into account an analysis of the number of product introductions per category for each revision point in 2010. The combined experiences of the 2011 Recommendation are positive.

Based on the evaluation, the ECR Sweden Board discussed and adopted the ECR Time Windows 2012 Recommendation on 2011-04-04.

Those involved in formulating the Recommendation are the players currently operating in the Swedish grocery and convenience market. If new players enter the market, they can, of course, also operate in accordance with the Recommendation, at which time ECR Sweden will be happy to provide assistance and information.

2. Product range revision points, ECR Time Windows and Revision Areas

The term “**product range revision point**” (“**ECR Time Window**”) refers to the time when the in-store launch or phasing out of an item begins. Within the framework of the Recommendation, these terms have the same meaning.

The term “category” is often used in the grocery industry to describe part of the product range carried by a store. Since a “category” can include different items for different industry players, we have chosen instead to use a more neutral and industry-wide term, namely “**product revision area**”, which is abbreviated to “**revision area**”. Each revision area includes a number of items.

The Recommendation includes:

- in-items (items not previously listed in a chain's/concept's product range)
- out-items (items removed from a chain's/concept's product range)
- all categories considered to be grocery (see Appendix 3).

The launch or phasing out of an item is hence covered by the Recommendation if:

- the item (in-item or out-item) affects the planogram
- the content of an existing item changes so that the product is allocated a new GS1 GTIN (Global Trade Item Number, former called EAN article number)
- the item is allocated a new GTIN due to a change in the parameters of an existing item, e.g. new packaging size, different ingredients.

Both branded and private label items are covered by the Recommendation.

The Recommendation does not include:

The above means that the following types of changes are not covered by the Recommendation:

- price changes
- décor/design changes
- new packaging labels.

The starting point for “what happens in-store” is covered by the Recommendation means that the following types of changes are not.

- product range/display pallets (assuming it's not a new article)
- temporary seasonal items not kept in-store

For seasonal items, such as confectionary with peaks at Christmas and Easter, new lines shall be presented well in advance in accordance with the schedule under section 4 of Recommendation 2012.

Decisions on product range changes are always taken by an individual chain/concept or by an individual supplier.

3. Drafting the 2012 Recommendation

Groups representing the various revision areas were contacted in order to collate experiences of and comments on the 2011 Recommendation. Each group includes both retail and supplier representatives. A list of the groups involved in the work is provided in **Appendix 1**. (This is not a complete list of all individuals involved. More detailed information can be obtained from the group Chairs)

Each such group was tasked with:

- reviewing the revision area allocated to it to assess the area's designation
- reviewing the items to be included in the revision area
- identifying items where the revision area to which they should belong is debatable
- discussing the number of product range revision points ("ECR Time Windows") per year and the time of year when they should occur.

The work was conducted in the following way:

- the groups met during the winter/spring of 2011. The work was conducted in a positive and constructive spirit
- the comments and proposals that emerged from the groups' work were compiled and have been discussed by the working group (appointed by the ECR Sweden Board)
- overall reconciliations have been conducted from both a retailer and a supplier viewpoint to ensure that the revision areas and product range revision points ("ECR Time Windows") are as evenly spread as possible over the year, with the aim, amongst other things, of facilitating shelf restructuring
- a reconciliation was also carried out to ensure that the number of product range revision points during the year and the time of year when they occur correspond to the number of product range changes (new product launches, re-launches, out-items, etc.) that is usual in the respective revision areas
- in some cases, contact was also made with relevant groups during the overall reconciliation in order to reconcile the proposals and enable certain corrections to be made.

The final 2012 Recommendation proposal has been generated by an industry-wide working group (see **Appendix 2**).

4. 2012 Recommendation

At the request of the ECR Sweden Board, the Nielsen Company has analysed the number of new line introductions for each revision point. This is based on their POS data. In addition, a similar analysis has been made of the chains' own statistics. This data has provided a base for Recommendation 2012.

Changes in relation to the 2011 Recommendation

- Area 7 Charcuterie: March window moved to February and May to April.
- Area 8 Chilled pre-prepared meals and meal complements: Potatoes au gratin added to item list.
- Area 15 Tinned food (meat, fish, seafood, vegetables, pre-prepared meals): Preserved salsa added to item list.
- Area 23 Child care: September window moved to October.
- Area 25 Health care, OTC pharmaceuticals, weight loss preparations: The number of windows during 2012 will be increased to 4 with the ambition of reverting back to the current number of 3 during 2013. These changes are made due to the relatively small but steadily growing OTC market. The windows of 2012 will be January, April, August and November.
- Area 26 Hair care: October window moved to September.
- Area 27 Body care, facial care, shaving, toiletries: September window moved to October.

In addition to these changes there are two windows unique to the convenience market. Because the convenience and retail markets have different needs, business logics and purchasing patterns, especially related to these categories, an exception from the mutual recommendation has been developed and will be evaluated during and after 2012 to ensure effectiveness and benefits for all parties involved.

- Area 3 Cold drinks: New window in June unique to the convenience market (week 23).
- Area 10 Confectionary: New window in November unique to the convenience market (week 45).

For the launch of an item, the following basic schedule applies. It covers administrative routines and rules.

		Week before in-store launch															
		-16	-15	-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1
No.	Activity	Week 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Supplier advises/notifies	Red															
2	Trade item information (TID) sent to chain/concept	Green	Green	Green	Red												
3	Supplier's presentation for chain/concept			Green	Red												
4	Overall product range decision					Green	Green	Green	Red								
5	Quality assurance of trade item information	Green	Green	Green	Green	Green	Green	Green	Green	Green	Red						
6	Final listing advice to supplier								Green	Green	Green	Red					
7	Preparation for launch/phase out									Green	Green	Green	Green	Green	Green	Red	
8	Start of in-store activities																Red

Week 1

Supplier advises or notifies change in product range

Week 1-5

Trade item information (TID) sent to chain/concept

Week 3-4

Supplier presents item with samples, trade item information (TID), etc. to chain/concept

Note: The presentation can, of course, be made earlier at a time agreed between the supplier and the chain/concept

Week 1-10

Quality assurance of trade item information and physical item as required by chain/concept

Week 5-8

Internal activities at the chain/concept and overall listing advice to supplier (no GTINs)

Week 8-11

Final listing advice to supplier including GTINs and possibly format/concept

Week 9-15

Preparation for launch or phase-out of item and implementation (planogram, provisioning, sell-in at stores, etc.

Week 16

Start of implementation of the in-store product range change – in-items or out-items (“revision point”, “ECR Time Window”).

4a. Product range revision plan 2012 (No revisions in July or December)

Step in process	Jan	Feb	Mar	Apr	May	Aug	Sep	Oct	Nov
Week for revision:	3	6	10	13	19	32	36	40	45
Supplier advises or notifies change in item with offer (latest)	07-Oct v40	21-Oct v42	18-Nov v46	09-Dec v49	27-Jan v4	06-Apr v14	27-Apr v17	01-Jun v22	27-Jul v30
Supplier presentation, latest date (Friday)	28-Oct v43	11-Nov v45	09-Dec v49	05-Jan v1	17-Feb v7	27-Apr v17	18-May v20	22-Jun v25	17-Aug v33
Decision/Agreement to list, latest date (Friday)	25-Nov v47	09-Dec v49	13-Jan v2	03-Feb v5	16-Mar v11	25-May v21	15-Jun v24	10-Aug v32	14-Sep v37
Detailed listing advice, latest date (Friday)	16-Dec v50	06-Jan v1	03-Feb v5	24-Feb v8	06-Apr v14	08-Jun v24	06-Jul v27	31-Aug v35	05-Oct v40
Preparation for launch or phase-out and implementation (latest)	13-Jan v2	03-Feb v5	02-Mar v9	23-Mar v12	04-May v18	03-Aug v31	31-Aug v35	28-Sep v39	02-Nov v44

Revision area	Jan	Feb	Mar	Apr	May	Aug	Sep	Oct	Nov
Week for revision, 2012	3	6	10	13	19	32	36	40	45
Date for revision, 2012	16-Jan	06-Feb	05-Mar	26-Mar	07-May	06-Aug	03-Sep	01-Oct	05-Nov
1 Dairy		X			X		X		X
2 Cheese		X			X		X		X
3 Cold drinks		X		X			X		
4 Snacks, natural nuts and dried fruit	X			X			X		
5 Dry biscuits, crackers, hard bread	X			X			X		
6 Fresh bread, soft coffee bread		X			X			X	
7 Charcuterie		X		X			X		X
8 Chilled pre-prepared meals and meal complements		X			X		X		X
9 Fish and seafood			X		X				X
10 Confectionary		X			X		X		
11 Ice cream			X		X			X	
12 Frozen food		X		X			X		X
13 Cereals, muesli	X			X			X		
14 Hot drinks and related items		X			X		X		
15 Tinned food (meat, fish, seafood, vegetables, pre-prepared meals)		X			X			X	
16 Soups	X					X			
17 Fruit and berries, desserts	X			X		X			
18 International food	X			X		X			
19 Flavourings	X			X				X	
20 Pasta, rice, mash	X			X				X	
21 Baking and sweetening products		X			X			X	
22 Food for oversensitive		X					X		
23 Child care		X			X			X	
24 Pet care	X			X				X	
25 Health care, OTC pharmaceuticals, weight loss preparations	X			X		X			X
26 Hair care	X			X			X		
27 Body care, facial care, shaving, toiletries		X			X			X	
28 Oral care, feminine care		X			X			X	
29 Laundry, cleaning, dishwashing			X			X			X
30 Paper			X					X	
31 Tobacco		X			X			X	
32 Disposable items				X			X		

The product range revision point (i.e. the starting date for the implementation of in-store changes) is the first Monday of the month that is not a public holiday or the eve of a public holiday, with allowances for week 3 (close to the turn of the year). There are no revision points in June (except for convenience market week 23), July or December.

The summer holiday period has been taken into account for revision points that occur during the first weeks of August, September and October, and the timetable has consequently been postponed. The Christmas holiday period has been taken into account for revision points in January, February, March and April, and parts of the timetable has consequently been postponed.

4b. Product range revision plan 2012 exclusive to the convenience market

In addition to the above product range revision plan there are two windows unique to the convenience market. Week 23 for revision area 3 “Cold drinks” and week 45 for revision area 10 “Confectionary”. Needs, business logics and purchasing patterns within the convenience market and these specific categories differ in some ways to those of the retail market and therefore this exception from the mutual recommendation has been developed and will be evaluated during 2012.

Step in process		Jan	Feb	Mar	Apr	May	June	Aug	Sep	Oct	Nov
Week for revision:		3	6	10	13	19	23	32	36	40	45
Supplier advises or notifies change in item with offer (latest)		07-Oct v40	21-Oct v42	18-Nov v46	09-Dec v49	27-Jan v4	24-Feb v8	06-Apr v14	27-Apr v17	01-Jun v22	27-Jul v30
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Detailed listing advice, latest date (Friday)		16-Dec v50	06-Jan v1	03-Feb v5	24-Feb v8	06-Apr v14	04-May v18	08-Jun v24	06-Jul v27	31-Aug v35	05-Oct v40
Preparation for launch or phase-out and implementation (latest)		13-Jan v2	03-Feb v5	02-Mar v9	23-Mar v12	04-May v18	01-Jun v22	03-Aug v31	31-Aug v35	28-Sep v39	02-Nov v44
Revision area		Jan	Feb	Mar	Apr	May	June	Aug	Sep	Oct	Nov
Week for revision, 2012		3	6	10	13	19	23	32	36	40	45
Date for revision, 2012		16-Jan	06-Feb	05-Mar	26-Mar	07-May	04-June	06-Aug	03-Sep	01-Oct	05-Nov
3	Cold drinks		X		X		X		X		
10	Confectionary		X			X			X		X

The working group has decided that for the phasing out of an item (which also affects the planogram) initiated by a chain/concept or by a supplier, that the Recommendation means that administrative routines and regulations governing the way in which these items shall be phased out should follow the same basic timetable for administrative regulations and routines as for a launch. The physical phasing out of an item is a bilateral matter, i.e. a matter specific to the chain/concept and supplier in question.

There are a number of product range revision points (“ECR Time Windows”) for each revision area during the year. The fact that a revision point exists for a revision area does not mean that a product range revision must occur at that time (in-items and/or

out-items). The various retailer and supplier players will take their own individual decisions on whether or not to revise the product range in conjunction with each revision event.

Appendix 3 contains examples of the items included in each revision area.

The following routine has been established to ensure that new items that are introduced are included in the correct revision area:

- When a supplier introduces a completely new item, the supplier may suggest a revision area to which the item should belong.
- If necessary, the supplier may contact the following in order to determine the product range revision area to which the new product belongs:
 - Axfood Sverige (Maria Bane) + ICA (Maria Sköld) with reference to the areas from “Dairy” to “Frozen food”
 - Bergendahls Food (Niklas Leidersdorff) + Cikab (Fredrik Hermansson) with reference to the areas from “Cereals, muesli” to “Disposable items”.

5. Monitoring

The “ECR Time Windows 2012 for product range revisions in the Swedish grocery industry” Recommendation includes a provision for monitoring and evaluating the Recommendation. The ECR Sweden Board has tasked the working group with evaluating the experiences of Recommendation 2012 and with presenting the ECR Sweden Board with a report on their evaluation work and a proposal for Recommendation 2013. The report and proposal shall be submitted to the Board before it meets in the run-up to the 2012 holiday period.

Please contact a member of ECR Sweden’s working group with your own and your company’s experience and comments on the Recommendation. It is of the utmost importance that everyone who has proposals, experiences, etc. (both positive and negative) should get in touch.

Appendix 1 Retailer and Supplier representatives
(**Bold** = coordinator for area)

Revision area		Supplier		Retailer	
		Representative	Company	Representative	Company
1	Dairy	Gert Ovefeldt Robert Kastell	ArlaFoods Unilever	Johan Birath Caroline Hellbacher Micael Liljevret	Axfood ICA Menigo
2	Cheese	Gert Ovefeldt Peter Speiner Robert Kastell	ArlaFoods Kraft Foods Unilever	Ulrika Wahlgren Sven-Åke Svensson	Axfood ICA
3	Cold drinks	Johanna Moström Caroline Lord	Coca Cola Carlsberg	Helene Zakrisson Ebba Rosengren Mattias Eriksson	Axfood ICA Reitan
4	Snacks, natural nuts and dried fruit	Sofi Randen Marcus Thollin	Estrella OLW	Maud Brinnen Christina Sjödahl Carina Ståhlberg Olsson	Axfood ICA EMAB
5	Dry biscuits, crackers, hard bread	Michael Dahl Johan Westerén Kenneth Bjureström Per Jansson Joakim Dahlqvist	Göteborgske Bisca Kraft Foods Leksandsbröd Wasabröd	Tore Zander Sandra Gustafsson	Axfood ICA
6	Fresh bread, soft coffee bread	Jan Lindfors Tommy Sellberg	Pågen Fazer	Tore Zander Christian Andersson	Axfood ICA
7	Charcutarie	Andreas Karlsson Örjan Kristiansson	Scan Atria	Olof Alström Fredrik Sundblad	ICA Axfood
8	Chilled pre-prepared meals and meal complements	Paul Axelsson Per Magnus Halvarsson	Gooh Solanumodlarna	Tanja Håkansson Monica Cassel	ICA Axfood
9	Fish and seafood	Mats Christensson Peter Onosson	Fram Foods Abba Seafood	Peter Berkesten Anna Jallai	ICA Axfood
10	Confectionary	Thomas Hallstensson Kenneth Bjureström Lars Wigg Magnus Karlsson	Wrigley Kraft Foods Cloetta LEAF	Nina Ghazi- Tabatabai Maud Brinnen Anders Engvall	ICA Axfood Reitan
11	Ice cream	Ulf Henningsson Lars Johansson Moa Bergstam	SIA Glass Triumf Glass Unilever	Christina Sjödahl Johan Walleen	ICA Axfood
12	Frozen food	Björn Persson Leif Malmström Michael Lundahl	Findus Procordia Kronfågel	Anna Lindén Johan Walleen	ICA Axfood
13	Cereals, muesli	Eric Holmström Markus Lindström Rasmus Ek	Lantmännen AXA Finax Kellogs	Jenny Johansson Kristina Lindholm	Bergendahls CIKAB
14	Hot drinks and related items	Johanna Linnros Peter Speiner	Unilever Kraft Foods	Pål Westport Robert Östergren	Bergendahls CIKAB
15	Tinned food (meat, fish, seafood, vegetables, pre-prepared meals)	Jeanette Persson Bo Lundin	Abba Seafood AB Procordia	Lars-Olof Larsson Kristina Lindholm	Bergendahls CIKAB
16	Soups	Johanna Linnros Janne Borg	Unilever Cambells	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB
17	Fruit and berries, desserts	Bo Lundin Jonas Nyström	Procordia Arvid Nordqvist	Lars-Olof Larsson Kristina Lindholm	Bergendahls CIKAB
18	International food	Per Hållander Mats Jameus	Santa Maria Haugengruppen	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB
19	Flavourings	Bo Lundin Kristina Hovmöller Johanna Linnros	Procordia Santa Maria Unilever Sverige AB	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB

20	Pasta, rice, mash	Eric Holmström Henrik Olsson Magnus Spångberg	Lantmännen Mars Barilla	Lars-Olof Larsson Kristina Lindholm	Bergendahls CIKAB
21	Baking and sweetening products	Fredrik Gahm Eric Holmström	Dr Oetker Lantmännen	Pål Westport Kristina Lindholm	Bergendahls CIKAB
22	Food for oversensitive	Christian Lönn Marcus Lindström	Semper Finax	Kristina Lindholm Jenny Johansson	CIKAB Bergendahls
23	Child care	Alessandra Spitale Daniel Klinga Kristian Hörlin Caroline Sandman	SCA Hygiene Prod Semper Nestlé Sverige AB P&G	Robert Östergren Malin Magnusson	CIKAB Bergendahls
24	Pet care	Jörgen Nilsson Thomas Malm Gina Longo	Master Food Lantmännen Doggy Nestlé Purina Pet Care	Robert Östergren Malin Magnusson	CILAB Bergendahls
25	Health care, OTC pharmaceuticals, weight loss preparations	Charlotte Borgcrantz Dora Mihaly Johan Görgård	Cederroth J&J Axellus	Robert Östergren Jenny Johansson	CIKAB Bergendahls
26	Hair care	Alexander Palmgren Jessica Decraene-Johansson	L'Oréal AB Unilever Sverige AB	Robert Östergren Anna Bothom	CIKAB Bergendahls
27	Body care, facial care, shaving, toiletries	Jessica Decraene-Johansson Maria Leifland	Unilever Sverige AB Colgate Palmolive AB	Robert Östergren Anna Bothom	CIKAB Bergendahls
28	Oral care, feminine care	Maria Leifland Carolin Sandman Jessica Decraene-Johansson Alessandra Spitale	Colgate Palmolive AB P&G Unilever Sverige AB SCA Hygiene Prod	Robert Östergren Anna Bothom	CIKAB Bergendahls
29	Laundry, cleaning, dishwashing	Emil Brinkby Maria Leifland	Unilever Sverige AB Colgate Palmolive AB	Robert Östergren Anna Bothom	CIKAB Bergendahls
30	Paper	Alessandra Spitale Niklas Wellander	SCA Hygiene Prod Metsä Tissue	Robert Östergren Malin Magnusson	CIKAB Bergendahls
31	Tobacco	Robert Neiås Tomas Sjögren Marcus Franck	Swedish Match British American Tobacco Philip Morris	Andreas Holm Fredrik Servin Lena Liljeqvist	CIKAB Bergendahls OKQ8
32	Disposable items	Berndt Civilis	Melitta Scandinavia AB	Robert Östergren Jenny Johansson	CIKAB Bergendahls

Appendix 2. ECR Sweden's working group

- Maria Sköld ICA Sverige AB
- Maria Bane Axfood Sverige
- Fredrik Hermansson Coop Inköp & Kategori AB
- Adam Johansson Unilever
- Pierre Lundh Coca-Cola Drycker Sverige
- Andreas Millbourn Kraft Foods Sverige
- Niklas Leidersdorff BergendahlsGruppen
- Gert Ovefeldt Arla Foods
- Jörgen Andersson Axfood Sverige AB
- Stig Tornell Reitan Servicehandel
- Michael Ivarsson Lantmännen Cerealia
- Christofer Elofson ECR Sverige

Appendix 3. List of items per revision area

1 Dairy

milk-based products	cream cheese	chilled desserts
Eggs	chilled dairy-based sauces	juices
cooking fat	chilled fruit soups	drinks requiring chilling, e.g. chocolate, coffee drinks
spray cream	Chilled and tinned juice	nectar

2 Cheese

all cheese products	fondue cheeses	whey spread
hard and soft cheeses	grated and sliced cheese	processed cheese
soft cheeses	cooking cheese	chilled cheese-based snacks

3 Cold drinks

beer	sports drinks	essences
soft drinks	fruit squash & table drinks	iced tea (liquid & dried)
water	non-carbonated drinks	

4 Snacks, natural nuts and dried fruit

nuts	crisps/potato chips	cheese doodles
salt sticks	popcorn	natural candy
bars	natural nuts	dried fruit
muesli bars (products intended as a snack, note that sc health bars does not belong to this revision area)		

5 Dry biscuits, crackers, hard bread

hard bread	rusks	croustades
Crispbread	meringues	chocolate buns
rice cakes	ginger thins	wafers
Sandwiches	children's biscuits	coffee biscuits
crispy thin unleavened bread	digestive	almond biscuits
flatbread	dry biscuits	cookies
biscuits		

6 Fresh bread, soft coffee bread

fresh soft bread	dark bread	soft coffee bread
white bread	spec bread (burger-, hotdog buns, pita bread)	sweet yeasty buns
loaves	home-bake	soft cakes (muffins, sponge cake, Swiss rolls)
bakeoff (both loaves and coffee bread)	soft flatbread	baked in-store
soft rolls	bakeoff bread	coconut balls

7 Charcuterie

cold meat products	fresh poultry	deli (hand-sliced charcuterie, grilled chicken)
minced/ground meat products		

8 Chilled pre-prepared meals and meal complements

ready-to-eat prod (meal salads, stuffed bread, sushi)	potato dumplings	soups
cheesecake	roll packs (rice pudding, pea soup, etc.)	quiches
beestings (milk) pudding	horseradish (tube)	pirogues
fresh pasta	sauces, e.g. Béarnaise and mustard sauce	blinis
garnishes e.g. chilled sauces	mayonnaise-based salads and dips	pancakes
flavoured butter	single-serving dishes	pizza
ready-made porridge	potatoes au gratin	

9 Fish and seafood

all chilled fish and seafood products with a shelf life of >20 days

10 Confectionery

chocolate products	sugar confectionery	gift boxes
throat pastilles	chewing gum	pick 'n' mix
biscuit bars		

11 Ice cream

individual portions, countlines	tubs	sorbet
ice cream sprinkles	ice cream garnishes	ice cream sauces
ice cream wafers/cones		

12 Frozen food

pre-prepared food	vegetables	fish
shellfish	potatoes	frozen bread (The Swedish Frozen Food Institute's categorisation)
meat/poultry		

13 Cereal, muesli

cereals	muesli	granola
cornflakes	grains	adult formula

14 Hot drinks and related items

coffee	tea (teabags and loose)	drinking chocolate
special coffee	herb tea	coffee and tea filters
instant coffee, special	instant tea (powder)	

15 Tinned food (meat, fish, shellfish, vegetables, pre-prepared dishes)

Tinned meat products		
Swedish meat and potato hash	goulash	tinned meats
meatballs	ravioli	sausages
bolognese sauce	chilli con carne	minced/ground meat mix
Tinned fish and shellfish		
fish balls	tuna	sardines
mussels		
Tinned vegetables		
peas	brown beans	pickles
olives	baked beans	browned cabbage
beetroot	bottled potatoes	bottled pickled cucumber relish
gherkins	pickled onions	lasagne mix
red cabbage	preserved mushrooms	creamed mushrooms
sun-dried tomatoes	marinated garlic	preserved salsa

16 Soups

liquid soups (tins/jars)	dried soups	
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17 Fruit and berries, desserts

preserved fruit (bottled, tinned, plastic packaging)	blueberry soups	dried fruit (raisins, dates, prunes)
dried dessert mixes	fruit creams	jams
compotes	custard	marmalade
fruit soups	chocolate pudding	apple puree
rosehip soup	bars	jelly

18 International food

international food concepts, e.g. Mexican dishes and Asian specialities, etc.

19 Flavourings

soya	mustard	herbs & spices
stock	ketchup	BBQ spice mixes & BBQ oils
dressings	sauces (liquid & dried)	marinades (liquid & dried)
salt	pesto	crispy onions

mayonnaise	stock cubes	olive oil
vinegar	cooking wine	
wine vinegar	colouring soya	

20 Pasta, rice, mash

cooking rice	all dried pasta	couscous
ready rice	noodles	mashed potato
instant rice	dried peas	mashed turnips & potatoes
aromatic rice	dried beans	
pudding rice	nuts for cooking	

21 Baking and sweetening products

honey (liquid & solid)	bake sprinkles	dried yeast
almond paste	fibre	sweet hazelnut spread
cocoa	crushed grain	dried milk
high intensity sweeteners	cake garnishes	powdered cream
marzipan	vanilla sugar	preserving products (citric acid, ascorbic acid, sodium benzoate, paraffin wax)
flour	candy colourings	liquid and granulated sweeteners (not coffee or tea sweetening products)
pizza mix	flaked coconut	sweeteners (granulated sugar, icing sugar, brown sugar, preserving sugar)
nougat	baking powder	gelatine
cake mixes	flavourings	bran
bread mixes	breadcrumbs	potato flour
cooking chocolate	shelled nuts	sweet almonds
waffle mix	raisins	
honey (liquid & solid)	bake sprinkles	dried yeast

22 Food for oversensitive

Dry groceries, not chilled and/or frozen products that have positive attributes for various forms of food intolerance. Products must be "Sämr-certified" (approved by Livsmedelsverket, Swedish Food administration, for special nutritional purposes).
(vacuum packed bread free from gluten)

23 Child care

children's food: cans/jars, formula, porridge	skin care, children's ointments	dummies/pacifiers, etc.
nappies/diapers	baby wipes	breast-feeding cups
pregnancy oil	nipple cream	

24 Pet care

pet food	pet accessories	
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25 Health care, OTC pharmaceuticals, weight loss preparations

weight loss preparations	dietary supplements	OTC pharmaceuticals
vitamins	sport drinks	naturopathic preparations
bars		

26 Hair care

shampoo	conditioner	hair colouring
hair gel	hair spray	hair accessories

27 Body care, facial care, shaving, toiletries

body care	facial care	shaving
bubble bath	lip salve	razor blades
deodorants	make up	razors
soap	face creams	shaving foam
shower gel	hand creams	depilatory products
lotions	sun creams	insect repellents
cotton wool, cotton wool buds	handkerchiefs, wipes	nail files, foot files
	condoms	plasters

28 Oral care, feminine care

oral hygiene	sanitary towels	dental floss/toothpicks
feminine hygiene	toothpaste	pantry liners
tooth brushes	tampons	

29 Laundry, cleaning, dishwashing

laundry products	furniture cleaning agents	scent blocks
cleaning products	rinsing agents	dishwashing products
oven cleaners	window cleaning agents	dishwasher products
detergents	dishwashing and cleaning cloths	dishwasher rinsing agents
general purpose cleaning agents	stain removers	manual dishwashing products

30 Paper

absorbent paper	kitchen roll	toilet paper
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31 Tobacco

cigarettes	Swedish moist snuff (snus)	other tobacco
lighters	accessories (cigarette tubes, filters, etc.)	matches

32 Disposable items

food packaging	light bulbs	moulds
single-use items	aluminium foil	plates
batteries	cutlery	napkins
plastic bags	candles	cups
paper tablecloths	baking sheets	cake candles
greaseproof paper	paper and aluminium cake moulds	cake decorations