

ECR Time Windows 2011

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

**Recommendation adopted
by the ECR Sweden Steering Committee on 2010-04-14**

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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 2010-04-16, the ECR Sweden Board adopted the working group's proposal, "ECR Time Windows 2011 recommendation for product range revisions in the Swedish grocery industry" ("**the 2011 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 2011 Recommendation revises and replaces the "ECR Time Windows 2010 Recommendation for product range revisions in the Swedish grocery industry".

In conjunction with the adoption of the 2010 Recommendation, the ECR Sweden Board tasked the industry-wide working group with conducting an evaluation of the 2010 Recommendation during the winter/spring of 2010 in order, on the basis of the evaluation, to draft a proposal for the 2011 Recommendation.

The draft of the 2011 Recommendation was prepared based on experiences of and comments on the 2010 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 2009. The combined experiences of the 2010 Recommendation are positive.

Based on the evaluation, the ECR Sweden Board discussed and adopted the ECR Time Windows 2011 Recommendation on 2010-04-16.

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 2011.

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

3. Drafting the 2011 Recommendation

Groups representing the various revision areas were contacted in order to collate experiences of and comments on the 2010 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 2010. 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 2011 Recommendation proposal has been generated by an industry-wide working group (see **Appendix 2**).

4. 2011 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 2011.

Changes in relation to the 2010 Recommendation

- Revision week 2 has been moved to week 3 (close to the turn of the year).
- Area 5 Dry biscuits, crackers, hard bread: coconut balls moved to Area 6 Fresh bread, soft coffee bread
- Area 9 Fish and seafood: February window moved to March and October to November.
- Area 13 Cereals, muesli: muesli bars moved to Area 4 Snacks, natural nuts and dried fruit.
- Area 22 Food for oversensitive: vacuum packed bread free from gluten added to item list.
- Area 24 Pet care: Items per revision area has been changed to only include pet food and pet accessories.
- Area 25 Health care, OTC pharmaceuticals: name expanded to include weight loss preparations.
- Area 26 Hair care: number of windows reduced to 3. August removed.
- Area 31 Tobacco: November window moved to October.
- In addition small changes have been made to the content of revision areas. All changes are marked with * in **Appendix 3**.

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 2011 (No revisions in June, July or December)

Step in process	Jan	Feb	Mar	Apr	May	Aug	Sep	Oct	Nov
Week for revision:	3	6	10	14	18	31	36	40	45
Supplier advises or notifies change in item with offer (latest)	01-Oct v39	22-Oct v42	19-Nov v46	17-Dec v50	21-Jan v3	01-Apr v13	29-Apr v17	03-Jun v22	29-Jul v30
Supplier presentation, latest date (Friday)	22-Oct v42	12-Nov v45	10-Dec v49	14-Jan v2	11-Feb v6	21-Apr v16	20-May v20	23-Jun v25	19-Aug v33
Decision/Agreement to list, latest date (Friday)	19-Nov v46	10-Dec v49	14-Jan v2	11-Feb v6	11-Mar v10	20-May v20	17-Jun v24	12-Aug v32	16-Sep v37
Detailed listing advice, latest date (Friday)	10-Dec v49	07-Jan v1	04-Feb v5	04-Mar v9	01-Apr v13	10-Jun v23	08-Jul v27	02-Sep v35	07-Oct v40
Preparation for launch or phase-out and implementation (latest)	14-Jan v2	04-Feb v5	04-Mar v9	01-Apr v13	29-Apr v17	29-Jul v30	02-Sep v35	30-Sep v39	04-Nov v44

Revision area	Jan	Feb	Mar	Apr	May	Aug	Sep	Oct	Nov
Week for revision, 2011	3	6	10	14	18	31	36	40	45
Date for revision, 2011	17-Jan	07-Feb	07-Mar	04-Apr	02-May	01-Aug	05-Sep	03-Oct	07-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		
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, 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.

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 (Hanna Andersson) + ICA (Johanna Tael) with reference to the areas from “Dairy” to “Frozen food”
 - BergendahlsGruppen (Niklas Leidersdorff) + Cikab (Fredrik Hermansson) with reference to the areas from “Cereals, muesli” to “Disposable items”.

5. Monitoring

The “ECR Time Windows 2011 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 2011 and with presenting the ECR Sweden Board with a report on their evaluation work and a proposal for Recommendation 2012. The report and proposal shall be submitted to the Board before it meets in the run-up to the 2011 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 Carolin Schönborg	Axfood ICA
2	Cheese	Gert Ovefeldt Jenny Reithner Robert Kastell	ArlaFoods Kraft Foods Unilever	Ulrika Wahlgren Helena Vikholm	Axfood ICA
3	Cold drinks	Mateo Milsten Henrik Jonsson	Coca Cola Carlsberg	Helene Zakrisson Anita Hultstrand Stig Tornell	Axfood ICA Reitan
4	Snacks, natural nuts and dried fruit	Johannes Erlandsson Marcus Thollin	Estrella OLW	Maud Brinnen Ebba Rosengren Johan Bennäs	Axfood ICA OKQ8
5	Dry biscuits, crackers, hard bread	Michael Dahl Clas Hermansson Jenny Reithner	Göteborgske Bisca Kraft Foods	Tore Zander Maria Tunblad	Axfood ICA
6	Fresh bread, soft coffee bread	Jan Lindfors Tommy Sellberg Mats Hedlund Larserik Hoflund	Pågen Fazer Barilla-Wasa Leksandsbröd	Tore Zander Kjell Frykenstam	Axfood ICA
7	Charcuterie	Robert Sjövall Martin Linde	Scan Atria	Olof Alström Joachim Malmenborn	ICA Axfood
8	Chilled pre-prepared meals and meal complements			Agnes Sjögren Thommy Werner	ICA Axfood
9	Fish and seafood	Mats Christensson Peter Unosson	Fram Foods Abba Seafood	Peter Berkesten Anna Jallai	ICA Axfood
10	Confectionary	Richard Havel Kenneth Bjureström Tony Jakobsson Martin Håkansson	Wrigley Kraft Foods Cloetta Aroma	Anna Fermby Maud Brinnen Stig Tornell	ICA Axfood Reitan
11	Ice cream	Pa Thonäng Lars Johnasson Emelie Öhrstig	SIA Glass DiplomIS Unilever	Christina Sjödahl Ann-Sofi Stamy	ICA Axfood
12	Frozen food	Björn Persson Leif Malmström Michael Lundahl	Findus Procordia Kronfågel	Anna Forsman Ann-Sofi Stamy	ICA Axfood
13	Cereals, muesli	Eric Holmström Markus Lindström Anders Hedborn	Lantmännen AXA Finax Kellogs	Pål Westport Kristina Lindholm	Bergendahls CIKAB
14	Hot drinks and related items	Joakim Hammarberg 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	Joakim Hammarberg Janne Borg	Unilever Cambells	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB
17	Fruit and berries, desserts	Bo Lundin Jonas Nyström	Procordia Arvid Nordqvist	Pål Westport Kristina Lindholm	Bergendahls CIKAB
18	International food	Per Hållander Mats Jameus	Santa Maria Haugengruppen	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB
19	Flavourings	Bo Lundin Per Hållander Joakim Hammarberg	Procordia Santa Maria Unilever Sverige AB	Fredrik Servin Kristina Lindholm	Bergendahls CIKAB
20	Pasta, rice, mash	Eric Holmström Henrik Olsson	Lantmännen Mars	Lars-Olof Larsson Kristina Lindholm	Bergendahls CIKAB

21	Baking and sweetening products	Tony Ericsson Eric Holmström	Dr Oetker Lantmännen	Pål Westport Kristina Lindholm	Bergendahls CIKAB
22	Food for oversensitive	Christian Lönn Marcus Lindström	Semper Finax	Kristina Lindholm Niklas Leidersdorff	CIKAB Bergendahls
23	Child care	Alessandra Spitale Christian Lönn Mikael Ljungdahl	SCA Hygiene Prod Semper Nestlé Sverige AB	Martina Molander Niklas Leidersdorff	CIKAB Bergendahls
24	Pet care	Henrik Olsson Lise-Lotte Holmberg Allan Bach	Master Food Lantmännen Nestlé Purina Pet Care	Martina Molander Niklas Leidersdorff	CILAB Bergendahls
25	Health care, OTC pharmaceuticals, weight loss preparations	Carl-Johan Lye Alexander Palmgren Anna Daun-Wester Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Robert Östergren Niklas Leidersdorff	CIKAB Bergendahls
26	Hair care	Carl-Johan Lye Alexander Palmgren Maria Psilander Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Robert Östergren Niklas Leidersdorff	CIKAB Bergendahls
27	Body care, facial care, shaving, toiletries	Carl-Johan Lye Alexander Palmgren Maria Psilander Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Robert Östergren Niklas Leidersdorff	CIKAB Bergendahls
28	Oral care, feminine care	Carl-Johan Lye Alexander Palmgren Maria Psilander Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Robert Östergren Niklas Leidersdorff	CIKAB Bergendahls
29	Laundry, cleaning, dishwashing	Carl-Johan Lye Alexander Palmgren Maria Psilander Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Robert Östergren Niklas Leidersdorff	CIKAB Bergendahls
30	Paper	Carl-Johan Lye Alexander Palmgren Anna Daun-Wester Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Martina Molander Niklas Leidersdorff	CIKAB Bergendahls
31	Tobacco	Robert Neiås Tomas Sjögren	Swedish Match British American Tobacco	Andreas Holm Niklas Leidersdorff Johan Bennäs	CIKAB Bergendahls OKQ8
32	Disposable items	Carl-Johan Lye Alexander Palmgren Anna Daun-Wester Alessandra Spitale Anders Wenner Berndt Civilis Anders Berzén	Cederroth L'Oréal AB Unilever Sverige AB SCA Hygiene Prod Colgate Palmolive AB Melitta Scandinavia AB Metsä Tissue	Martina Molander Niklas Leidersdorff	CIKAB Bergendahls

Appendix 2. ECR Sweden's working group

- Ulf Tjernström ICA Sverige AB
- Caroline Holmberg Axfood Sverige
- Fredrik Hermansson Coop Inköp & Kategori AB
- Niklas Truedsson Unilever
- Pierre Lundh Coca-Cola Drycker Sverige
- Andreas Millbourn Kraft Foods Sverige
- Niklas Leidersdorff BergendahlsGruppen
- Gert Ovefeldt Arla Foods
- Niclas God Axfood Sverige AB
- Stig Tornell Reitan Servicehandel
- Jonas Kaveryd Lantmännen Cerealia
- Christofer Elofson ECR Sverige

Appendix 3. List of items per revision area

* Item that changed revision area in 2011 Recommendation

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		chocolate buns
rice cakes	meringues	wafers
Sandwiches	ginger thins	coffee biscuits
crispy thin unleavened bread	children's biscuits	almond biscuits
flatbread	digestive	cookies
biscuits		
dry 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		
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9 Fish and seafood

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

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.		
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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 nuts for cooking

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 "Sämnär-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	

25 Health care, OTC pharmaceuticals, weight loss preparations

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

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	panty 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