

## FEATURES LIST 2010

### JANUARY

- 8 Breakfast (essentials to start the day)  
Wellbeing
- 
- 22 Spring Confectionery (filled eggs and gifts)  
Female Bathroom Products (shampoos, beauty products  
& feminine hygiene)  
Food To Go

### FEBRUARY

- 5 Pet Care  
Big Night In
- 
- 19 Household Cleaning & Laundry  
Epos & CCTV Equipment  
Hot Beverages

### MARCH

- 5 Milk & Bread  
CRS Preview  
Easter Special
- 
- 19 Paper Products  
Ice Cream (handheld & tub)  
Functional Foods  
*Shop Project Supplement*

### APRIL

- 2 Cakes & Biscuits  
Ethnic Foods  
Vans
- 
- 16 In-Store Services (payment/top-up/photocopying,  
photographic services etc)  
Chocolate (bars/slabs/bags)  
Cheese  
Pro Retail Preview
- 
- 30 Soft Drinks

### MAY

- 14 BBQ (marinades, meats, beer)  
World Cup  
Sugar Confectionery
- 
- 28 Tobacco  
Food to Go

### JUNE

- 11 Juices & Smoothies  
Frozen Food  
Oral Care
- 
- 25 Male Grooming  
Cider  
Healthy Snacks

### JULY

- 9 Branded Wine  
Students & Young Adults  
*Fascia Focus*
- 
- 23 Lunchbox/ Back To School  
Babies & Toddlers

### AUGUST

- 6 *Category Management Supplement*  
Food to Go
- 
- 20 Soft Drinks  
Yogurt & Chilled Desserts

### SEPTEMBER

- 3 Crisps, Nuts & Snacks  
Christmas Confectionery  
British Food Fortnight  
Soup (fresh and tinned)
- 
- 17 Batteries  
Halloween & Fireworks  
Food to Go  
*AD Q Research Edition*

### OCTOBER

- 1 Mints & Gums  
Christmas Spirits & Liqueurs  
Butters & Spreads
- 
- 15 Staying In Tonight  
Tobacco  
Hot Beverages  
Christmas Beer, Ale, Stout & Cider
- 
- 29 Cereal Bars  
Canned & Traditional Grocery

### NOVEMBER

- 12 Soft Drinks  
Cheese
- 
- 26 Sparkling & Branded Wine  
Christmas Special (food, drink, gifts)

### DECEMBER

- 10 *What's In Store for 2011?*  
Basket Essentials  
OTC Medicines & Remedies

### News and magazines

There will also be regular features throughout the year on this category.

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- Sales deadline for all features two weeks prior to issue date.