










Ecommerce Guide

Your guide to achieving eCommerce excellence, with the correct images, optimum product titles and key benefits.
Spec information all stored on Erudus.



Weetabix Catering packs – Ecommerce



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Weetabix Cereal 6 x 48 Bulk Pack A</p>	<ul style="list-style-type: none"> • Low in sugar and salt • High in fibre • Suitable for vegetarians and vegans
			<p>Weetabix Cereal Twin Portion 48 x 2 Pack B</p>	<ul style="list-style-type: none"> • Two biscuit sealed portion pack • Low in sugar and salt • High in fibre • Suitable for vegetarians and vegans
			<p>Weetabix Cereal Single Portion 96 x 1 Pack C</p>	<ul style="list-style-type: none"> • Single biscuit sealed portion pack • Low in sugar and salt • High in fibre • Suitable for vegetarians and vegans



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 Mobile Optimised pack image – Brandbank Image code T596
 Pack Shot - Brandbank Image code T1

Portion Packs



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Weetabix Minis Chocolate Portion Packs 32 x 40g</p>	<ul style="list-style-type: none"> • Individual portion packs • Great taste in every bite! • 100% Wholegrain Wheat • High in Fibre • Low in Salt • Suitable for Vegetarians
			<p>Weetabix Original Box Twin Pack 48 x 2</p>	<ul style="list-style-type: none"> • Weetabix Cereal Twin Portion 48 x 2 • Two biscuit boxed portion pack • Low in sugar and salt • High in fibre • Suitable for vegetarians and vegans
			<p>Weetabix Chocolate Box Twin Pack 28 x 2</p>	<ul style="list-style-type: none"> • Weetabix Cereal Twin Portion 28 x 2 • Two biscuit boxed portion pack • Low in sugar and salt • High in fibre • Suitable for vegetarians



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Other WFC Products









Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
		<p>10 x</p>	<p>Weetabix Food Company Malt Wheats Cereal Bulk 10 x 400g</p>	<ul style="list-style-type: none"> • Bulk value packs for decanting • From the trusted home of Weetabix cereals • A great value for money cereal range
		<p>10 x</p>	<p>Weetabix Food Company Fruit & Fibre Cereal Bulk 10 x 500g</p>	<ul style="list-style-type: none"> • Bulk value packs for decanting • From the trusted home of Weetabix cereals • A great value for money cereal range
		<p>10 x</p>	<p>Weetabix Food Company Branflakes Bulk 10 x 500g</p>	<ul style="list-style-type: none"> • Bulk value packs for decanting • From the trusted home of Weetabix cereals • A great value for money cereal range
		<p>10 x</p>	<p>Weetabix Food Company Weetaflakes Bulk 10 x 375g</p>	<ul style="list-style-type: none"> • Bulk value packs for decanting • From the trusted home of Weetabix cereals • A great value for money cereal range



Alpen Bulk









Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
	<p>6x</p> 		<p>Alpen Muesli Original Bulk 6 x 1.1kg</p>	<ul style="list-style-type: none"> • 6 x 1.1KG Bulk bags • The UK's No.1 Muesli brand • 100% natural ingredients • High in Fibre • Suitable for vegetarians
	<p>6x</p> 		<p>Alpen Muesli No Added Sugar Bulk 6 x 1.1kg</p>	<ul style="list-style-type: none"> • 6 x 1.1KG Bulk bags • No Added Sugar • The UK's No.1 Muesli brand • 100% natural ingredients • High in Fibre • Suitable for vegetarians



Alpen sachets












Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Alpen Muesli Original Sachets 30 x 45g</p>	<ul style="list-style-type: none"> • 45g Individual portion packs for freshness • The UK's No.1 Muesli brand • 100% natural ingredients • High in Fibre • Suitable for vegetarians
			<p>Alpen Muesli No Added Sugar Sachets 30 x 45g</p>	<ul style="list-style-type: none"> • 45g Individual portion packs for freshness • The UK's No.1 Muesli brand • 100% natural ingredients • High in Fibre • Suitable for vegetarians



Alpen Bars



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
	<p>24x</p> 		<p>Alpen Cereal Bar Fruit & Nut 24 x 28g</p>	<ul style="list-style-type: none"> • Suitable for Vegetarians • Contains wholegrain wheat flakes • Mountains of taste in every bite! • Packed with delicious ingredients
	<p>24x</p> 		<p>Alpen Cereal Bar Fruit & Nut with Milk Chocolate 24 x 29g</p>	<ul style="list-style-type: none"> • Suitable for Vegetarians • Contains wholegrain wheat flakes • Mountains of taste in every bite! • Packed with delicious ingredients
	<p>24x</p> 		<p>Alpen Cereal Bar Strawberry & Yoghurt 24 x 29g</p>	<ul style="list-style-type: none"> • Suitable for Vegetarians • Contains wholegrain wheat flakes • Mountains of taste in every bite! • Packed with delicious ingredients



Alpen Light Bars



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Alpen Light Bars Salted Caramel 24 x19g</p>	<ul style="list-style-type: none"> • Under 70 kcal for healthier snacking • High in Fibre • Supplied in a counter-top display case • Suitable for Vegetarians
			<p>Alpen Light Cereal Bar Double Chocolate 24 x 19g</p>	<ul style="list-style-type: none"> • Under 70 kcal for healthier snacking • High in Fibre • Supplied in a counter-top display case • Suitable for Vegetarians
			<p>Alpen Light Cereal Bar Jaffa Cake 24 x 19g</p>	<ul style="list-style-type: none"> • Under 70 kcal for healthier snacking • High in Fibre • Supplied in a counter-top display case • Suitable for Vegetarians
			<p>Alpen Light Cereal Bar Summer Fruits 24 x 19g</p>	<ul style="list-style-type: none"> • Under 70 kcal for healthier snacking • High in Fibre • Supplied in a counter-top display case • Suitable for Vegetarians



Ready Brek



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Ready Brek Smooth Porridge Oats 6x450g/750g</p>	<ul style="list-style-type: none"> • Super smooth porridge oats • No added Salt • Rich in Calcium • High in Fibre
			<p>Ready Brek Chocolate Smooth Porridge Oats 6x450g/750g</p>	<ul style="list-style-type: none"> • Super smooth porridge oats • No added Salt • Rich in Calcium • High in Fibre



Ready Brek Sachets















Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
	<p>4 x</p>		<p>Ready brek Smooth Porridge Original Sachet 32 x 30g</p>	<ul style="list-style-type: none">• Individual portion packs for freshness• Smooth porridge oats• Source of Vitamin D• Rich in calcium• High in Oat Fibre



Weetabix On The Go Breakfast Drink












Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			<p>Weetabix On the Go Strawberry Breakfast Drink 8 x 250ml</p>	<ul style="list-style-type: none"> • The UK's No.1 Breakfast Drink • Perfect 'On the Go' breakfast solution • With added vitamins and iron • Source of fibre and protein • 100% recyclable bottle
			<p>Weetabix On the Go Chocolate Breakfast Drink 8 x 250ml</p>	<ul style="list-style-type: none"> • The UK's No.1 Breakfast Drink • Perfect 'On the Go' breakfast solution • With added vitamins and iron • Source of fibre and protein • 100% recyclable bottle
			<p>Weetabix On The Go Banana Breakfast Drink 8 x 250ml</p>	<ul style="list-style-type: none"> • The UK's No.1 Breakfast Drink • Perfect 'On the Go' breakfast solution • With added vitamins and iron • Source of fibre and protein • 100% recyclable bottle
			<p>Weetabix On the Go Vanilla Breakfast Drink 8 x 250ml</p>	<ul style="list-style-type: none"> • The UK's No.1 Breakfast Drink • Perfect 'On the Go' breakfast solution • With added vitamins and iron • Source of fibre and protein • 100% recyclable bottle



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Premier Protein



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
	<p>18x</p> 		<p>Premier Protein Chocolate Brownie Bar 50g</p>	<ul style="list-style-type: none"> • Too Good to be Good! • High Protein bar with 20g protein* • Low in sugar - 1.3g • 50g bar, great for on-the-go or post workout
	<p>18x</p> 		<p>Premier Protein Chocolate Peanut Butter Bar 50g</p>	<ul style="list-style-type: none"> • Too Good to be Good! • High Protein bar with 20g protein* • Low in sugar - 1.3g • 50g bar, great for on-the-go or post workout
	<p>18x</p> 		<p>Premier Protein White Chocolate Vanilla Bar 50g</p>	<ul style="list-style-type: none"> • Too Good to be Good! • High Protein bar with 20g protein* • Low in sugar - 1.3g • 50g bar, great for on-the-go or post workout

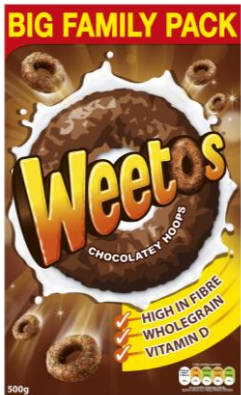


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Weetos



Standard Pack Shot



Mobile Optimised Case Image



Mobile Optimised pack image



Optimised Product Title

Weetos Cereal Box 8 x 500g

Key information / key benefits

- Top 5 Chocolate cereal brand
- Contains wholegrain wheat
- Free from artificial colours
- Fortified with vitamins and iron
- Suitable for Vegetarians

