










# 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
			Weetabix Cereal 6 x 48 Bulk Pack A	<ul style="list-style-type: none"> <li>• Low in sugar and salt</li> <li>• High in fibre</li> <li>• Suitable for vegetarians and vegans</li> </ul>
			Weetabix Cereal Twin Portion 48 x 2 Pack B	<ul style="list-style-type: none"> <li>• Two biscuit sealed portion pack</li> <li>• Low in sugar and salt</li> <li>• High in fibre</li> <li>• Suitable for vegetarians and vegans</li> </ul>
			Weetabix Cereal Single Portion 96 x 1 Pack C	<ul style="list-style-type: none"> <li>• Single biscuit sealed portion pack</li> <li>• Low in sugar and salt</li> <li>• High in fibre</li> <li>• Suitable for vegetarians and vegans</li> </ul>



# Other WFC Products



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



# Alpen Bulk



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			Alpen Muesli Original Bulk 6 x 950g	<ul style="list-style-type: none"><li>• 6 x 950g Bulk bags</li><li>• The UK's No.1 Muesli brand</li><li>• 100% natural ingredients</li><li>• 30% More Fruit</li><li>• High in Fibre</li><li>• Suitable for vegetarians</li></ul>
			Alpen Muesli No Added Sugar Bulk 6 x 950g	<ul style="list-style-type: none"><li>• 6 x 950 Bulk bags</li><li>• No Added Sugar</li><li>• The UK's No.1 Muesli brand</li><li>• 30% More Fruit</li><li>• 100% natural ingredients</li><li>• High in Fibre</li><li>• Suitable for vegetarians</li></ul>



# Alpen sachets



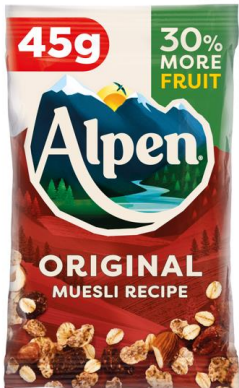
Standard Pack  
Shot



Mobile Optimised  
Case Image



Mobile Optimised pack  
image



Optimised Product Title

Alpen Muesli Original Sachets  
30 x 45g

Alpen Muesli No Added Sugar Sachets  
30 x 45g

Key information / key benefits

- 45g Individual portion packs for freshness
- The UK's No.1 Muesli brand
- 30% More Fruit
- 100% natural ingredients
- High in Fibre
- Suitable for vegetarians

- 45g Individual portion packs for freshness
- The UK's No.1 Muesli brand
- 30% More Fruit
- 100% natural ingredients
- High in Fibre
- Suitable for vegetarians





# Ready Brek



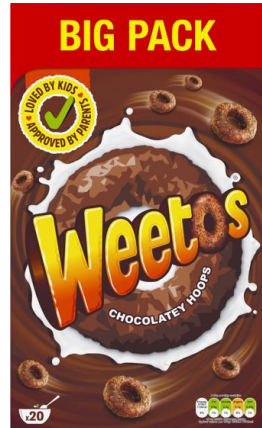
Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			Ready Brek Smooth Porridge Oats 6x450g/750g	<ul style="list-style-type: none"><li>• Super smooth porridge oats</li><li>• No added Salt</li><li>• Rich in Calcium</li><li>•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



# Weetos



## Standard Pack Shot



## Mobile Optimised Case Image



## Mobile Optimised pack image



## Optimised Product Title

Weetos Cereal Box 6 x 600g







Weetos Cereal Box 8 x 420g

## Key information / key benefits

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

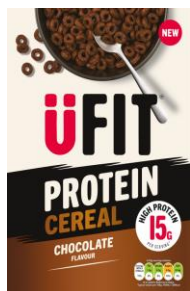
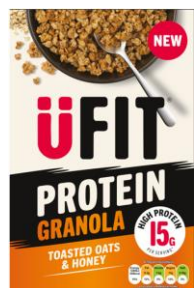
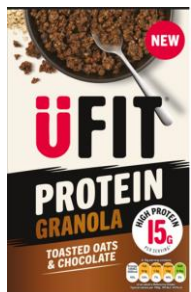
- Top 5 Chocolate cereal brand
- Contains wholegrain wheat
- Free from artificial colours
- Fortified with vitamins and iron
- Suitable for Vegetarians



Standard Pack Shot	Mobile Optimised Case Image	Mobile Optimised pack image	Optimised Product Title	Key information / key benefits
			UFit Protein Porridge Chocolate 8 x 72g	<ul style="list-style-type: none"> <li>• High In Protein</li> <li>• Source of Fibre</li> <li>• Non HFSS</li> <li>• Convenience</li> <li>• Suitable for Vegetarians</li> </ul>
			UFit Protein Porridge Camelised Biscuit 8 x 70g	<ul style="list-style-type: none"> <li>• High In Protein</li> <li>• Source of Fibre</li> <li>• Non HFSS</li> <li>• Convenience</li> <li>• Suitable for Vegetarians</li> </ul>



## Standard Pack Shot



## Mobile Optimised Case Image



## Mobile Optimised pack image



## Optimised Product Title

UFIT Protein Granola  
Toasted Oats & Chocolate  
8 x 375g

UFIT Protein Granola  
Toasted Oats & Honey  
8 x 375g

UFIT Protein Cereal  
Chocolate Flavour  
8 x 400g

## Key information / key benefits

- High In Protein
- Source of Fibre
- Non HFSS
- Convenience
- Suitable for Vegetarians

- High In Protein
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- Non HFSS
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- High In Protein
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