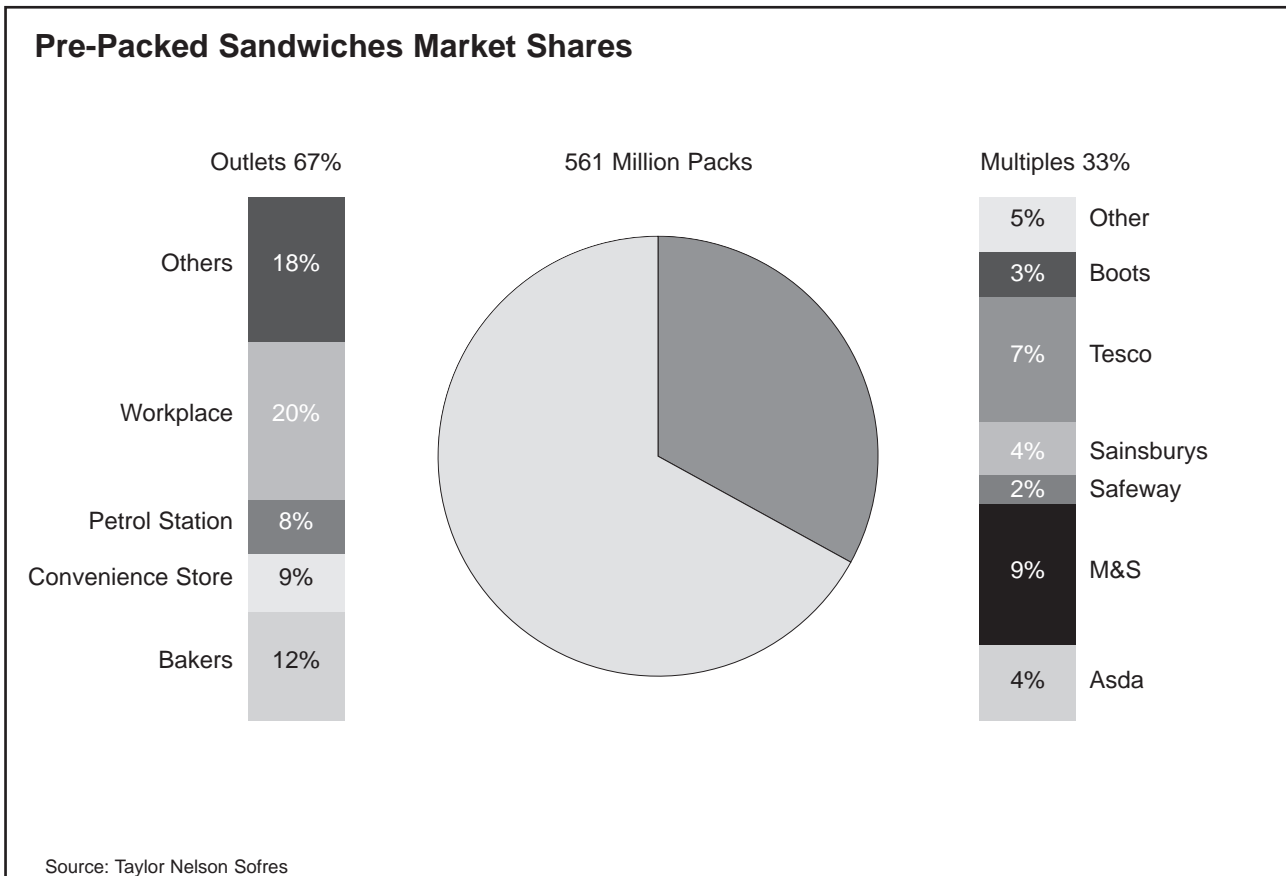
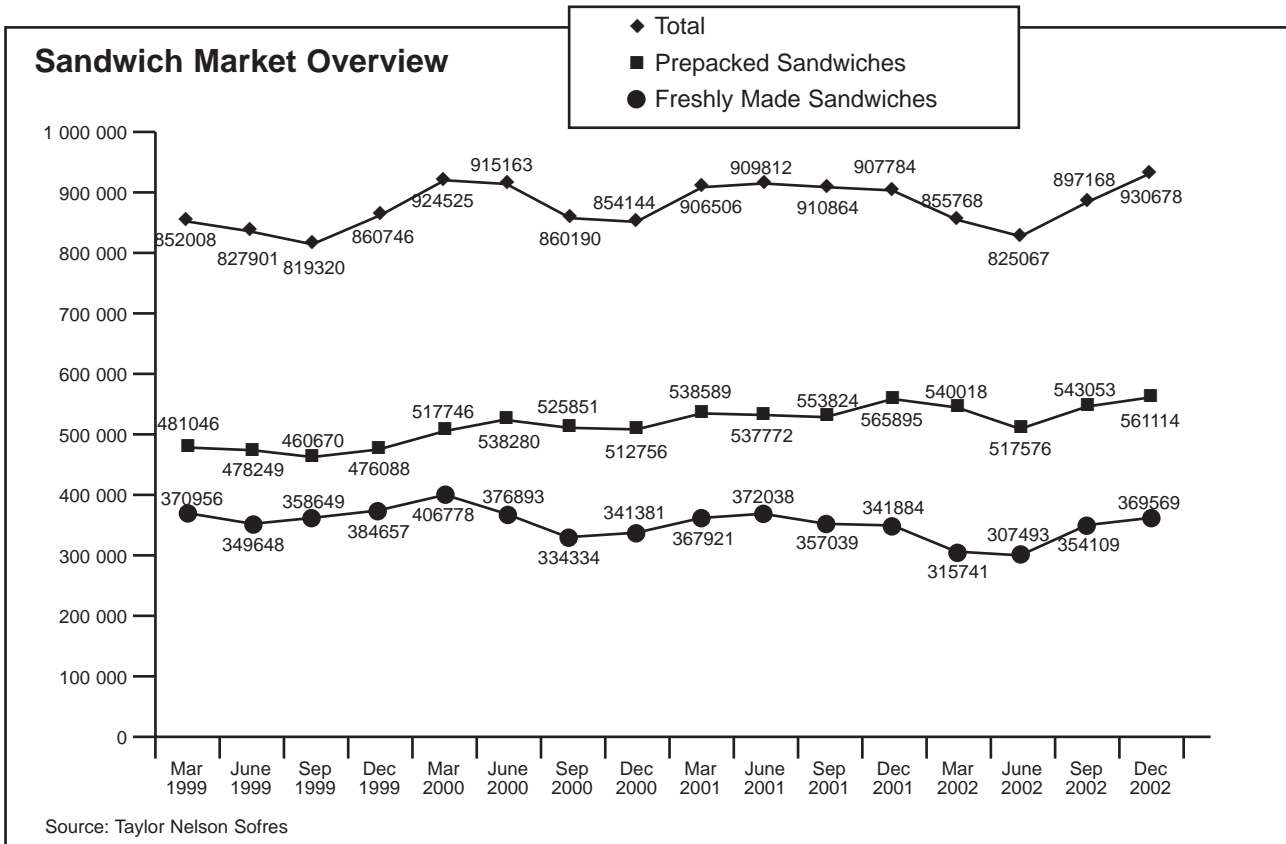
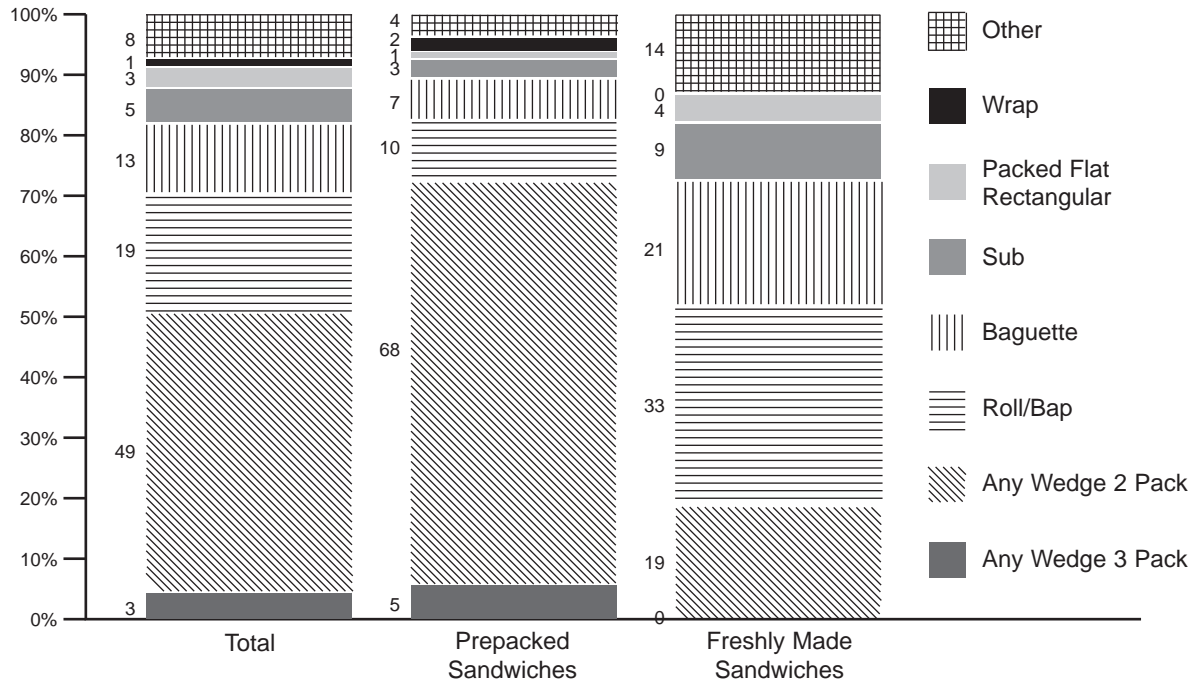


The UK Sandwich Market

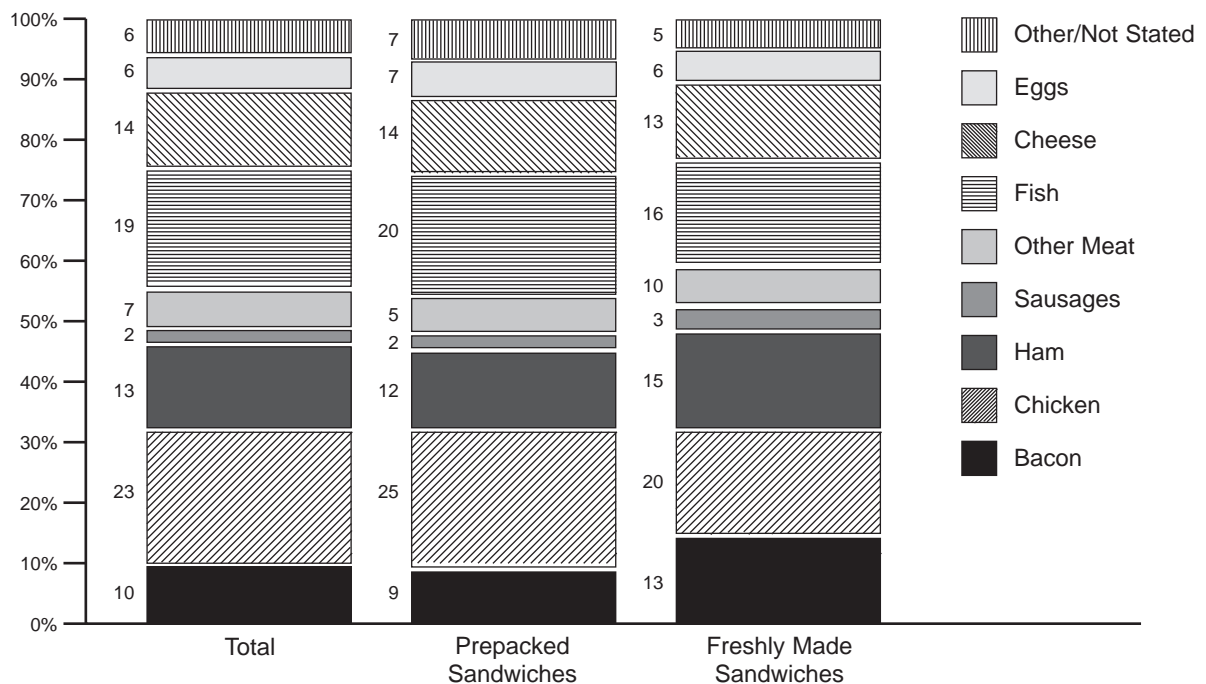


Purchased Sandwiches Breakdown of Types



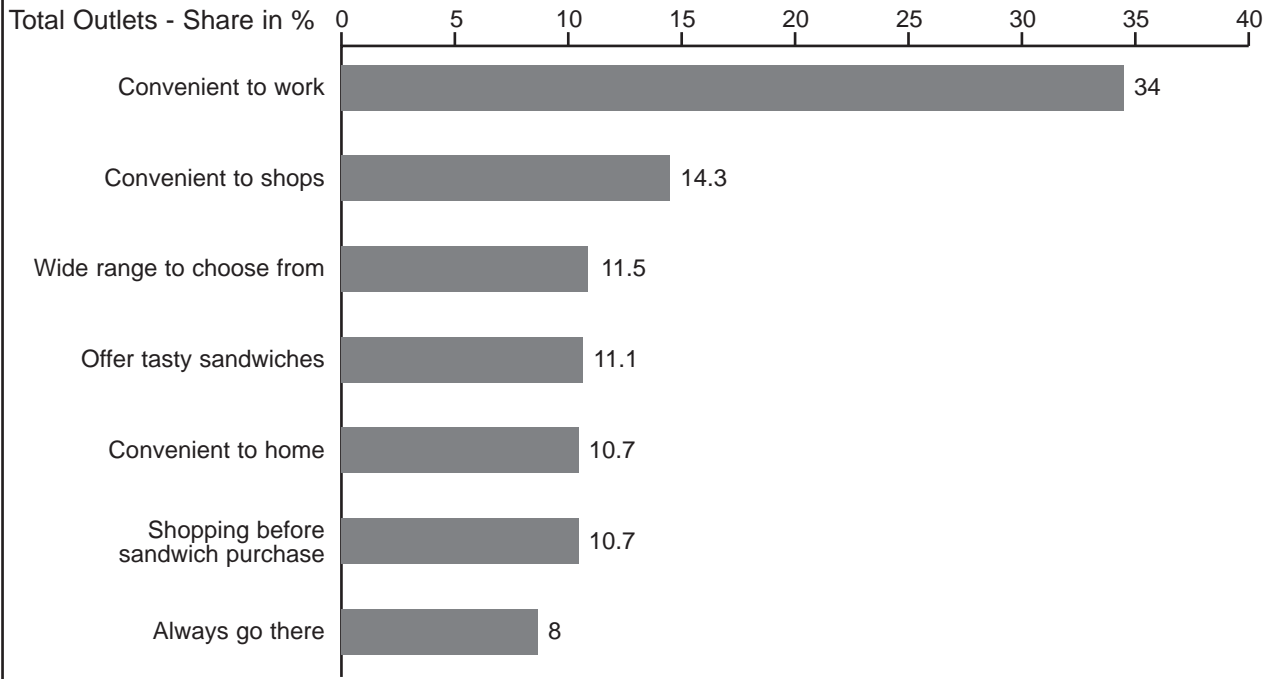
Source: Taylor Nelson Sofres

Total Purchased Sandwiches Breakdown of Fillings



Source: Taylor Nelson Sofres

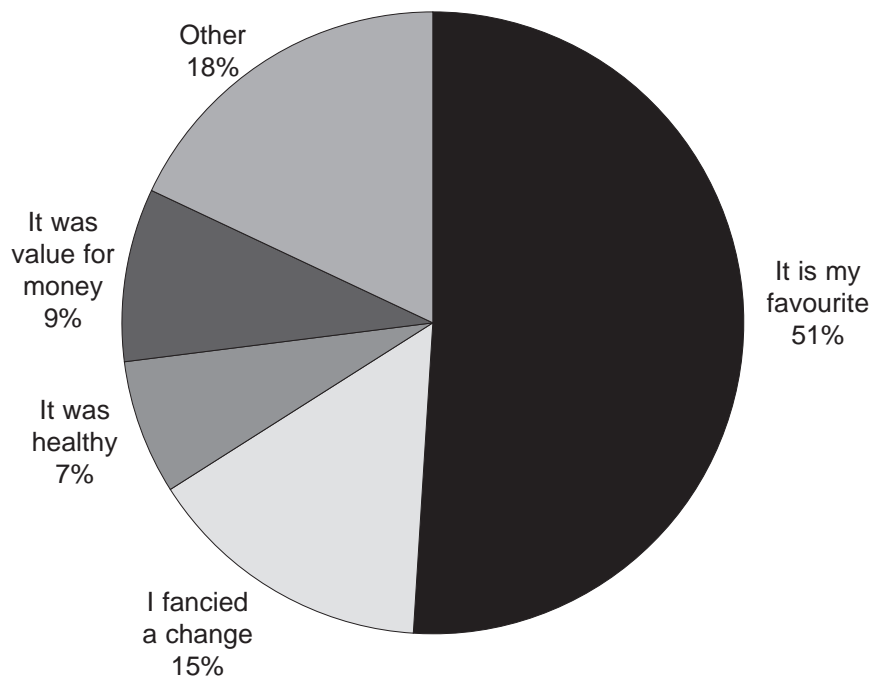
Why Do Consumers Choose Outlets?



Source: Taylor Nelson Sofres

Why Do Consumers Choose Pre-packed

Share (%) of eaters of pre-packed sandwiches



Source: Taylor Nelson Sofres