

First 30 Days Selling Frozen

A simple Week-by-Week Promo Plan

Frozen doesn't 'stick' because you stocked it. It sticks because customers see it, understand it, try it, and come back for it. Here is a four-week plan you can run without chaos.

Week 1: Make the proposition obvious

- **Headline everywhere:** BAKE AT HOME
- **One explanation line:** Buy frozen today, bake when you want - no waste, no missing out.
- **Staff prompt:** 'Chilled today or frozen to bake later?'

Week 2: Add two bundles (AOV jumps here)

- **Pie Night:** pie + mash + gravy
- **Lunch Upgrade:** sausage rolls + chutney
- **Counter line:** 'Most people add gravy and mash with that - shall I grab it?'

Week 3: Sampling without chaos

- Two short tasting windows only: one weekday lunch + one weekend late morning.
- Keep the script consistent: 'This is our bake-at-home range - frozen so you can cook when you want.'
- Give one takeaway: cooking card, bundle card, or a 'what's in the freezer' mini list.

Week 4: Drive repeat purchase

- Simple mechanic: Buy 4 frozen items over 4 weeks, get £X off (or a stamp card).
- Add one small seasonal callout (weekend treat / winter warmer), but keep the core range stable.
- Keep the freezer tidy and full before peak periods - it sells better when it looks stocked.

Track (keep it simple): frozen units per day; attachment rate on sides/sauces; which 1-2 SKUs do the heavy lifting; any repeat-purchase signals by week 3-4.

By day 30, frozen should feel like a normal option customers understand - and a reliable sales line that prevents sell-outs.

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