

First 30 Days Selling Frozen

Stockist Checklist (Ops + Compliance + Confidence)

Print this one-pager and keep it by the freezer. Tick items off as you go.

Before you start (Day 0)

- Choose a tight Top 5 range (2-3 best sellers + 1 hero + 1 family/weekend option).
- Agree one customer message for signage (e.g., BAKE AT HOME / TAKE NOW, BAKE LATER).
- Agree the default counter question: 'Chilled today or frozen to bake later?'
- Prepare links/tools: Frozen range, Bake-at-Home page, Brochures/POS, Trade support.

Week 1: Freezer setup + daily routine

- Freezer holds temperature reliably (aim around -18°C) and is checked daily.
- Ownership assigned: who checks, who logs, who escalates issues.
- Temperature log in place (paper sheet or shared note).
- Each SKU has a clear 'home' lane to prevent digging and damaged packs.
- Best sellers at eye level; at least 2 facings so it always looks stocked.
- End-of-day tidy: face up and remove damaged packs (2 minutes).

Week 2: Labels, date codes + traceability

- No mystery items: every pack clearly labelled with product name.
- If freezing in-house: label includes product name + date frozen.
- Staff understand use-by vs best-before (safety vs quality).
- Price labels match product names exactly (reduces till confusion).
- Supplier specs stored in one place; one person owns label/recipe updates.

Week 3: Handling rules staff need (plain English)

- Staff brief done (10 minutes) - four rules: don't browse with door open; don't leave stock out; don't dig; follow pack instructions.
- Rotation method agreed (new stock behind / older stock in front).
- Pack condition standard set (no crushed or torn packs on display).
- Quick quality habit: if it looks scruffy, swap it out and face up.

Week 4: Merchandising that sells frozen

- One hero sign on/near freezer: BAKE AT HOME.
- One explanation line visible: 'Buy frozen today, bake when you want.'
- Meal solutions placed next to hero items (gravy/mash/peas/chutney).
- Freezer faced up daily; top sellers kept full before peak periods.

Troubleshooting (quick fixes)

- Slow sellers: reduce range, go deeper on winners, keep freezer looking full.
- Frost build-up: check door habits and seals; limit door-open time.
- Damaged boxes: reinforce lanes and rotation; stop digging.
- Till confusion: simplify names and ensure shelf labels match EPOS.

Day 30 success criteria

- Stable Top 5 range that sells without drama.
- Staff confident explaining frozen and answering basic questions.
- Frozen feels normal (a choice), not a side project.
- Weekly routine in place so standards don't drift.

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