

APPENDIX 5.2  
(referred to in paragraph 5.34)

**BEW profitability by distribution channel for wrapped impulse singles and scooping products, 1996 to 1998**

**BEW: impulse ice cream performance by distribution channel, 1996 to 1998**

	<i>Indirect accounts</i>		<i>Direct accounts</i>	<i>Direct by other distribution methods</i>	<i>Mobiling customers</i>	<i>Total</i>			
	<i>Wholesale and cash and carry</i>	<i>Dedicated distributors</i>	<i>Dedicated distributors</i>				<i>Total</i>	<i>Total dedicated distributors '000</i>	<i>% for dedicated distributors*</i>
<i>Volume</i>									
1996	4	8	11	3	5	31	20	64	
1997	4	9	11	6	5	34	20	59	
1998	6	7	9	3	2	27	16	59	
						<i>£ million</i>	<i>£m</i>	<i>%</i>	
<i>List price (GSV)</i>									
1996	18	38	50	11	21	138	88	64	
1997	19	42	51	26	22	161	94	58	
1998	29	34	46	13	12	133	80	60	
<i>Customer and distribution terms†</i>									
1996	-5	-13	-22	-6	-9	-55	-35	64	
1997	-6	-14	-23	-11	-9	-63	-37	59	
1998	-8	-10	-17	-6	-5	-46	-27	58	
<i>Net revenue after customer terms and distribution</i>									
1996	13	25	28	6	12	83	53	64	
1997	14	28	28	15	13	98	56	58	
1998	20	24	29	7	7	87	53	60	
<i>Operating profit†</i>									
1996	4	5	1	0	0	9	6	64	
1997	4	6	2	2	1	14	7	53	
1998	5	5	4	0	1	14	9	63	
Fixed assets at 1998	(	<i>Figures omitted. See note on page iv.</i>						)	
<i>Net operating assets</i>									
1996	[	<i>Figures omitted. See note on page iv.</i>						]	
1997									
1998									

Source: BEW.

\*Noted as a group because of the significance of dedicated distributors to the end of 1998.

†The costs are analysed in detail in Appendix 5.3.