

Snacking

ALL UNDER 100 CALORIES

We are bringing 100% of our chocolate and biscuit products typically bought for children under 100 calories in the UK and Ireland, as we want to support families when choosing treats.





Mondelēz International

Helping shoppers snack right

DETAILS

Mondelēz International Uxbridge Business Park Sanderson Road Uxbridge UB8 1DH t: 0870 600 0699

KEY CONTACTS

Susan Nash Trade Communications Manager

KEY BRANDS

Cadbury Cadbury Dairy Milk Green & Black's Trebor Maynards Bassetts Halls belVita Cadbury Biscuits Mikado Toblerone Oreo Ritz Barny Mondelez International says its ambition is to enable and empower people to snack right, "delivering great-tasting snacks that also meet consumers' different functional and emotional need-states with ingredients and packaging that they can feel good about".

Portion control

The company says it is committed to bringing all its Cadbury chocolate bars sold as part of a multipack under 200 calories by the end of 2021. Through its 100-calorie pledge on products typically bought by parents for children, and its 200-calorie-pledge on multipacks, it is pledging to remove 12 billion calories from the UK market*.

"This is part of Mondelez's ongoing commitment to help tackle obesity and builds upon the company's pledge to bring all its Cadbury chocolate and wider biscuit products typically bought by parents for children under 100 calories by the end of 2020," says Susan Nash, trade communications manager at the company. "Cadbury Dairy Milk Freddo Treasures, launched last year, contains 76 calories, offering parents a suitable treat for their families.

Reformulation

"We know more than a third¹ of consumers are actively cutting down their sugar consumption," explains Nash. "Our teams have spent years developing lower-sugar recipes for some of our most iconic brands, which offer more choice but still taste great."

This investment has seen it launch Cadbury Dairy Milk 30% Less Sugar, Maynards Bassetts Wine Gums 30% Less Sugar and belVita Chocolate Chip 30% Less Sugar, along with reducing salt and saturated fat in Ritz, Dairylea and Oreo products. "All are available now to enable retailers to tap into the lower-sugar trend," says Nash.

Sustainability and packaging

Mondelez believes ethical and safe production and sourcing of its ingredients is a significant part of its purpose to help consumers 'snack right'. "We have ambitious goals







66 We want to help create a future where people and the planet thrive together through resilient supply chains"



for our progress on sustainable raw material sourcing and reducing our environmental impact. We want to help create a future where people and the planet thrive together through resilient ingredient supply chains," says Nash.

Sustainable cocoa sourcing is a significant part of this effort, she adds. "Through our ethical trading programme Cocoa Life, we are meeting our commitment to delivering 100% of the company's cocoa volume via the sustainability programme by 2025."

Clear consumer information is key when it comes to packaging, maintains Nash. "Our BeTreatwise programme provides tips and advice for parents on snacking, and, during lockdown, we updated these to help consumers snack more mindfully and in moderation.

"Our focus on sustainability has already seen us remove more than 65,000 tonnes of unnecessary packaging from our snacks, without contributing to food waste."

Sources

¹ ShopperVista, Apr '18. Base:

1,041 main supermarket/

hypermarket shoppers

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options for home or on-the-go

A matter of taste

With snacking becoming more mainstream, consumers' key purchasing motivations are increasingly varied and the category remains vibrant and challenging

From indulgence and selftreating to filling a gap between meals and now, increasingly, to fuelling the body and even boosting the gut and immune system, there are a myriad of reasons for consumers to snack.

So what constitutes the ideal snack? That was the question a group of Dutch scientists posed in a recent study, published earlier this year by Elsevier under the title '*The snack that has it all: people's associations with ideal snacks*' (tinyurl.com/y47dxj6n).

Setting out their stall, the scientists noted: "Many people nowadays have adopted the goal of eating healthily. However, they often fail to act upon this intention. As a result, they consume more unhealthy foods than they want to, especially unhealthy snack foods."

The scientists went on to identify what they considered to be "an

apparent gap between healthy and tasty" when it came to snacking and, in short, set out to identify what people perceived as "ideal snacks" and "compare these ideal snack conceptions with features of healthy and unhealthy snacks". The study goes into considerable detail but concludes that "snacking plays an important role in people's (un)healthy diets" and claims to give "a first insight into what an ideal snack looks like to people without being biased by the loaded associations that come with labelling food as healthy or unhealthy".

Along the way, the report also identifies, via various 'word clouds' the conceptions that people have with snacks, including 'tasty and low-sugar' for healthy snacks; 'fat' and 'sugar' for unhealthy snacks; and 'warm' and 'sweet' for the ideal snack. It makes for some interesting reading and, undoubtedly, the soon-to-beestablished National Institute for Health Protection, replacing the soonto-be-defunct Public Health England will swoop on it with glee in its bid to reduce UK consumers' obesity levels and build on the latter's Change4Life and 100-calorie snack campaign, promoting healthier snacks.

However, it's clear that snacking has become more mainstream in modern society, with many consumers even replacing the traditional breakfast, lunch and dinner with a habit of grazing throughout the day.

Taste is king

Back to the industry and snack suppliers have a wealth of research on consumer habits at their fingertips, but there is one element that the vast



majority agree is the top priority for consumers: taste.

From the bigger companies such as Mondelez, PepsiCo and Nestlé to the smaller firms offering more niche options, the overriding aspect driving consumers to select a particular product is the flavour.

JLM Global commercial director Daniel Moore sums it up succinctly: "Taste is always the number one priority, followed by price. It does not matter how healthy you make a product, if it does not taste good, consumers will not purchase it," he says.

"Flavour continues to be king," agrees Tayto Group marketing director Matt Smith. "In every piece of research we have conducted, taste is always the number one reason for a purchase, as consumers recognise savoury snacks are a treat and so have to be 'worth the calories'." He says this is underlined in pork scratchings where consumers crave the unique taste so much that "one in five consumers will not buy another snack if they are not available."

Mondelez International trade communications manager Susan Nash confirms: "Taste is the one criterion consumers will not compromise on when it comes to snacks. Our research shows that more than a third² of consumers are actively cutting down their sugar consumption, making reducing sugar one of the biggest priorities for shoppers² – however, these consumers will still not compromise on taste."

"Taste is always at the forefront of consumers' minds when buying into the savoury snacks category," says Fernando Kahane, marketing director **501m** the increase in the

number of meals eaten during lockdown⁶ AHDB, April 2020

£1.2bn value of the sharing

segment in CSN⁷ Nielsen Scantrack, 11.07.20

+4.2%

rise in 'better for you' segment in savoury snacks¹⁵ Nielsen data, MAT to 04.04.20

E81m value of the protein bar market¹⁶

IRI Marketplace, *52 w/e* 12.07.20

for Walkers Snacks at PepsiCo UK & Ireland. "Core flavours remain of key importance, with shoppers returning to the established salty, cheesy and vinegary products that account for half of all crisp sales in the UK $(49.1\%)^3$. This doesn't mean there's no room for innovation, though as it's new flavours that drive additional basket spend." He points to PepsiCo's introduction of Doritos Flamin' Hot Tangy Cheese earlier this year, which he says has delivered £4.3m RSV since being introduced to the market⁴.

In further research, Andy Riddle, group sales director at KP Snacks reveals 51% of shoppers say flavour is the number one purchase driver when buying crisps or snacks, with 37% citing brand recognition as an important factor⁵". As such, he says, it's important to offer great-tasting snacks

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that serve a number of consumer and shopper occasions across all snacking segments and delivered in all formats – singles, multipacks and sharing – up and down the value spectrum

"Flavour will always be important to consumers... and is even more important than ever before, with cuisines from across the globe flying off the shelves as shoppers attempt to whip up the perfect fakeaway moment in the comfort of their home," adds Stuart Jeffrey, pot brand and snacking brands lead at Unilever UK & Ireland. The company has refreshed its Pot Pasta range with an Italian-inspired portfolio, while its Asian Street Style line brings flavours such as Thai Red Curry and Vietnamese Beef Pho to UK households.

"Taste comes first," agrees Adrienne Burke, marketing manager snacking at General Mills, "but consumers also care about value. They want to know what added benefits they will get from consuming the snack, which is where the boom in functional options has come from. If a snack can do several things at one – satisfy a sweet craving while helping them stick to their weight management plan or providing a protein boost – they're sold."

Here, Burke touches on the overwhelming trend in snacking that had started to come to the fore prior to this year's global Covid-19 pandemic and has only gained strength since: health and wellbeing. While brand and value continue to be strong motivational players in snacking, opinions among suppliers over the next criteria on the list start to diverge, depending on research, perceptions of consumer need states, but also individual suppliers' agendas and directions of travel with their particular snack offering.

Covid-19: changing the focus

So how has the global pandemic changed the snacking picture? With the onset of Covid-19, snacking occasions and needs changed, as consumers sought to replicate some of their 'going out' experiences in the comfort of their living rooms.

A total of 501 million more in-home meals per week were eaten during lockdown⁶, says Tyson Foods head of marketing and innovation Felipe Castillo, so the dynamics of snacking have changed. He points to an ONS



study on 14 August, *Coronavirus and the social impacts on Great Britain*, which suggest 78% of UK workers are now mixing home-working and travel, with 23% working exclusively from home.

Louise Thompson, head of marketing at Kettle Foods says: "During lockdown many consumers have been trying to emulate out-of-home experiences in-home – for example, movie nights in rather than trips to the cinema and treating themselves to special food and drink at home rather than eating out. Unsurprisingly, sharing snacks have increased in popularity, while single serve has declined as consumers snack less on-the-go." As a result, shoppers have increasingly switched to online ordering, she adds, so Kettle has put more emphasis behind online media support and digital commerce,

KP Snacks' Riddle agrees, saying: "As consumers spend more time at home, shoppers are looking to brands and products to make the 'big night in' feel like the 'big night out'." He reveals that the sharing segment is worth £1.2bn, the largest within CSN and growing at 9.8%⁷.

At Perkier, which offers bars with added vitamins to boost the immune system, founder and director Ann Perkins notes: "Affordable daily treats have become a priority for consumers. Competitive prices are fundamental. However, many consumers are willing to pay more for products that offer extra benefits and taste delicious."

However, Burke at General Mills notes the toll the lockdown has taken on the overall category. "With people looking for pick-me-up moments, we saw a rise in indulgent snacking, but due to on-the-go occasions being almost non-existent, the overall category has declined by 18.4%⁸.

"Pub closures have certainly helped retail sales of pork snacks grow almost three times faster than the market⁹," says Tayto Group's Smith, as



Spicing up the category in 2020

During lockdown, consumers have had the opportunity to experiment more with flavours, says Envis Snacks sales director Andy Brown. "We have launched lines like Crunchips Wow in jalapeño and cream cheese. Consumers seem to be branching out on flavours and we've seen a massive increase in paprika and chilli & lime."

"Consumers are looking to try new and different things as they become more adventurous with their tastes," says PepsiCo marketing director Fernando Kahane. "Meat and spicy flavours have performed strongly, growing at 22.2% and 12.1% respectivelyⁱ. We introduced new Wotsits Flamin' Hot and Sizzling Steak flavours, both of which have helped drive growth across the total brand."

"Authentic Asian flavours are an enduring trend and, in lockdown, we have seen consumers experimenting more at home as they cannot get out to restaurants and on holiday," says Symington's head of snacking Christine Everett.

Bel UK is embracing the "growing consumer demand for sensory experiences, world cuisine, tastes and flavours" with its Boursin Inspirations line, as consumers "look to travel through their taste buds while holidays are on hold". The first two flavours are Boursin Inspiration India, featuring curry, ginger, lemongrass, turmeric and cardamom, while Boursin Mexico is enriched with red pepper, red jalapeño, tomato, garlic and smoked chilli.

Despite all this innovation, "sales will continue to be dominated by the core flavours consumers love, such as cheese & onion and salt & vinegar" says Tayto Group marketing director Matt Smith believes. "Sweet chilli is the only flavour in the past 20 years that has achieved any significant share." For sweet snacks, salted caramel is still riding high, with General Mills adding Salted Caramel and Almond Popcorn to its Fibre One range, and Grenade focusing on its White Chocolate Salted Peanut and Chocolate Chip Salted Caramel protein bar, containing 20g of whey protein and less than 2g of sugar.

Seasons are in the frame for Kind Snacks with its first seasonal bar, Apple Almond Spice, launching in October and promising "exciting flavours in the pipeline for next year... think Dark Chocolate Orange Almond and Dark Chocolate Ginger Almond," it says.

people have looked to 'take that pub taste home'."

Mondelez's Nash notes that "Covid-19 lockdown changed shopper habits, shifting demand from on-the-go consumption to sharing formats and multipacks to enjoy at home.

"However, we're seeing habits return to normal as lockdown eases and single formats... should form the basis of any snacking offering."

Some brands adopted their offer accordingly. Tayto Group increased its focus on its Golden Wonder £1 sharing range to meet "strong growth (+22%) in £1 sharing snacks"¹⁰.

Symington's launched its Naked Five-Minute Noodles in an on-the-hob format "to fit with changing lifestyles and more meal occasions happening in the home, rather than on-the-go".

And Unilever's latest Lost the Pot block noodles line is designed to "help busy families with a simple and speedy snack or meal" says Jeffrey, as home cooks look for tips and inspiration to help them along.

Meanwhile Kind Snacks reveals that it will look to offer a "hand-to-mouth" snacking range next year "as we know consumers are increasingly looking for sharing options", it says, adding, "As the nation faces into financial struggle and big holidays are off the cards, consumers will look to smaller indulgences. We want to be the brand that consumers can trust to deliver on taste, health and that indulgent treat."

For other brands, it became a question of changing the focus from the on-trade to the off-trade sector. At PepsiCo, Kahane says that with the pubs and restaurants closed consumers "have looked to the grocery channel for the snacks that will help them replicate night-out experiences at home". As a result, the company is now making its Pipers Crisps available to grocery, with Sainsbury's stocking several flavours in the range.

Livening up the lunchbox

As autumn looms and the nation struggles to get some normality back into life, the focus has turned once more to the return to work and school – and an opportunity to once again maximise the on-the go and lunch box occasions.

KP Snacks says that, as adults return to work, it expects to see a return to growth of meal deals and singles, fuelled by the food-to-go segment. "Sandwiches have remained king at lunchtime and snacking favourites are an integral part of these occasions," says Riddle.

However, with parents concerned about the health of snacking products in their children's lunchboxes the focus on portion sizes and health has also been at the forefront of consumers' – and therefore suppliers' – minds.

When it comes to kid's snacking, says Ferrero customer development director Levi Boorer, it is important the

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products have dual appeal, providing something the child will enjoy eating and the parents will feel happy about giving them. "For the children, it is all about taste," he says. "They tend to be less swayed by specific brands and will gravitate towards popular flavours such as chocolate, strawberry and raspberry. However, parents' priorities for this sector tend to differ. as they want to buy products they can feel happy about giving their children as treats. They seek out product from brands they trust, looking for positive health claims or products that are low in sugar."

For chilled products, high levels of milk and calcium are key considerations they will look for on-pack, adds Boorer. The company has just updated its Kinder Milk Slice to come in a multipack containing three singles (rsp £1). "Parents prefer multipacks as they make it easier to cater to multiple children, as well as presenting a convenient option to have at home," he says.

Nathaniel Shears, category analyst at malt loaf company Soreen reckons its Lunchbox Loaves are "among very few lines in the category that aren't classed as high-fat, salt and sugar (HFSS) under government guidelines". The 30g loaves contain less than 100 calories each and are "over 50% less sugar and 70% less fat than the average cake bar¹¹, he says. As such they meet stringent school compliance standards. With packed lunches on the up, due to both the impending recession and the impact of Covid-19, the company is now introducing its Soreen Loaf Bars in multipacks in three flavours - malt, banana and vegan chocolate, initially exclusively with Ocado.

Kettle's Thompson says that, at under 100 calories, its Metcalfe's Mini-Ricecakes are "an ideal lunchbox treat", while Bel UK's Vernet claims its Babybel brand is "the leading lunchbox cheese for adults and children alike¹², providing a rich source of protein and calcium".

JLM Global Foods' Moore says its single-portion regular popped discshaped snacks and those similar to extruded shapes are "very popular with children and adults" and that the company is working with a number of brands to produce HFSS-compliant products".



Health and wellbeing

Yet perhaps the greatest focus for the majority of snacking brands this year has been health and wellbeing, with many citing 'better for you' as central to their approach going forward.

With Public Health England's under-100-calorie target on children's snacks as part of its Change4Life plan, many companies are aiming to achieve that goal and bring the healthier message of their snacks to an increasingly watchful consumer audience.

Halo Foods' Skinny Bars directly target the needs of dieters, with an expanding range of flavours, including peanut butter crunch and dark chocolate and mint. The company says it was a pioneer in the health foods sector, creating the first snack bar to contain less than 100 calories back in 1993. It has recently introduced Skinny Dream, a low-calorie take on a "premium" chocolate bar, listed exclusively at Iceland and says the brand is on track to surpass sales of \pounds 100m by 2023.

Tayto's Smith says the hunt for lower-calorie alternatives to crisps has really benefited the company's Golden Wonder Ringos brand, which he says offers "great taste with less than 100 calories per serving, leading to an increasing number of retailers stocking the range".

Moreover, the Covid-19 lockdown has only served to intensify consumers' health awareness.

Mike Simons, head of category at Grenade, says "Amid the Covid-19 crisis, consumers experienced a lack of motivation and energy and therefore searched for products that could provide them with a boost during lockdown¹³. Alongside this, lockdown saw an emphasis on staying fit and healthy, with almost half of people making an effort to keep active at home¹⁴.

Nestlé brand manager for Yes! Rosamunde Barnett argues that



Making the most of merchandising

In a crowded category, achieving on-shelf stand-out is a must, and snack suppliers have a wealth of wisdom on how to achieve this.

Envis Snacks sales director Andy Brown says: "Packaging of the product with bold, stand-out colours and highlighting on-pack flavourings are critical to on-shelf stand-out."

Grenade head of category Mike Simons says "creating a connection between the flavour and the packaging" allows it to stand out in a crowded marketplace. In addition, he says, product placement Is key, such as frontof-store within the snacking location "due to the highly impulsive nature of the product".

Natural Balance Foods says it feels the cereal bar market is becoming a very cluttered space for brands and for consumers. As such, it says, brands need to ensure distinctive and clear blocking on-shelf, clearly labelling the USP of your proposition: "Nakd has recognised the importance of 100% natural, no added sugar and one of your five-a-day to trigger purchase, so these claims are lead messages on-pack." "Strong, eve-

"Strong, eyecatching and iconic packaging" is also the choice recommended by Gaelle Vernet,

group marketing manager at Bel UK. The firm is releasing a new pack design for The Laughing Cow in-store this month, designed to enhance visibility, she adds. Other tips for retailers include "off-shelf visibility, secondary sitings and meal deals". "Trials in over 1,000 supermarkets demonstrated a 120%ⁱⁱ incremental sales uplift when Babybel was situated within the food-to-go aisle," adds Vernet.

KP Snacks group sales director Andy Riddle suggests retailers feature "a strong core that covers the top-selling lines – 60% of sales go through the top 50 best-sellersⁱⁱⁱ"; blocking similar types of products, such as ridged crisps; 79% of shoppers like commonly purchased products merchandised next to each otherⁱⁱⁱ; and 38% of shoppers buy something from a secondary siting, so POS such as stackers and dump bins can drive basket spend".

As for meat snacks, both Tayto Group marketing director Matt Smith and Jack Link's marketing director Laura Trivulzio agree that strategically placed clip strips will boost sales. "They encourage consumers to trial the product and are a great graband-go option," notes Trivulzio.

Covid-19 has not necessarily changed consumers' priorities in relation to healthy snacking but says "almost a third of consumers have increased their focus on healthy eating since the pandemic outbreak". Going forward, says the company, obvious ingredient contenders in the sector will include "100% natural, high in fibre, low in sugar, wholegrain and natural sources of protein".

PepsiCo's Kahane takes the longer view, saying that shoppers have been expanding their repertoire as they've become more conscious about their health. In previous years, the health and wellness segment meant 'compromise' for many consumers, with low awareness of ingredients and their impact. "However, health and wellness has evolved in recent decades to a more holistic approach and now, it is more about 'balance'," he explains.

"As a result, the 'better for you' segment has seen growth of 4.2%",

as more shoppers look for alternative variations on classic potato crisps."

Kettle Foods' Thompson points to the ongoing rise in vegan diets. "Earlier this year, we launched Vegan Sheese & Red Onion for those who crave Cheese & Onion, but don't dairy," she says. "The new seasoning was developed in partnership with vegan cheese producer Sheese and vegan influencer Bosh."

At Proper, co-founder Cassandra Stavrou adds: "People are increasingly choosing a plant-based diet, so it's more important than ever that brands and retailers reflect this trend in a quality, vegan snack offering." She notes that heavily spiced or BBQ crisp flavours frequently contain buttermilk, an ingredient that excludes those people who might be opting for a plant-based diet and says that Proper is "the UK's biggest vegan snack brand with its core collection of popcorn and lentil chips, designed for and created by the next generation of shopper".

Natural Balance Foods says it was one of the first companies to establish "100% plant-based and wholefood ingredients within UK snack bars". This year, the brand launched Drizzled Chocolish, with all bars containing 100% natural ingredients, no added sugar and high-fibre. It also addressed the "healthier vegan treat" sector by introducing the Trek Power range, two sweet treat-inspired bars, enrobed in a natural chocolate alternative, with 15g of plant-based protein, it says. "Coming out of lockdown, we fully expect the long-term growth of healthier snacking options to continue," it says.

During lockdown, Kallø, which offers rice cakes and corn cakes, launched a new brand Veggie Cakes, made with peas and lentils. "Made with only plant-based ingredients, they are highly nutritious and suitable for those who have been increasingly concerned about health during the pandemic," says Hayley Murgett, Kallø brand

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controller at Wessanen UK. "Conscious consumerism is driving greater demand for more natural and organic ingredients, which is being seen more in the snacking category," she adds.

Nestlé agrees there has been "a large increase in the amount of plant-based ingredients in new products, such as pea protein to provided alternative sources of protein to whey and soy".

Meanwhile, Clif Bar UK sales manager Jo Murray says the company's recipes are built around wholesome ingredients , such as organic oats and dates, and gives a checklist of what's in and what's out when it is cooking up a new recipe: 'in' are carbohydrates (wholegrains, oats, dates, sugar), functional fats (nuts, nut butter, seeds), plant-powered or more sustainably sourced protein (soy, organic pea), and authentic flavour (spices, seasonings cocoa); 'out' are synthetic colours or high-intensity sweeteners, and highfructose corn syrup or sugar alcohols.

"Snacks, in some cases, can deliver a source of fibre or protein, says PepsiCo's Kahane. To meet this demand, it launched Walkers Oven Baked with Veg in Beetroot & Sweet Chilli and Sweet Potato & Paprika varieties.

Protein and high-fibre, gut-friendly

Covid-19 has also turned the spotlight on different ingredients and food with health and functional benefits.

As dietary trends change, so does the emphasis placed on ingredients. Protein has been at the forefront of this for some time now with Grenade saying the protein bar market is now worth £81m and growing at 8%¹⁶. It reckons that its Carb Killa protein bars are a key driver of growth in this sector, with seven of the top 10 best-selling protein bars in the UK all from this brand¹⁷.

Meanwhile, Fulfil head of GB marketing Joanne Mintz believes the company offers the "only protein bar to contain nine essential vitamins" and says, as such, it has always offered consumers "protein plus".

"Our range of bars is available in 55g and 40g variants. For the sports nutrition customer wanting a pre- or post-workout boost, 55g is the go-to size. For consumers-on-the-go, those looking for a lunch meal deal or who simply want a smaller, lower-calorie snack, our 40g is the solution," she says. Fulfil is increasing its online offering and presence with current





Holistic snacking in a greener world

With the BBC's *Blue Planet* series shining a light on the global problem of plastic waste, and planetconscious Millennials and Gen Z demanding change, companies across the food and drink industry have responded with a raft of initiatives to address the issue.

Green-thinking is prevalent in the snacking category as much as anywhere else, as suppliers aim to impress their younger audiences with their sustainability credentials and achieve a more sustainable option for their snacking brands going forwards.

At Bel UK, the company has launched a TerraCycle scheme in the UK as part of its overall 'Join the Goodness' campaign to encourage more mindful snacking. This, it says, is a positive step towards the firm's commitment to becoming 100% recyclable or compostable by 2025.

New uses for plastic

KP Snacks, which launched a nationwide recycling scheme for bagged nuts, popcorn, pretzels and crisp packets in 2019, again in partnership with TerraCycle, says this has already collected over 4.8 million snack packets at the 500 public drop-off locations around the UK. "The packets are then recycled to create different plastic products, such as fence posts and benches," says group sales director Andy Riddle. "Recently, we worked with TerraCycle to turn our collected packets into play and picnic equipment, garden planters and bird tables for two community charities close to our Ashby site and Slough HQ."

To encourage collection, KP and TerraCycle offer charity points based on the number of packs collected, which can be redeemed by collectors for a variety of charitable gifts or a direct payment to a non-profit of their choice. Up to the end of June this year, this scheme had raised over £14,600 for charity.

At Mondelez, trade communications manager Susan Nash says the company has ambitious goals for sustainable raw material sourcing and reducing its environmental impact.

"For instance, we recently announced that the packaging on Philadelphia will incorporate chemically recycled materials from 2022 and revealed that Dairylea Lunchables and Dairylea Snacks packaging is to be made with 75% recycled PET in the UK. We want to help create a future where people and the planet thrive together through resilient ingredient supply chains."

For JLM Global, minimising packaging used includes filling the bags near to the seal as possible "rather than have extra packaging height just to achieve a greater shelf presence" says commercial director Daniel Moore. "It is about finding the right balance, as other options we have considered, lead to other issues, such as a reduction in product shelf-life (12 months to four months)."

Kettle Chips head of marketing Louise Thompson says that, over time, the brand has significantly reduced the amount of packaging used for its bags. "Our sharing bags use 37.5% less plastic than they did in 2000 and we have a significant plastic reduction project under way, which will remove over 70 tonnes of plastic from our Kettle packaging and a further 8 tonnes as a result of the Metcalfe's relaunch," she says. "We are also looking at ways to reduce this even

further and, last year, signed up to the UK Plastics Pact to help find a more sustainable solution."

Symington's head of snacking Christine Everett reveals that the company is constantly reviewing its ranges and looking at where it can make improvements regarding plastic packaging. "We'll be removing a lot of plastic from our range in the coming months and we've also done a huge amount of work in our factories to create efficiencies, reduce waste and increase recycling," she reveals.

Joined-up thinking

"Consumers are looking for companies they can connect with through their ethical stance and actions," says Ann Perkins, co-founder of independent British company Perkier. "We donate excess bars to food banks, use only 100% recyclable packaging and are one of the few snack bar brands to be palm oil-free. With many consumers aware of the devastation the palm industry brings, 94% now consider palm oil-free to be highly appealing.

"We also partner with International Animal Rescue, who rescue and rehabilitate orangutans in Borneo," she adds.

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retail partners and sites such as Amazon, it says.

At Acti-Snacks, which worked with athletes and performance nutritionists to understand the best ingredients to energise and re-energise the body, according to marketing director Bronagh Clarke, the company is using protein front and centre in its snacks to help build muscle mass. In addition, it has introduced what it describes as the "first and only accredited low-sugar keto snacks in the UK", having seen "phenomenal growth" in the keto diet in the US, she says.

The meat snacking brands. meanwhile, feel they are at in pole position to capitalise on the focus on protein. LSI Netherlands offers Peperami and beef snacks brand Jack Link's. Latest innovation from the company includes Peperami Minis and a new snack box range aimed at children. Meanwhile, its Beef Jerky, Biltong and Beer Bars under the Jack Link's label offer "a lower-calorie, protein-rich afternoon snack, at less than 80 calories per portion", it says. "With growing consumer demand for functional, high-protein snacks, retailers should ensure protein-rich snacks are merchandised alongside other savoury snacks, with additional visibility possible with placements at the front-of-store," it says. [See also merchandising boxout, p9.]

Nuts are very much to the forefront of healthy snacking bars, with Kind saying it offers a nutrient-dense first approach with almonds and peanuts key to its ingredients.

Meanwhile, RM Curtis reveals the nuts sector grew by 16% in the first quarter of 2020¹⁸, and its Snacking Essentials range now offers eight different varieties to address this demand, the latest being its 200g pack of California walnuts.

Nuts are also at the forefront of the offer from Forest Feast, with two new ranges featuring Slow Roasted Nuts and Belgian Chocolate Nuts to satisfy consumers "leaning towards indulgent and artisan products".

"It's fair to assume that 'health' will increasingly broaden its remit, with shoppers not just wanting to curb calories and sugar, but also looking to improve gut health and boost immunity, both of which stem from the threat of a pandemic," says Soreen's Shears.



Covid-19 has also acted as a catalyst for immune-supporting foods and those with an impact on gut health.

Yaar Bars has added gut-friendly cultures to its products, says Andrei Garbuz, CEO of the yogurt bar supplier. "Functionality and health became more important, although taste is still the main factor behind why consumers choose certain snacks. Yaar Bar is prepacked in a 40g bar that is about 140 calories and acts as a source of protein, with gut-friendly cultures inside."

Consumers are increasingly looking for added health benefits to boost their immune system, agrees Perkier's Perkins. The company has responded to the latest health trends with its +Immune bars, containing NRV Vitamin D, C and B12 to boost the immune system. The bars contain nuts, which Perkins says have healthy fats to increase the absorption of vitamin D and 5g prebiotic chicory for a healthy gut as well as 6g protein. In addition, it is launching Active Culture Bars, which it says contain "billions of active cultures... to improve digestive health, immunity, absorption and even boost a consumer's mood through the gutbrain axis". The range, says Perkins was created in collaboration with a global authority on gut health, Professor Glenn Gibson, whom she reveals co-coined the term 'prebiotic' in the 1990s.

The vast range of drivers in the snacking market makes it a vibrant and diverse category. With consumer need states in constant evolution, it is those brands that offer quality, provenance and, above all, a great taste that will flourish as 2021 draws near.

"A perfect snack may not be simple and straightforward," conclude the scientists in their study of the ideal snack, "but should allow for different sensory experiences or individual tailoring. In other words, the utopian snack seems possible."

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PROPER

Proper momentum

DETAILS

PROPER Unit 1 Royle Studios 41 Wenlock Road London N17SG w: www.proper.co.uk e: @proper

KEY CONTACTS

Cassandra Stavrou Co-founder Mike Hedges CEO

KEY BRANDS

PROPERCHIPS PROPERCORN PROPERCORN Microwavable PROPERCORN For Kids Proper, the UK's biggest independent snack brand¹, has continued to accelerate growth despite an uncertain year for the food industry. Leading the way within better-for-you, Proper remains in strong double-digit growth, says the company, "recruiting close to a million new shoppers in the last year alone".

As the consumer macro-trend of health continues, Proper is poised to keep this momentum going with an ambitious pipeline of innovation in new snacking categories.

A significant driver of this growth has been the launch of Properchips, its range of lentil chips, with Proper revealing that over six million packs have been sold to date. "The range balances a big flavour punch with all the better-for-you credentials consumers are looking for today: vegan, glutenfree, all-natural seasonings and under 100kcal per serve."

Launched just over a year ago, Proper is looking to supercharge growth on the $\pounds_{3.7m}$ RSV delivered by the range to date¹.

Alongside Properchips' launch, Propercorn's performance has remained strong, notes the company. With consumers spending more time at home, there has been a boom in evening snacking occasions and sales have reflected this increased demand, with the sharing range in 10% growth. Following the same trend, Propercorn's microwave range, still the only palm oil-free microwave popcorn in the UK, has rocketed by 123%.

However, it's not just sharing formats that have enjoyed a strong performance this year, explains Proper. With many more people working from home, there has been an increased consumer desire for more permissible, everyday healthier snacks. Propercorn's multipack, comprising a range of three flavours, including the newly launched



Sources ¹ IRI Total Market, 52w/e 12.07.20



Proper remains in strong doubledigit growth, recruiting close to a million new shoppers in the last year alone" Sweet variant, remains in strong growth at 34%.

To capitalise on the rise of in-home snacking, Proper created the brand's first-ever TV advert, produced in just three weeks during lockdown. Total campaign impressions topped over 110 million across TV, video-on-demand and social media.

Proper also relaunched its webshop in a matter of weeks and the brand has seen 400% growth in its direct-toconsumer channel.

Proper's co-founder Cassandra Stavrou comments: "Despite the challenges facing every food business this year, I'm proud of the way the team have responded, delivering growth and innovation, even with the physical distance created by Covid-19. As we look to 2021, our sights are set on delivering more healthier innovation than ever before for the next generation of snacker."

Acti-Snack

Fuelling sales with nutritional snacks

DETAILS

Acti-Snack PO Box 614 Craigavon Northern Ireland BT64 9ED w: acti-snack.com e: enquiries@ acti-snack.com

KEY CONTACTS

Hayley Fry National Account Manager Bronagh Clarke Marketing Director

KEY PRODUCTS

Natural Nut & Trail Mixes Energy Trail Mixes Keto Trail Mixes

Source

 www.marketresearch. com/Infiniti-Research-Limited-v2680/Global-Keto-Diet-12009961/
 Google Trends "We are an active tribe of runners, cyclists, climbers and health fanatics. We noticed a real gap in the market for healthy sports nutrition and protein snacks that aren't loaded with sweeteners and pseudo health credentials," says Bronagh Clarke, marketing director at Acti-Snack. "We set out to create snacks that would fuel consumers to go further, faster and still deliver great taste. We are not just another sport supplement brand, we are real food snacks & trail mixes aimed at those who strive to keep fit and healthy."

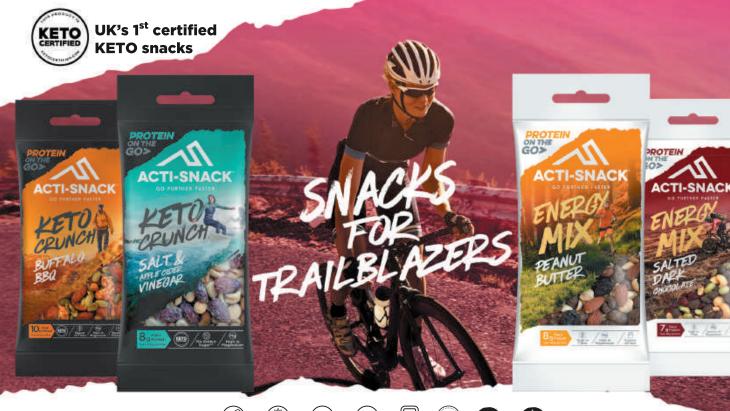
The team worked with athletes and performance nutritionists to understand the best ingredients to energise and re-energise their bodies. The range is oven-baked with protein front and centre to help build muscle mass, says Clarke. "The products are vegan, gluten-free and 100% natural. The range includes high energy mixes to fuel people before and during an



event or training, all-natural recovery mixes and the first and only accredited low-sugar Keto snacks in the UK."

Growth in keto snacks

"We have seen phenomenal growth in the keto diet in the USA, and that trend has now hit the UK¹. The online search for keto is +800% YoY² and, as a result, our Keto snacks are now outperforming many of the protein snacks in the market," adds Clarke.





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Forest Feast

Hand-crafted premium snacks

DETAILS

Kestrel Foods Ltd Unit 8 Carn Drive Portadown Co Armagh BTG3 5WJ e: enquiries@ forestfeast.com w: forestfeast.com

KEY CONTACTS

Hayley Fry National Account Manager Bronagh Clarke Marketing Director

KEY PRODUCTS

Source

¹ IRI April 2020

Slow Roasted Nuts & Trail Mixes Belgian Chocolate Coated Nuts Preda Mango & Dried Fruits Toppers & Gluten Free Granolas Seasonal Snacks & Nuts Forest Feast is building on its snacking portfolio by launching two new ranges – Slow Roasted & Seasoned Nuts and Belgian Chocolate Nuts – to meet a growing demand for premium in-home snacks.

Bronagh Clarke, marketing director at Forest Feast, says: "Innovation is at the heart of our business. We were inspired to create products to elevate the snacking category by delivering real craft, quality and taste."

Slow Roasted & Seasoned Nuts

The new nuts are seasoned in-house, then slowly roasted in small batches. The range of six includes Sea Salt & Black Peppercorn Nut Mix, Serrano Chilli Honey Almonds & Peanuts, and Heather Honey Peanuts & Cashews.

Clarke says: "We have seen strong growth in sharing snacks as the nation continues to spend more time at home. Consumers are leaning towards indulgent



We have seen strong growth in sharing snacks as the nation continues to spend more time at home"



and artisan products with honest ingredients. This range answers a real need for category premiumisation."

Belgian Chocolate Nuts

With take-home chocolate at 98% penetration and growing 15% YoY¹, Forest Feast says it is seeing between 150-250% growth in its own chocolate lines. Clarke adds "We wanted to bring something different by reconciling

the goodness of nuts with the indulgence of Belgian chocolate."

The three-strong range features Sea Salted Dark Chocolate Almonds, Belgian Milk Chocolate Almonds and Cookies & Cream Almonds.

EXTRAORDINARY SNACKS

Extraordinary ingredients make extraordinary snacks.

We put as much care into sourcing our ingredients as we do into handcrafting and slow roasting our snacks.

That's what makes them utterly irresistible.



Bel UK

Healthy snack appeal

DETAILS

Bel UK 160 London Road Sevenoaks TN13 2JA t: 0333 900 2020 w: www.bel-uk.co.uk

KEY CONTACTS

Gaelle Vernet Group Marketing Manager Emily Galazka Senior Brand Manager

KEY BRANDS

Babybel Boursin Leerdammer Port Salut The Laughing Cow

Source

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The trend for healthy snacking continues to grow, with Google searches for 'healthy snacks' up by 110%', says Bel UK. As 95% of UK adults are snacking, and over twothirds doing so daily (+2% YOY)², the right products, placements and promotions are key to driving healthy snacking sales.

"Delivering on the need for healthier snacking options, while also meeting the consumer desire for convenient and versatile formats, loved brands such as the No.1 cheese snack format³, Babybel, and the No.1 cheese spread portion⁴, The Laughing Cow, offer an array of fun, portion-controlled snacking choices," says Gaelle Vernet, group marketing manager at Bel UK.

Growing the goodness

"With 70% of UK adults citing The Laughing Cow as a good afternoon or evening snack⁵, it is a must-stock for retailers looking to maximise health snacking sales," she adds.

"With 97% awareness⁶ and 300 The Laughing Cow triangles consumed every minute in the UK⁷, the triangles range is growing (+3.6% vs total portions spreads +0.9%). Known and loved amongst dieters and Slimming World followers, 70% of The Laughing Cow sales are now made with a Light SKU.

"As a natural cheese snack, with 25% household penetration⁸ and 100% awareness with parents and adults⁹, 650 Babybel are unzipped, eaten and enjoyed every minute in the UK¹⁰. Driving lunchbox category value growth, with +30% value sales growth vs 2YA (two-year average) over the past two years¹¹,

"Babybel is the leading lunchbox cheese for adults and kids alike¹² on account of its fun, convenient and portion-controlled format, providing a rich source of both protein and calcium."

Movie star marketing

Reflective of Babybel's portioncontrolled and mindful approach to snacking, the brand launched





•• The right products, placements and promotions are key to driving healthy snacking sales"

aughing

a substantial new equity campaign in August, inspiring consumers to 'Join the Goodness'.

Shining a spotlight on snacking sales with a significant marketing investment of £1.7m, the fully integrated campaign coincides with the key back-to-school occasion, the anticipated rise in lunchbox occasions and greater emphasis on both health and hygiene as a result of the past few months.

The impactful creative, shot in the style of a Hollywood blockbuster, featuring both real imagery and CGI, was directed by Oscar-winner, Hervé de Crecy.

Recycling initiative

Reflecting the 'Join the Goodness' campaign messaging, Babybel has also launched a TerraCycle scheme in the UK, with the aim of offering customers a simple and free solution to recycling all elements of Babybel packaging.

"The TerraCycle scheme is a positive step towards Bel's commitment to becoming 100% recyclable or compostable by 2025," adds Vernet.

"Retailers can get involved by setting up collection points in-store."

THE NO.1 BRAND IN CHEESE TRIANGLES'

HAS A FRESH NEW LOOK!







100% RECYCLABLE PACKAGING NEW MEDIA CAMPAIGN

1. IRI Value Sales, Total Coverage MAT, w/e 25th July 2020

THE LAUGHING COW[®]. BECAUSE IT'S BETTER TO LAUGH.

CLIF Bar Europe

Clif fuels rising snacks trend

66 The

by 32%

nutrition bar

category grew

between 2017

and 2019².

the fastest-

category over

that period"

making it

growing

grocerv

DETAILS

CLIF Bar Europe BV Prince Bernhardplein 200 1097 JB Amsterdam The Netherlands **w:** clifbar.co.uk

KEY CONTACTS

Jo Murray UK Sales Manager e: jmurray@clifbar.com

KEY BRANDS

CLIF Bar Energy Bar CLIF Nut Butter Bar CLIF Builders Protein Bar CLIF Bloks Energy Chews CLIF Shot Energy Gel Snacks are flying off the retail shelves these days, as consumers embrace the category everywhere, says Clif Bar.

According to research¹, more than half of adults around the world say "quick, on-the-go bites are more suited to their lifestyle than full meals" – a trend driven by the convenience of grabbing food when and where they can. Younger generations are doing it too, with seven out of 10 Millennials preferring several small meals throughout the day rather than a few large ones¹.

Snacking need not be associated with unhealthy eating, either. "Savvy UK consumers seeking portable snacks are turning to nutritious bars, such as Clif Bars, to fuel their day, which explains why the nutrition bar category grew 32% between 2017 and 2019², making it the fastest-growing grocery category over that period," says Jo Murray, UK sales manager at Clif Bar.

"Whether they need a nutritious snack, an energy boost, or additional protein, customers nowadays have access to a wide range of nutrition bars. The category is primed for long-term expansion, and retailers dedicating space to these products can take advantage of this explosive growth."

Follow the market leader

Clif Bar energy bars have recently earned the number one spot in the UK's energy bar category³, says Murray. "In fact, they're more popular than the next three energy bars combined, with a 45.7% share of the Energy Singles Market, according to IRI data⁴. That's not surprising, as it has been the number one nutrition bar brand in the US for over 12 years, leading one of the fastest-growing categories in grocery⁵. Clif Bar has a deep understanding of how consumers navigate this expanding - and often confusing category, and partners with retailers to help grow their share."

Yet the company says its success is mostly down to its products. "Featuring a mix of wholesome, delicious ingredients and nutrients, Clif's snacks help people manage their day, from



OF CONSUMERS USE SNACKS AS A WAY TO STAY ALERT & ENERGIZED

7/10 MILLENIALS prefer to eat several small

meals throughout the day, as opposed to few large ones.

Source: IRI 24 w/e 17.05.20

starting strong to smashing through afternoon slumps," says Murray.

Nutrition for any moment

Meanwhile, Clif Nut Butter Bar snack bars contain sustainably sourced, certified-organic rolled oats and nut butters. "These mouth-watering snacks provide a balanced mix of nutrients, including 6–7 grams of plant-based protein and 10–11 grams of wholegrains," says Murray.

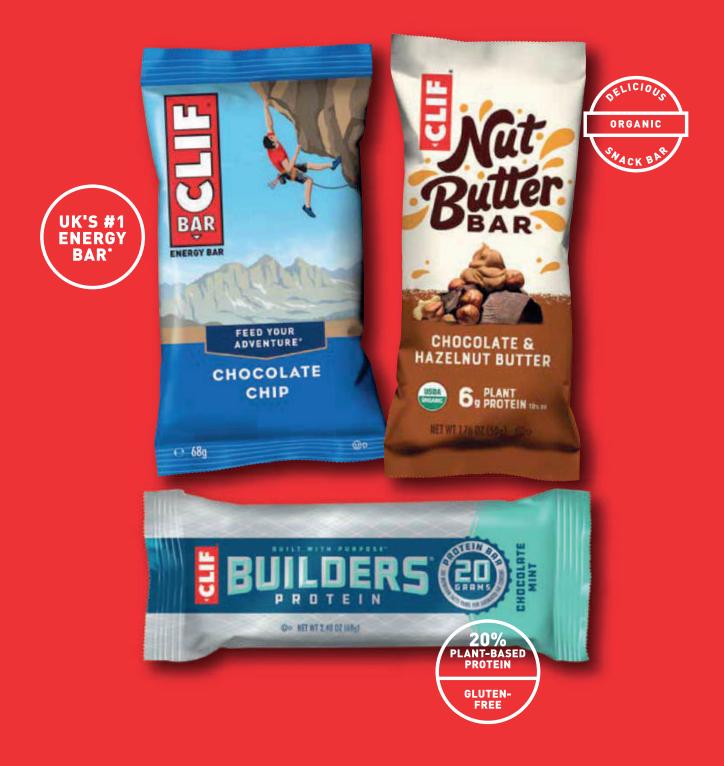
"For a more performance-based energy before and during exercise, Clif Bars provide carbohydrates for activity, Vitamin B12, which contributes to normal energy-yielding metabolism, and are a source of protein, helping to maintain muscle mass.

"Science aside, these plant-based bars are delicious and contain wholesome ingredients such as organic rolled oats."

Clif says its nutrition bars continue to set expectations of what snack and energy bars can be and reflect the company's commitment to crafting foods with purpose.

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PLANT BASED NUTRITION FOR ANY MOMENT

Ferrero UK

Treats for the whole family

DETAILS

Ferrero UK Ltd 889 Greenford Road Greenford UB6 OHE w: yourperfectstore.co.uk

KEY CONTACTS

Levi Boorer Customer Development Director

KEY BRANDS

Kinder Nutella With such a wide range of occasions and product formats falling within the snacking category, it is important that brands and retailers offer a variety of products to suit every shopper's needs, says Ferrero. The company offers a varied range of products that cater to the sector, from recognised brands including Kinder and Nutella.

Levi Boorer, customer development director at Ferrero, comments: "Whether it is to provide a parent with a tasty treat for their child after school or for an adult to enjoy with a hot drink on a break, this category presents a number of opportunities for retailers to consider. Ferrero's diverse portfolio contains a number of suitable products to appeal to shoppers, from brands they already know and trust."

Cooler treats

Following its successful UK launch last summer, the Kinder Chilled range – comprising Milk Slice and Pingui– is helping to bring incremental growth to the category with premium options that use high-quality ingredients, he says.

"With Kinder already an established chilled brand in Ireland, the range has resonated well with parents thanks to the high milk content in both products, with neither including artificial colourings or preservatives. This provides tasty products that offer a genuine point of difference to other products available in the UK.

"The value of the Kinder brand appeals to parents and children alike, also benefiting from the high levels of trust that parents already have in Kinder from its existing confectionery ranges."

Boorer adds: "Children are primarily interested in how something tastes, and are particularly fond of chocolate. While those flavours come through in both Kinder Chilled products to ensure they will enjoy the products, it is also important that parents can feel happy about giving Kinder Chilled as a treat for their child too.

"We have adapted our range since launch to suit what shoppers are looking for, introducing the Kinder Milk



•• Even with all the exceptional circumstances through 2020, convenience remains a key driver of purchase"



Slice, which has 40% milk content, in a multipack of three (RSP£1), providing a quick and easy option in store for parents to have at home ready for that treat moment."

Baked for an elevenses break

Suiting a completely different shopper mission within this category, Ferrero also offers Nutella B-ready, positioned to accompany a hot drink as part of an elevenses moment. The crispy baked wafer bar contains Nutella spread and is available in single and multipack formats, suiting on-the-go or at-home consumption.

"The Nutella spread has been a firm favourite in households for many years," says Boorer. "Offering it as part of this bar format enables shoppers to enjoy the perfect balance of taste and texture in more ways, suiting the demand for on-the-go snacking products with a product that contains 115Kcal per serving.

"Even with the exceptional circumstances we have all faced through 2020, convenience remains a key driver of purchase, so it is important for retailers to cater to different shopper missions by stocking the single and multipack formats separately in store, which has also been shown to generate incremental sales," Boorer concludes.



FULFIL Nutrition

Fuelling a healthy lifestyle

DETAILS

FULFIL Nutrition GB Ltd WeWork 55 Colmore Row Birmingham B3 2AA t: +353 1612 0656 e: joannemintz@ fulfilnutrition.com w: fulfilnutrition.com

KEY CONTACTS

Joanne Mintz Head of GB Marketing

KEY BRANDS

FULFIL Vitamin and Protein Bars Fulfil isn't your typical protein bar, says the company. When the brand launched, it set about disrupting the snacking market and, as the fastestgrowing brand in UK supermarkets, with 96% year-on-year growth¹, it notes it has cooked up a storm ever since.

Traditionally, snacking options are either tasty but not so good for you, or healthy but not so tasty, notes the firm. Fulfil bars aim to meet the best of both worlds: great taste and textures, while offering low-sugar and highprotein content. "Our flavours are really indulgent and offer consumers the flavours they know and love from the confectionery world, but with added benefits," explains Fulfil. "Unlike other bars, we also offer nine vitamins to support the immune function, reduce tiredness and release energy²."

As a result, Fulfil appeals to a wide range of consumers, it says. "We describe our target audience as Fulfilers – people who believe life is for living and grab any opportunity to get more out of it. Fulfil is here to fuel whatever adventure they want to grab hold of," explains the company.

Fulfil notes that life has changed beyond recognition in 2020, with Covid-19 impacting many consumers' work, leisure and shopping routines significantly. Consumers' snacking habits also changed during lockdown, it adds, with 56% of 18- to 34-year-olds admitting to snacking more throughout the day³. However, a sizeable 51% of the same age group claimed to be trying to eat more healthily³.

"To meet this changing behaviour, we have spent considerable time refining our online offering to ensure consumers can easily find the Fulfil





Consumers are starting to return to workplaces, so increasing in-store visibility and availability is key to capitalise on these trends" snack they want, when they want it," says the firm.

Post-Covid-19, research shows health and well-being figure highly as do pleasurable experiences and being entertained on digital platforms⁴.

"Consumers have spent more time on social media, so we swiftly changed the weight of our marketing budget towards digital during this time," it says. "However, we are now seeing some positive shoots of recovery in the healthy bar market. Consumers are starting to return to workplaces and stopping off to buy lunch, mid-morning or afternoon snacks. Increasing in-store visibility and availability is therefore key to capitalise on these trends."

Kate Lister, president of Global Workplace Analytics recently predicted that 25-30% of the workforce would be working from home multiple days a week by the end of 2021. "This is a key consideration for us as we plan our 2021 campaigns to ensure presence across newly relevant touchpoints both out of home and online," it says.

"Meanwhile, our future in-store marketing plans will focus heavily on supporting retailers to signpost healthy bars and our POS will always play an important part in that."

Source

- ¹ IRI Supermarkets 52 wks to 22nd March 2020
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The UK's fastest growing Brand in Healthy Bars +96%

CHOCOLATE

MIN & PROTEIN BAR



Source: *IRI Supermarkets, 52 weeks to 22nd Mar 2020

General Mills

A boom in better for you

DETAILS

General Mills Harman House 1 George St Uxbridge UB8 1QQ t: 01895 201100

KEY CONTACTS

Adrienne Burke Marketing Manager, Snacking Gerry Roads Senior Brand Manager, Snacking

KEY BRANDS

Nature Valley Fibre One Lärabar

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- 2018. What do you specifically look for on food and drink packaging when choosing what products to

buy for your household? 7 Nielsen 52 w/e 25 July 2020 With the increased spotlight on health, demand for guilt-free snacking has exploded. And with lowfat no longer the prime indicator of a healthier option¹, the term can mean different things to different people – from zero artificial ingredients to added nutritional benefits, says General Mills.

However, while the better-foryou category might be booming, it doesn't mean taste is taking a back seat. Product enjoyment is still very much the most important factor when choosing a snack², and brands that meet the permissible indulgence sweet spot are winning big.

General Mills says it is the number one driver of growth in the category, up £3m³ despite a lack of on-the-go missions during lockdown. It attributes this to the fact that its portfolio appeals to multiple snacking occasions – both in-home and when out and about.

The firm's brands include the UK's number two cereal bar Nature Valley⁴, weight management cake bar Fibre One and Lärabar – which it says is huge in the US and gathering momentum in the UK thanks to its minimally processed, real-food credentials.

The company adds that it offers "that all-important choice within each brand" too: Nature Valley spans everything from mid-morning fuel with its original Crunchy bars; "functional yet delicious snacks" with its Protein range; and a "more indulgent eat" with its Sweet and Salty flavours.

'Get Out More' campaign

This year General Mills is supporting the brand like never before, with its 'Get Out More' TV campaign and, new for 2020, a #visitnature partnership with Tripadvisor, which has seen it become the first-ever FMCG brand to join forces with the travel giant in Europe.





Sales of minimally processed, free-from snacks are on the rise" Through this campaign, the company is supporting UK tourism by highlighting amazing nature spots through curated content and local trips on the Tripadvisor website. Live now, the partnership will run until the end of October.

Product development

For Fibre One, which it says is going from strength to strength, up 38%⁵, it has renovated its Chocolate Fudge Brownie recipe, which offers 6g of fibre per bar, but now with 30% less sugar. According to Nielsen's Homescan survey, 42% of people check for the sugar content when choosing a snack⁶, says the firm, so by offering a 90-calorie treat with even less sugar, it maintains shoppers can have what they crave.

With people becoming more discerning about what they put in their bodies, sales of minimally processed, free-from snack bars are on the rise. At Lärabar, the company says it is leading the charge with its 100% vegan, glutenfree and dairy-free bars, made with no more than six real ingredients.

Since launching in the UK in 2019, the brand has already reached £1m sales value in grocery⁷.

BETTER FOR YOUS NACKING. BETTER FOR YOUR BUSINESS.



- General Mills is the **#1 driver of growth** in the category +£2.9M*
- A whopping £10m marketing spend over next 12 months
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Envis Snacks

Putting the WOW into snacking

DETAILS

Envis Snacks Ackworth Road Portsmouth Hampshire PO3 5JT t: 023 9262 7130 e: sales@envissnacks.com w: envissnacks.com Instagram: @envissnacks Facebook: Envis Snacks

KEY CONTACTS

Andy Brown Sales Director Dan Brown Business Development Manager

KEY BRANDS

Lorenz Pomstick Lorenz Crunchips X-cut Lorenz Curlys Lorenz Crunchips WOW Wanted Tortilla Chips Beer Nuts Envis Snacks supplies quality imported crisps and snacks, which it says provide choice and differentiation to retailers and wholesalers. The company also has exclusive UK import deals for Lorenz Snackworld and OK snacks products.

"We have had exceptional growth over the last few years having aligned the case and pack sizes of our imported products to the UK market," says sales director Andy Brown. "This includes case sizes of between 10 and 14 and having most of our ranges available with a £1 RSP. We pride ourselves on providing differentiated products to drive real incremental sales, such as Pomsticks and Curlys, as well as also offering choice for our customers through products like Crunchips X-cut and Wanted Tortilla Chips.

"We have a wide range of flavours in our portfolio – from chilli & lime to salted, as well as our most popular flavour across brands – paprika." Brown says the business continues



•• We're continuing to see growth in the key sharing bag market" to see growth in the key sharing bag market, both for products with a £1 price point and also larger bags for even bigger value, and has also just introduced two new Crunchips lines "with a real WOW factor", available in jalapeño & cream cheese and paprika & sour cream flavours. These, he says, are already getting people's taste buds tingling and drive great incremental sales opportunities for its customers."

LOOKING FOR NEW WAYS TO DRIVE CRISP AND SNACK SALES?

Then how about listing some Lorenz Products as they:

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JLM Global Foods

Popping in for a healthier snack

DETAILS

JLM Global Foods Ltd 37 Allington Way Yarm Road Business Park Darlington DL14QB e: sales@ jimglobalfoods.com w: jimglobalfoods.com

KEY CONTACTS

Daniel Moore Commercial Director

KEY PRODUCTS

Potato Snacks Soya & Potato Snacks Chickpea Snacks Inclusion Snacks Rice Snacks Corn Snacks The popped snacks sector is evolving with a new generation of snack products, due to the bringing together of more healthy ingredients and evolving popping technologies.

JLM Global Foods says it is leading this innovation on a global basis by investing in process and product development to drive the 'better for you' snacks category forward.

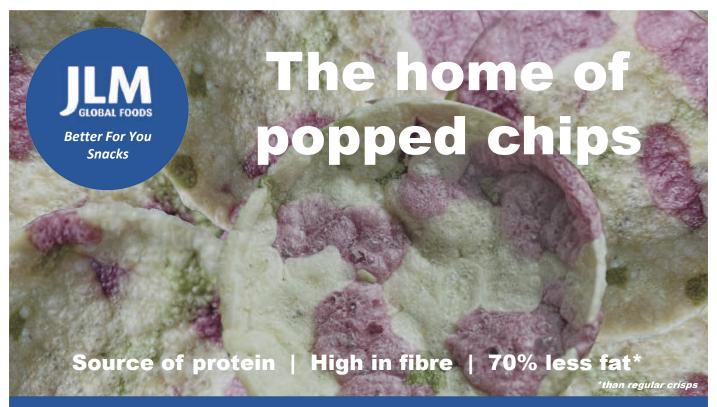
Daniel Moore, commercial director, says: "There is a rapidly growing demand for healthier snacks that offer more than just good flavour delivery on a familiar base. Our new generation of popped products deliver a great eat with a range of tasty and healthy bases made from chickpeas, purple sweet potato, oats and soy. We have refined the handling and preparation of our raw materials to lead the market in popped snacks that contain pulse, cereal and vegetable inclusions.

"We have also invested in developing new popping technologies with leading



We have refined the handling of our raw materials to lead the market in popped snacks" equipment manufacturers to create healthier popped snacks that can directly take on the extruded shapes market. These products are a source of protein, high in fibre and contain 70% less fat than regular extruded snacks."

JLM says demand for healthier popped snacks has increased dramatically across the UK and Europe this year as consumers aim to pursue a healthier and more active lifestyle.



We are a global leader in the manufacturing and supply of "Better For You" Private Label popped snacks and offer bespoke category solutions to the trade. We are experts in popping technologies and the bringing together of healthy ingredients from around the world that enables us to create award winning tasty snacks.

Contact us on +44 (0)1325 485484 or send an email to sales@jlmglobalfoods.com. Visit us at www.jlmglobalfoods.com

Grenade

Healthier indulgence

DETAILS

Grenade Marsh Lane Hampton in Arden Solihull B92 OAJ e: orders@grenade.com w: grenade.com

KEY CONTACTS

Alan Barratt CEO/Co-founder Phil Greenhalgh Sales Director

KEY BRANDS

Grenade Carb Killa

Sources

- 1 Nutrition Business, January 2020
- 2 IRI Marketplace Total UK, Market Protein Bars £Value Sales 12we 14.06.20
- 3 Market Measures Online Consumer Survey, July 2020 4 IRI Marketplace, Total UK
- Supermarkets, Grenade Carb Killa and Single Chocolate Bars at Brand Level, value sales, 52 w/e 12.07.20
- ⁵ IRI Marketplace, Total GB & NI Supermarkets, Protein Bars and Chocolate Singles at Brand Level, value sales, 52 w/e 12.07.20
- ⁶ IRI Marketplace, Total Market Actual £ value sales growth, Protein Bars & Single Chocolate Bars at SKU level, 104 w/e 29.12.19
- 7 IRI Marketpace, Total UK Protein Bars, 12 w/e 09.08.20
- ⁸ Market Measures Online Consumer Survey, July 2020

With two-thirds of people trying to lower their sugar intake¹, Grenade says it's not surprising that its low-sugar protein bar range, Carb Killa, is the best-performing in the market, with the top seven best-selling protein bars in the UK².

Available in 12 delicious flavours, the chocolate-coated, triple-layered Carb Killa bar contains significantly reduced sugar, with around 20% less than typical chocolate bars, says the company. With the two key purchase drivers being taste and health³, and 70% of Grenade consumers purchasing Carb Killa as a snack or a treat between meals⁴, Grenade suggests it's important that a wide Carb Killa range is available where shoppers are looking for their snacks, in high footfall impulse locations.

Low-sugar demand

The shift in demand for low-in-sugar and on-the-go snacks can be seen through Carb Killa growing at 39% year-on-year, versus chocolate singles, which are in decline at -4.3%⁴, says the company, adding: "This provides an opportunity for retailers to rethink their snacking offering to provide more healthier alternatives besides their treat lines in confectionery fixtures and high footfall locations to meet the change in shopper behaviour."

Leading retailers have already reacted to this change by introducing Carb Killa into impulse locations, alongside confectionery, and benefiting from Carb Killa, at a brand level, outselling all other chocolate impulse bar brands in UK supermarkets⁵, adds Grenade.

A result of not compromising on taste, Carb Killa delivers on meeting the consumer demand for lower sugar while offering "an indulgent, 100% guilt-free treat" it says, allowing the range to thrive from impulse locations where shoppers would be used to finding typical chocolate bars.

Meanwhile, Grenade prides itself on continuing to launch innovative new flavours into the market. The White Chocolate Salted Peanut bar became 2019's most successful NPD of the year



It's important to site the range where shoppers are looking for their snacks, in high footfall impulse locations"



in the UK⁶, driving more actual value sales growth than any other protein or single chocolate bar⁶, while the latest release, Salted Caramel has become the fastest-growing SKU in the market, despite launching during the Covid-19 lockdown⁷, explains Grenade.

Customer loyalty and frequency

Over 50% of shoppers who purchase Carb Killa for the first time become frequent purchasers within the category⁸, comments Grenade, providing valuable loyalty. This evergrowing awareness, trial and loyalty of Carb Killa, twice that of the nearest competitor⁸, is vital for incremental growth to a retailer's snacking range and delivers long-term growth potential for the snacking category.

Through offering the core Grenade Carb Killa range, retailers can benefit from this customer loyalty alongside having the highest cash rate of sale of any protein bar in the UK. "Paired with a high POR%, this makes the profitable Carb Killa range a must-stock amongst any snacking range," it says. "With the biggest barrier to purchase coming through shoppers being unable to locate the range in-store⁸, following Grenade's advice to create permanent space for Carb Killa in high footfall, impulse-led locations such as front of store or besides your confectionery range will ensure continued success and drive incremental growth to any retailer's snacking offering."



OFFER 6 CORE FLAVOURS IN IMPULSE LOCATIONS ALONGSIDE SNACKING AND CONFECTIONERY RANGES TO MAXIMISE SALES

BAR

OUTSELLING Chocolate

SINGLES FROM LEADING BRANDS^[2]

PROTEIN BAI

MORE PROFITABLE

WITH HIGHER CASH RATE OF SALE THAN LEADING CHOCOLATE SINGLES AND HEALTHY SNACKING SKUS^[3] WITH 1 IN 2 CARB KILLA PURCHASERS BECOMING FREQUENT CATEGORY SHOPPERS^[4]

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[1] IRI MarketPlace Total UK, Market Protein Bars £Value Sales 52we 12.07.20 [2] IRI MarketPlace Total UK Market, Single Chocolates and Grenade Carb Killa at brand level, Value Sales, 52we 12.07.20 [3] IRI MarketPlace, Supermarket Channel, Grenade Carb Killa SKU's versus key single chocolate bar SKU's. Value/Store/Wk 12w/e data to 12.07.20 [4] Market Measures Online Consumer Survey, July 2020

Halo Foods

A new Dream for Skinny bars

DETAILS

Halo Foods Estuary Road Queensway Meadows Newport NP19 4XA t: 01633 277600 w: halofoods.co.uk

KEY CONTACTS

Phil Devine Commercial Director

KEY BRANDS

Skinny Bar Skinny Whip Skinny Crunch Skinny Dream "If you've not yet heard of Skinny Bars, where oh where have you been?" asks supplier Halo Foods. The selection of low-calorie treats has taken the nation by storm, it says, and is now the fastest-growing snack bar in the country¹. The brand's expanding range includes flavours such as toffee, double chocolate, peanut butter crunch and dark chocolate and mint, which it says are wooing the country's dieting community.

Halo Foods set about creating a snack bar that offers "maximum indulgence with minimum guilt for calorieconscious consumers", it says. "For the Skinny Bar brand, commitment to healthy living is no fad, as their mission to providing the nation with low-calorie treats stretches as far back as 1993, when the Halo group became pioneers in the health foods sector by creating the very first snack bar to contain less than 100 calories," says the company, which maintains it has been blazing a trail ever since with its tasty offerings that include the Skinny Whip and Skinny Crunch products. "All of these have been a huge hit with UK consumers since hitting the shelves of retail stores Home Bargains, B&M, Heron, Farmfoods, The Range and Iceland," adds the company.

The brand has also made waves on social media, amassing a brigade of loyal consumers who shout about their Skinny Bar snacking experiences online. This, says Halo Foods, cultivates a real sense of community and has been key to the brand's continued success amidst recent difficulties within the retail climate.

Its latest offering, the Skinny Dream, is the company's low-calorie take on a premium chocolate bar – "set to rival even the most well-known treats outside of the snack bar realm". Following successful FSA panel testing, Skinny Dream is now exclusively available at Iceland stores and is set to be "another huge hit with calorieconscious consumers, on the hunt for a guilt-free treat", it says.

"Skinny's selling point is simple and distinctive: permissible snacking that's affordable, honest, delicious,



66 Our new product development roadmap is ambitious" and almost totally innocent when it comes to a calorie-controlled diet," says Halo Foods. The brand is on a mission to show that "scrumptious snacking does not have to come with the sacrifice of flavour", and sales figures and projections are bearing this out, says the firm.

Halo Foods managing director John Tague, says: "We're very excited to introduce the Skinny Dream bar and equally as excited about the overall direction and trajectory the brand is headed in." Of Skinny's ambitions for the future. Tague makes it clear that they're just getting started: "The rapid growth of the brand means we're on track to surpass sales of £100m by 2023, with the help of a new £8m production line investment. Our NPD roadmap is ambitious but proves there is an ever-growing appetite out there from consumers for the Skinny Bar range, which we'll continue to expand."

Source ¹ Food Strategy Associates

THE Sking Snacking Revolutions and states an



WWW.SKINNYBARS.CO.UK

Kallø

Shake-up for rice cakes

DETAILS

Kallø Foods (t/a Wessanen UK) River View 2 The Meadows Business Park Station Approach Blackwater, Camberley Surrey GU17 9AB tt: 01276 609 000 w:wessanenuk.com

KEY CONTACTS

Bryan Martins Marketing & Category Director Hayley Murgett Kallø Brand Controller

KEY BRANDS

Clipper Teas Whole Earth Kallø Mrs Crimble's Almond Breeze With at-home snacking occasions rising, Kallø can help retailers to build incremental sales. As the UK's No.1 rice and corn cakes brand¹, Kallø offers a broad portfolio spanning flavoured, topped and plain snacks to suit a range of consumer needs. The company says its fierce commitment to natural sourcing and premium flavours means the brand is well placed to meet growing consumer trends for more natural ingredients and quick-toprepare snacks.

"There is a huge opportunity to tap into with rice cakes," says Kallø brand controller Hayley Murgett. "Stocking the right range is key. Brands like Kallø that are innovating with delicious new flavours and variants – and can meet consumer demand for all-natural ingredients – will be key in unlocking future growth opportunities".

Kallø says it is driving category value with a 12% higher spend per trip than the rice cake average². Its products are suitable for vegetarians and vegans and do not use any artificial flavours, additives or preservatives.

Innovation packed full of flavour

There has recently been a lack of innovation within the rice cake category, says the company, but no more. "Kallø is shaking things up," says Murgett. "Taking the rice out of the rice cake, the brand has launched a tasty snack made entirely from vegetables.

"Kallø Veggie Cakes are brimming with plant-based goodness and natural flavour," adds Murgett. "Made from



Source ¹⁺² IRI Data, 52 w/e 20 June 2020 ³ Kantar Purchase Data to 22 March 2020, Usage Data to 29 Dec 2019







66 There has recently been a lack of innovation in the rice cake category, but no more" peas and lentils, Spinach & Pesto and Beetroot & Balsamic were the first flavours to hit shelves in Waitrose and Sainsbury's this summer.

"We launched Veggie Cakes to introduce new, younger consumers to the category and appeal to those looking to diversify their snacking choices," she adds. "Highly nutritious, Veggie Cakes are truly unique and offer a vegetable-based alternative packed full of mouth-watering new flavours."

The brand is showing its support for the new launch in Q4 this year with an integrated marketing campaign spanning geo-targeted display advertising, social media, in-store and online activations. "There are also plans in the pipeline to extend the Veggie Cakes range further, with exciting new flavour variants and packaging formats," reveals Murgett.

Naturally healthy

With one in two rice cake occasions being snacking³, they offer a great alternative to biscuits or crisps, says the company. "A lot of people turn to our chocolate-topped rice cakes as a low-calorie alternative to a chocolate biscuits," says Murgett. "It offers a guiltfree sweet treat without the calories and with more natural ingredients."

In addition, the business says its flavoured range, including Blueberry & Vanilla and Apple & Cinnamon, is also a popular choice with consumers looking for a sweet-tasting quick bite or alternative breakfast base.





kallø

veggie cake

SPINACH & PESTO

1.20

0.1g

0.2 0.1

FROM

The veggie snack saviour, packed full of flavøur.

 New plant based innovation driving +60% incremental category value sales

Made from Lentils & Peas - taking the rice out of rice cakes!

 Two exciting variants packed full of delicious flavour

B

Call øn kallø to drive incremental category sales

eagle cake

BEETROOT

8kl fat saturates sugar all local 1.1g 0.1g 0.3 0.1

Kettle Foods

When it's special, Kettle

DETAILS

Kettle Foods Ltd 38 Barnard Road Bowthorpe Norrwich Norfolk NR5 9JP t: 01603744788 e: info@kettlefoods.co.uk w: kettlefoods.co.uk

KEY CONTACTS:

Kizzy Beckett Kettle Senior Brand Manager Sarah Henden Metcalfe's Brand Manager

KEY BRANDS Kettle Metcalfe's Kettle Chips, the UK's leading hand-cooked crisp brand¹, has launched a new campaign 'When it's special, Kettle', which champions the brand as "the perfect accompaniment to life's special get-togethers and moments of celebration" says the firm.

Running throughout the autumn and up to Christmas, the campaign is being executed through out-of-home and online media channels, along with PR support. "It highlights Kettle's place as the perfect companion to close friends and cold drinks, when more special treats are called for," says the firm.

The campaign runs alongside Kettle Chips' all-year-round sponsorship of ITV's *James Martin's Saturday Morning*, which the company says reinforces the brand's premium, foodie credentials and ensures it remains top-of-mind when consumers are planning a get-together or buying a snacking treat.

Festive makeover for core range

To celebrate Christmas, Kettle Chips is also having a festive makeover, with limited-edition packaging featuring a ribbon and blank gift tag, so crisp fans can add a personalised message when taking a bag to a festive gathering.

Kizzy Beckett, Kettle senior brand manager, says: "There is a desire to trade up at Christmas as shoppers indulge more², and consumers often tell us that Kettle Chips are special enough to gift, so we have designed festive wrapping across our range to make Christmas sharing moments even more special and add strong shelf stand-out to encourage impulse purchase."

In addition, following "exceptional" demand last year, Kettle Chips will be





•• Christmas and New Year provide some of the best opportunities for snacking" bringing back its Christmas special, Truffled Cheese & a Splash of English Sparkling Wine. The limited-edition product includes English sparkling wine from the Winbirri Vineyard, based locally to Kettle Foods in Norfolk. Last year, sales grew by 86%³, which the company says confirms that its "distinctive flavour and classy pack design are perfect for festive parties".

Beckett continues: "Christmas and New Year provide some of the best sales opportunities for snacking. Kettle Chips has all the ingredients to maximise the festive occasion – 100% British potatoes and delicious real food seasonings, brought together in stunning festive packs."

Metcalfe's reinvention

The other brand in Kettle Foods' portfolio is Metcalfe's, offering a range of tasty popcorn and rice cakes, including a range of products under 100 calories. Metcalfe's has recently undergone a major brand reinvention, with a new look to rejuvenate the feelgood snacking range.

Based on the insight that consumers are looking for guilt-free tasty snacks, Metcalfe's new brand personality is brought to life by angel and devil characters on boldly coloured packs to ensure on-shelf stand-out.

Sarah Henden, Metcalfe's brand manager says: "The snacks category has evolved significantly over the last few years. As one of the original popcorn brands and innovators of Sweet 'n Salt, it felt only right that Metcalfe's should lead this with a brand rejuvenation designed to make it easy for consumers to enjoy tasty snacks they can feel good about eating."

Sources

- ¹ IRI Marketplace, Total Market, Total Sharing Crisps & Snacks, Retail Value Sales
- 52 weeks to 09.08.20 ² Kantar & IRI data, 4 weeks to Xmas 2019 branded groceries 49% vs. 47.1% for full year
- ³ IRI Marketplace, Total Market, Kettle Truffled Cheese & Wine (2019) vs 2018 Limited Edition, Retail Value Sales 12 Weeks to 29.12.19 vs 12 Weeks to 30.12.18



Special Moments all wrapped up FROM THE UK'S FAVOURITE HANDCOOKED CRISP BRAND



"IRI TOTAL MARKET DATA TO 9/8/20

KIND Snacks

With Kindness in mind

DETAILS

KIND Snacks 5-9 Hatton Wall Farringdon London EC1N 8HX e: marketing@ kindsnacks.co.uk w:www.kindsnacks.co.uk

KEY CONTACTS

John McManus **UK Marketing Director**

KEY BRAND Kind Bars **Kind Protein** Kind Breakfast

When it comes to snacking, Kind Snacks believes you shouldn't have to choose between delicious and nutritious. So the company has brought both together, with recipes full of flavourful, high-quality ingredients.

"We are really proud to be the number one snack bar singles brand in the UK1, and the fastest-growing major brand¹," says UK marketing director John McManus.

"When lockdown hit in the UK. our first thoughts were how we could spread small acts of kindness to those most in need. We set up a postcard club to help fight loneliness among the most vulnerable and sent over 1.5 million bars to key workers to help power them though such challenging times."

As for consumers, the company had to think of new ways to reach them. In-store, it focused on off-shelf pointof-sale (POS) and secondary space to disrupt the shopper and remind them to stock up. "We'll continue to do this and have some really exciting activations planned for 2021. We've put a much bigger focus online and are pleased to see this business growing at speed. In fact, on certain online retailers, we've seen growth greater than +280% since lockdown!" adds McManus.

As the UK faces challenging times with the continuing threat of Covid-19 and the economy in recession, Kind Snacks says it remains committed to providing consumers with tasty snacks. "We've just launched potentially our best-tasting bar vet, Salted Caramel Dark Chocolate, as well as our first seasonal bar, Apple Almond Spice," says McManus. "Post the 2008 recession, healthy biscuits were actually the fastest-growing category



S With such an emphasis on health at the moment. we are confident that healthy snacking will boom"

as a result of the 'lipstick effect', where consumers indulge in smaller treats.

"With such an emphasis on health at the moment and the government discussions front of mind, we are confident that healthy snacking will boom, so we want to support it with a killer marketing plan for 2021."

This marketing plan includes the firm's first large-scale charity partnership, with mental health charity CALM. "The pandemic is one the biggest challenges faced this century and has changed the world as we know it," says McManus. "The next challenge will be flattening the mental health curve. Along with Calm we're encouraging people to strengthen their mental health through kindness in their communities."

"We'll also focus on educating consumers on health. With the new government guidelines, it's more important than ever that consumers know what they are eating. We are proud our bars are made with over 60% whole nuts, so plan to hero the humble nut throughout 2021."

All of this comes amid sampling activity with over three million people, he says, as well as investing more than £3m in media and launching new products throughout the year.



Sources 1 Nielsen 52 weeks £ sales to August 2020

KIND is the UK's #1 snack bar singles brand^{*}

gluten free | high fibre | whole and natural ingredients

stock up now

*Nielsen Total Market Snack Bars 52 weeks to 11/07/2020



KP Snacks

KP taps into snacking trends

DETAILS

KP Snacks The Urban Building 3-9 Albert St Slough SL12BE w: kpsnacks.com

KEY CONTACTS

Mark Thorpe Chief Executive Andy Riddle Group Sales Director Kevin McNair Marketing Director

BRANDS

Hula Hoops McCoy's **KP** Nuts Butterkist popchips Tyrrell's Skips Pom-Bear Penn State Nik Naks Wheat Crunchies **Space Raiders** Discos Frisps Roysters Brannigans

Sources

1 Kantar, April 2020 2+3+5+9+10+12 Nielsen Scantrack, 11.07.20 4 Nielsen Total Impulse, MAT unit sales, data to 25.01.20 6 Nielsen Scantrack, 16.05.20 7 Nielsen, May 2020 8 Mintel, 2018 11 KWP Usage, 52 w/e Oct 2019 13 Nielsen, MAT 2014 to 2019 Bagged snacks are a vital driver of retail growth with demand showing no sign of slowing, says KP Snacks. Crisps, snacks and nuts (CSN) is a resilient category that plays into multiple occasions and missions. While consumer demand within segments is shifting, CSN is growing, with in-home snacking occasions up 47% year-onyear (YOY)¹.

Andy Riddle, group sales director, KP Snacks, says: "The top CSN category driver is taste, and we are in the business of making greattasting snacks that serve a number of consumer and shopper occasions."

KP says its snacks portfolio is growing at +6.3%, ahead of the overall category at +3.5%². It traverses "category-driving" trends including 'together time', 'mealtime magic' and 'positive picks', adds the company.

Together time

Consumers are looking to brands and products to make the 'big night in' feel like the 'big night out'. The sharing segment is worth £1.2bn, the largest within CSN, and growing by 9.8%³ with 38% of all convenience bagged snack sales in sharing⁴.

Described as a "premium" brand, KP says Tyrrell's offers a range of crisps, nuts and popcorn. With a £50.1m RSV⁵, Tyrrells products are purchased by over 5.9m households.

The company suggests its Butterkist brand is suited to a family movie night, with a selection of products to satisfy all tastes. As the UK's largest popcorn brand at £48.3m RSV⁶, it adds, Butterkist is significantly outpacing category with +31.4% growth vs total popcorn at $8.7\%^7$.

Positive picks

Meanwhile, the healthy snacking occasion is growing in value at +10.4%⁸, much faster than other categories, says the firm.

The KP portfolio includes 32 products that are 100 calories or fewer per pack including Pom-Bear, Hula Hoops Puft, Skips, popchips and Space Raiders.

KP says popchips is a beacon brand in healthy snacking with an RSV of



Consumers are looking to brands and products to make the 'big night in' feel like the 'big night out' "



 $£32.1m^9$. "With a third less fat than the market leader, this range hits all the right taste and calorie notes for consumers," says Riddle.

The company's KP Nuts brand calls out the protein and fibre contents on-pack with the aim of appealing to health-conscious shoppers. This, says KP, has driven 11.6% growth for the brand¹⁰.

Mealtime magic

Sandwiches and snacking favourites remain the cornerstone of the lunch occasion, with nearly 40% of sandwich lunch occasions featuring CSN products¹¹, reveals the firm. With in-home consumption increasing, there has been a marked rise in multipack sales, adds KP.

Meanwhile its Hula Hoops brand, described as a "family lunchtime favourite", is seeing the Original version growing by 15% YoY and 16% YoY in multipacks, it says. Ridged crisp brand McCoy's, delivered in a variety of flavours and formats, is worth £133.1m and growing in value by 4.5%¹².

Riddle concludes: "We are proud to have delivered £142m RSV growth to the CSN category over the last five years, almost one-third of overall category growth¹³. As an agile manufacturer, we will continue to pivot where needed while using the strength of our brand portfolio to help our retail partners grow."

We are here to help you grow your business











...as the largest contributor of category value growth in the last 5 years!*



We're creating even more Happy Snacking Moments, as we continue to grow +6.4% year on year

*Nielsen Scantrack, MAT Value Sales, 2014 v 2019 [†]AC Nielsen, MAT to 08.08.20.

Find out more at kpsnacks.com

LSI Netherlands

Beefy approach to snacking

DETAILS LSI Netherlands address, tel, web etc

KEY CONTACTS

Laura Trivulzio Marketing Director

KEY BRANDS

Jack Link's Beef Bars in Original and Sweet & Hot

Source

- ¹ Nielsen, % growth YOY, MAT to Aug 2020
- Nielsen: August 2020
 www.morningadvertiser. co.uk/Article/2020/06/15/ Will-the-premium-pub-snacktrend-continue-after-Covid-19 -lockdown?

Jack Link's is the world's number one meat snacking brand, and the fastest-growing jerky and biltong brand in the UK¹, says owner LSI Netherlands, meeting consumer demands for high-protein, low calorie, on-the-go snacking options.

The brand's sales figures highlight this, growing in double digits $(+34\%)^2$.

Savoury opportunity

With nutritional benefits being important to consumers, the company says Jack Link's has identified a gap in the market for a savoury protein bar that is a permissible, guilt-free snack. Available in two flavours including Original and Sweet & Hot, each bar is made with 100% beef and provides just 65 calories per bar.

Jack Link's Jerky and Biltong also fulfils consumer demands for lowercalorie, protein-rich snacks, says the company. "As we settle into the new normal, there is a greater focus on



•• There is a greater focus on more conscious snacking choices" healthier eating and more conscious snacking choices³," comments Laura Trivulzio, marketing director for Jack Link's.

The company continues to make large contributions to innovation in the snacking category, with an investment of \pounds 2m into a two-year marketing programme to drive growth in the ambient jerky and biltong sector.



1. LARGEST BRAND BY VALUE SALES IN AMBIENT JERKY & BILTONG CATEGORY IN C-SECTOR. BASED ON THE VALUE SALES NIELSEN MAT AS OF 11.07.2020 2. HAYSTACK & ISI RESEARCH, APRIL 2018 & AUGUST 2019 (VS. LEADING BRANDS IN THE JERKY & BILTONG CATEGORY BASED ON VALUE SALES NIELSEN MAT AS OF 17.07.2019)

LSI Netherlands

Peperami packs in the protein

Peperami e: feedback@ peperami.com

KEY CONTACTS

Pavan Chandra Marketing Manager. Peperami

KEY BRANDS

- Peperami Snack Boxes:
- Peperami & Cheese
- Peperami & Crunchy Corn Puffs
- Penerami Chorizo
- & Cheddar Cheese **Peperami Chicken Bites:**
- Pep'd Up
- Smokin'
- Peperami Jerky:
- Original; Hot
- Peperami Salami Sticks: Original; • Hot; • Firestick

Sources:

- ¹ Nielsen, August 2020 ² Food Navigator, 'Coronavirus: company results reveal shift
- to indulgence, 21 April 2020 ² www.bbc.co.uk/news/
- education-53238366

Peperami remains the number one chilled meat snacking brand in the UK¹, with a focus on driving innovation and popular tastes and flavours that resonate with consumers. The brand is growing in double digits, up 14%, with market share now at $55\%^{1}$.

As a result of Covid-19, there is more consumer demand for familiar food products and store cupboard staples². With consumers spending more time at home, it has resulted in snacking occasions significantly increasing among adults, children and families3.

"One of the key trends emerging out of lockdown is that consumers are embracing a renewed focus on their health and making healthier snacking choices," says Peperami marketing manager Pavan Chandra.

Peperami says its range of products delivers on the growing consumer demand for protein snacks. As well as the Peperami Original meat stick, the brand has introduced a



6 One of the key trends emerging from lockdown is a renewed focus on health"

variety of options suited to on-the-go consumption, including Peperami Snack Boxes, Peperami Jerky and Peperami Chicken Bites.

"Peperami has added new Smokin' Chicken Bites to its meat snacks," says Chandra. "Launching across the trade, the product is made with 100% chicken breast pieces and is ovenbaked, not fried."



Natural Balance Foods

Keeping life in balance

DETAILS

Natural Balance Foods Drakes Park, Long Crendon, Aylesbury HP18 9BA t: 0345 862 5340 w: https://eattrek.com/ https://eatnakd.com/ e: Marketing@ naturalbalancefoods.co.uk

KEY CONTACTS

Louise Cullinane Senior Brand Manager, Nákd Georgina Crook Senior Brand Manager, Trek

KEY BRANDS

Nákd Trek Natural Balance Foods (NBF) says it was one of the first suppliers to establish 100% plant-based and wholefood ingredients within the UK snack bar category and now has two of the top brands – Nákd #1 fruit & nut bar range and Trek #1 protein flapjack range – in the cereal bar category¹.

With the single cereal bar and sports nutrition market, worth £127m² combined, NBF says it is taking a huge step forward with both brands, in an ambition to explode healthier alternatives in the single bar category.

Sixty-nine per cent of consumers are looking for healthier alternatives on the go³, reveals the company, yet only 3% of consumers find it easy to do so. Key snack propositions within the single bar market include chocolate-based with 66% regularly consuming⁴ and sports nutrition being a key growth driver of single bar sales.

In 2020 Nákd launched new Drizzled Chocolish multipacks, which it says have been extremely popular since they launched in April – generating £1m YTD. The bars have a soft fruit and nut centre and are dipped and drizzled in Nákd Chocolish – its wholefood answer to chocolate. All bars have 100% natural ingredients and no added sugar.

Going bigger

Nákd has identified the need to go bigger to appeal to a broader singles consumer as research has shown the number one reason for snacking is to satisfy hunger, while a snack which is filling is the second most important factor for consumers⁵. This September, the brand is introducing a Big Bite 50g bar, which will be available in three flavours: Peanut Chocolish, Double Chocolish and Raspberry Chocolish.

Sources 1 IRI Worldwide, Retail Data,

- Total Cereal Bar, 20.07.20 2 IRI Worldwide, Retail Data,
- Total Cereal Bar, 20.07.20 3 MCA & HIM Healthier Eating
- Survey, November 2018 4+5 Mintel, Consumer Snacking
- Report, May 2019 6 Mintel, Attitudes towards
- Sports Nutrition, August 2019 7 Mintel, Attitudes towards Sugar and Artificial
- Sweeteners, September 2019 8 IRI Retail Data L52WE
- 28.03.20



•• We have seen a real opportunity to fill a gap in the market" Louise Cullinane, senior brand manager for Nákd, says: "The new singles format is aimed at unlocking those indulgent treat occasions within the impulse category when shoppers are looking for a snack that delivers a tasty and healthy snacking option while on-the-go."

Trek is introducing a brand-new offering – Power bars, focused on closing the gap between the functional cereal bar and sports nutrition sectors. Despite 62% of consumers believing plant-based protein is a healthier alternative to animal-sourced protein⁶ and 53% of consumers being concerned about artificial sweeteners⁷, there is no product achieving both simultaneously (high plant-based protein with no artificial sweeteners) in the Top 50 in sports nutrition category⁸, says the firm.

The Trek Power bars consist of two sweet treat-inspired bars, enrobed in a natural chocolate alternative, with 15g of plant-based protein and no artificial sweeteners. They are aimed at consumers living active lives, seeking a healthier, vegan treat. "It's the next step for Trek as a brand," says Georgina Crook, senior brand manager for Trek. Providing delicious, 100% plantbased energy treats without artificial sweeteners, is at the heart of what the brand does. We have seen a real opportunity to fill a gap in the market."



OUR BIGGEST BITE YET from the UK's

NO.1 HEALTHY SNACK BRAND*

MIND. BLOWN.

*HIM Healthy Snacking Report 2018



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OKO.

GLUTEN

Nestlé

Say Yes! to plant protein

DETAILS

YES! Snacks Nestlé Confectionery UK&I Nestlé House Haxby Road York Y0911XY e: rosamunde.barnett@ uk.nestle.com e: jim.hansen@ uk.nestle.com w: yessnacks.com

KEY CONTACTS

Rosamunde Barnett Brand Manager Jim Hansen Sales Manager

KEY BRANDS

YES! Snacks

This summer, Nestlé UK has launched a new range of Yes! snack bars, with each bar containing 10g of plant-based protein, sourced from a combination of peas and nuts.

Recent research¹ has shown that most people buying protein bars are now looking for more innovative protein sources, with no additives, says the company. Plant protein is a preferred option to support an active lifestyle, it explains.

Like the rest of the Yes! range, the new protein bars contain wholesome ingredients, are a source of protein, are high in fibre, use no artificial colours or preservatives, are gluten-free and suitable for vegetarians it adds.

Pea protein trend

Unlike most other protein bars, the new Yes! bars tap into an emerging trend towards pea protein, explains Yes! snacks, adding that this provides a new choice to consumers looking for more pioneering plant protein alternatives.

The new bars come in two flavours: Almond, Peanut & Double Dark Chocolate; and Cashew, Blueberry & Dark Chocolate. Nuts are the number one ingredient, delivering a combination of crunchy pea and nut, with a coating of smooth dark chocolate, made with sustainable cocoa certified by the Rainforest Alliance. Each bar has an RRP of £1.59².

A targeted media campaign, with social media, direct-to-home sampling activity and shopper marketing, is being used to support the launch.

The bars are wrapped in recyclable paper from sustainable sources,



Source ¹ Cargill survey, April 2019 ² Pricing is at the discretion of the retailer



•• People are increasingly looking for options that are good both for themselves and the environment" certified by the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification.

Rosamunde Barnett, brand manager for Yes!, says: "People are increasingly looking for options that are good both for themselves and for the environment. In developing these new Yes! bars, we chose pea and nut protein to really stand out from other bars on the market. At the same time, we made sure that taste was our top priority, and these bars really do taste amazing."

In-store siting

Retailers are advised to site Yes! plant protein bars in their healthy snacking fixture, next to lifestyle protein/ enhanced well-being products, which typically have between 8g-12g of protein and are eaten by consumers to provide a top-up in nutrients and for a balanced diet. As such, they serve different needs than functional protein/ enhanced performance bars, as these typically contain up to 20g protein and are eaten by consumers to fuel-up before expending energy.



SHOPPERS ARE SAYING

TO PLANT PROTEIN

- 10g PLANT

SOURCE OF PROTEIN INVERTIGATION INVERTIGATION INVERTIGATION

PAPER PLEASE RECYCLE





Pea protein projected growth is **3x bigger** than soy protein

TASTY BY NATURE

26% of snack bar eaters are interested in bars with additional health benefits

PAPER

GROW YOUR SALES WITH PLANT PROTEIN

1. Whey, Soy and Pea Protein Market Trends in Sports Nutrition, Lumina Intelligence 2. 2018 Global Protein Report 3. Sweet Biscuits & Snack Bars, Mintel - UK - March 2020. Source of protein – protein contributes to the normal maintenance of muscle mass.

*Reg. Trademark of Société des Produits Nestlé S.A.

Cocod

RECYCLABLE VER PACKAGING

PepsiCo

All the bases covered

DETAILS

PepsiCo Green Park 450 South Oak Way Reading Berkshire RG2 6UW w: pepsico.com

KEY CONTACTS

Fernando Kahane Marketing Director for Walkers Snacks

KEY BRANDS

Walkers MAX Walkers Sensations Walkers Oven Baked Walkers Wotsits Giants Wotsits Doritos Doritos Stax Off the Eaten Path Pipers

Sources

- 1+6+8 Nielsen, data MAT to w/e 22.08.20 - Walkers has largest brand share of all brands within potato chips (29.8%)
- ² Nielsen, Savoury Stacks Global, Total Coverage, Doritos value % share of TC MAT w/e 23.05.20
- ³ Nielsen, data to w/e 29.12.19, Kantar WPO 52 w/e 11.08.19
 ⁴ Nielsen Scantrack, RSV MAT
- 24 wks in market, 22.08.20 5 Kantar WPO data, Spicy &
- Beef Flavour Segments Spend Growth YOY, Aug MAT. 7+9 Nielsen Scantrack, Sharing
- Segment Growth YOY, August 2020

Crisps and snacks play an important role as part of the snacking and food-to-go occasion, says PepsiCo, so it's important that brands and retailers are able to meet shopper demand with the right selection of products.

Fernando Kahane, marketing director for Walkers Snacks at PepsiCo UK & Ireland says: "Although the disruption over the past few months has impacted many of our shopping habits, shoppers continue to turn to the brands and products they know, trust and love. This presents retailers with a great opportunity to support customer demand. Whether that's for snacks that are big on flavour or products great for sharing, our portfolio offers the perfect range to choose from. Walkers is the nation's favourite crisp brand¹, while Doritos is the UK's number one tortilla chip brand²."

Core is key

"Our core Walkers flavours continue to play a key role within the savoury snacks category," adds Kahane.

"Salty, cheesy and vinegar flavours account for half of all sales in the UK (49.1%)³ snacking sector, so it's important that retailers focus on these, capitalising on the sales opportunity they provide.

"This doesn't mean there's no room for innovation, though, as it's the new flavours that attract shoppers and drive additional basket spend. Earlier this year, we introduced Doritos Flamin' Hot Tangy Cheese, which has delivered £4.3m RSV⁴, since being introduced into the market."

Demand for maximum flavour

Bold flavours continue to contribute to growth within the savoury snacks category and open up a number of sales opportunities for retailers, explains Kahane.

"Meat and spicy flavours, in particular, have experienced doubledigit growth over the past year⁵ and we are meeting shopper demand with the introduction of Walkers Max Double Crunch," he says. "This gives shoppers twice the crunch of Core Max



•• The sharing segment in snacking represents huge potential, with continued growth of 15% RSV in the latest 12 weeks⁶"



and an even more intense taste. It's proved popular, delivering +£12.8m RSV year-to-date (YTD) and helping to make Walkers Max the fastest growing PepsiCo snacks sub-brand⁶.

Sharing formats

The sharing segment in snacking represents huge potential, with continued growth of 15% RSV in the latest 12 weeks⁷, he reveals.

"Walkers Max has performed strongly, with share bags and multipacks seeing growth of +56% and +141% YTD respectively⁸.

"Earlier this year, we also introduced Wotsits Giants, offering shoppers a super-sized sharing format of our family favourite Wotsits, which has helped to grow the brand by 45% YTD⁹.

Coming soon

"Snacking continues to remain an important part of people's everyday lifestyles, which is why we continue to invest in new campaigns and flavours as a business," says Kahane.

"Over the next few months, we will be launching a brand-new Christmas flavour and a huge on-pack promotion across two of our most popular brands respectively – keep your eyes peeled for more information soon."

HEAT FLAVOUR CRUNCH



MAXIMISE YOUR SALES WITH WALKERS MAX

Perkier

Perking up our immunity

DETAILS

Perkier Foods Ltd Dorney House 46-48A High St Burnham Bucks SL1 7JP t: 07834 267571 e: ann@perkier.co.uk w: perkier.co.uk

KEY CONTACTS

Ann Perkins Director

KEY BRANDS

Perkier +Immune bars Perkier Active Culture Bars Perkier Nutritious Energy Bars Perkier describes itself as an innovative British company on a mission to perk up the nation's wellbeing and protect the planet.

"We are launching a UK first with our +Immune range of deliciously decadent plant-based bars," says Perkier co-founder Ann Perkins. "Made with all-natural ingredients and containing 100% of your daily Vitamin D, C and B12, they are a tasty way to boost the immune system and protect against respiratory infections, like seasonal flu and coronavirus."

+Immune Bars

The range initially features two bars: Nutty Toffee with Dark Chocolate and Salted Caramel with Dark Chocolate, both launching into two of the top four mults this autumn, reveals Perkins.

"Perkier's new +Immune range debuts the only food or drink products in the UK that provide 100% of your daily Vitamin D, C and B12," she says, "They have been designed in direct response to government health guidelines to support consumers' immune systems, providing a powerful alternative to supplements."

The nuts in each Perkier +Immune bar contain healthy fats to increase absorption of Vitamin D; 5g prebiotic chicory fibre for a healthy gut (70% of the immune system resides in the gut); 6g protein; and are under 160 kcals per bar, adds Perkins. "Vitamin B12 is added to support vegan diets, as 50% of vegans are deficient in vitamin B12¹," she adds. "You can enjoy them as a tasty mid-morning or afternoon snack, on-the-go, post-workout or why not get creative and add pieces to smoothie bowls?"

Active Cultures bars

Perkier is also launching a range of Active Culture Bars, designed to create a happy, healthy gut, reveals Perkins. "Madagascan Vanilla with Dark Chocolate and Blueberry with Dark Chocolate are a clever switch-out for dairy-based gut health shots, drinks or yoghurt and are an all-natural and indulgent alternative to dull daily supplements," she says.



•• We will reach over one million consumers by the end of 2020 and five million by the end of 2021" "Each bar contains billions of active cultures which, using advanced technology, are clinically proven to be 1,000 times more effective² than dairy cultures at surviving the gut transit (most dairy cultures are killed by the stomach acid).

"Combined with 5g of prebiotic fibre (the food for the probiotics), the probiotics help improve digestive health, immunity, protein absorption and can even boost mood."

Perkier snacks are designed to be tasty, harness cutting-edge nutritional functionality and contribute to a better planet. "Tastes good. Does you good. Doesn't mess up the planet' is our mantra" says Perkins. "We are a proudly independent and innovative British company, operating in a marketplace full of big brands. We make ethical and sustainable choices, donating excess bars to foodbanks and using 100% recyclable packaging."

The future is Perkier

The new launches are supported by an integrated and targeted marketing campaign with digital marketing, influencer outreach, sampling, PR and consumer press advertising, as well as price promotions. The impact of this activity, she says, is "we will reach over one million target consumers by the end of 2020 and over five million by the end of 2021".

Source

 ¹ European Journal of Clinical Nutrition, 21 July 2010, 64(9):933-939
 ² J Mol Microbiol Biotechnol, 2008: 14(1-3):90-9

THE UK'S ONLY NEW + MMMUNE SUPER BARS 100% OF YOUR VIT D, C & B12

PERKIER active culture bars

SALTED CAR



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TASTES GOOD. DOES YOU GOOD. DOESN'T MESS UP THE PLANET.

RM Curtis

Meeting healthy snacking needs

DETAILS

RM Curtis & Co Ltd 95 Camberwell Station Road London SE9 7JJ e: sales@rmcurtis.co.uk w: snackingessentials.com

KEY CONTACT

Lynne Tempest Sales and Development Director

KEY BRANDS

Snacking Essentials Funtime Fruits Curtis Catering

Source

Our eating habits are changing, particularly during these challenging times, says RM Curtis. Whether working from home, at the office or on-the-go, consumers are seeking healthier products and, in particular, high-fibre, protein-rich natural snacks and home-baking products. This, in turn, has driven an increasing demand for new products featuring healthy ingredients, as demonstrated by the growth of the nuts sector, which in quarter one of 2020 saw growth of 16%¹.

Snacking Essentials' new Wholefoods range of nuts and dried fruits, featuring eight different varieties, aims to address this demand. In premium, resealable doy pouches, they're great for sharing, snacking and for use in baking, salads or main meals, says the company. "Only the very best nuts and dried fruits have



• Consumers are seeking high-fibre, protein-rich natural snacks and homebaking products"

mar h

200ge

been selected. The entire range is suitable for vegetarians, and all but one are suitable for a vegan diet," it adds.

California Walnuts

Heading up the range is the new 200g pack of California Walnuts.

"The Central Valley of California has the perfect climate for growing consistently great-tasting premium walnuts," says Lynne Tempest, Snacking Essentials' sales and development director. "Lighter in

colour and with a mild taste, California Walnuts meet the strict criteria we set for inclusion in our Snacking Essentials range. They are an excellent addition to our offering."

As promised by the brand strapline 'Good in so many ways', they provide consumers with a wholesome, tasty snack solution, with each 30g portion of California Walnuts providing 2g of fibre and 4.6g of protein, adds Tempest.



¹ Kantar: 4 w/e 22 March 2020

California Walnuts,

the only choice for the new Snacking Essentials range, now available at The Food Warehouse by Iceland.

- 🕨 100% Natural
- I00% California Walnuts
- ▶ 100% Quality
- Choose California Walnuts



Soreen



Soreen's new squidgy addition

DETAILS

Soreen Marshall Stevens Way Stretford Manchester M17 1PP t: 0161 874 4100 e: sales@soreen.com w: soreen.com

KEY CONTACTS

Richard Holden Sales Director

KEY BRANDS

Soreen

Taste and enjoyment remain a top priority in any snacking range but in the midst of the pandemic, health is becoming increasingly important, says Soreen.

Beth Brown, marketing director, notes: "As the nation's consumers look to cut calories and boost their general health and wellbeing, healthy snacking choices are returning to pre-lockdown levels. Soreen retains an enjoyable treat-like taste without being high in sugar, plus malt loaf is also low in fat and a source of fibre – all important for a healthy and nutritious diet.

"This autumn, we're launching Soreen's new vegan and plant-based Loaf Bar Multipacks, which come in three deliciously squidgy flavours – Chocolate, Banana and Malt. Our multipacks will enable shoppers to grab a healthy choice fast, whether they're returning to the office, staying at home, or in need of an energy boost for exercise."

Soreen's Fruity 5 Buttered Slices and Malt Buttered Slices are also widely available as part of retailers' meal deal offers and, at just 150 calories and 40% less sugar than the average cereal bar', they offer a tasty lunchtime treat, says the firm.

"Lunchbox occasions are on the rise, and our school-compliant individually wrapped 30g Lunchbox Loaves provide a healthy and tasty snack," says Brown. "They contain less than 100 calories each, are over 50% less sugar and 70% less fat than the average cake bar¹."

Source ¹ www.soreen.com/nutritionals



Deliciously Squidgy Energy

Soreen





AVAILABLE IN FOOD-TO-GO Buttered Slices sold in half of UK grocery outlets Worth £2.6m*



*Source: IRI Grocery Outlets 52WE 18th July 2020

Interested? Contact our sales team at sales@soreen.com

Symington's

Embracing the new normal

DETAILS

Symington's Thornes Farm Business Park Pontefract Lane Leeds LS9 ODN t: 0113 2706061 w:https://symingtons.com

KEY CONTACTS

Christine Everett Head of Snacking

KEY BRANDS

Mug Shot Naked Ragu Chicken Tonight Twistd The Hungry Elephant "Symington's has always had a clear focus on taste and this is particularly apparent across our snacking portfolio," says head of snacking Christine Everett. "Alongside taste, our snacking brands never compromise on both convenience and health, and this is really what makes Naked and Mug Shot stand out from their competitive set.

"Leading with taste while maintaining health credentials and low preparation times is also the approach we take to NPD. We've consistently listened to our consumers, kept abreast of the latest trends, and launched products that fit with their lifestyles."

Covid-19 has changed a lot of things, acknowledges Everett, but in snacking it's more a change of occasion rather than a change in priority. "Consumers still want great-tasting healthy food that they can prepare quickly, but people are naturally eating more in the home rather than on-the-go as a result of home working or being on furlough. The boom in 'on the hob' is a good example of this," she says.

"We've just launched 'Naked Five-Minute Noodles', our first ever on-thehob product, as a response. The range of flavour profiles we've selected in a category which is largely dominated by standard flavours, and the 750% and 250% less fat and sat fat versus competitors, really make Naked Five-Minute Noodles stand out."

At-home occasions

Everett says the firm is prepared for the shift to the more flexible out-of-office working patterns to be longer term. "We're in the fortunate position that our snacking brands can fit easily with the rise in at-home occasions, as well





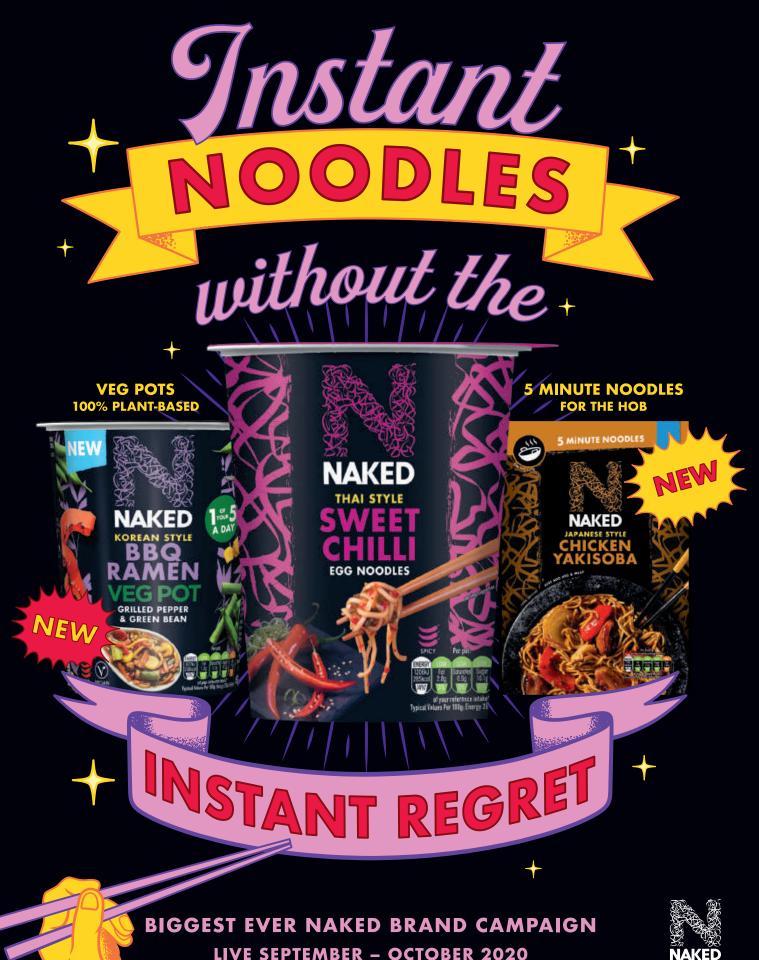
• People are naturally eating more in the home rather than on-the-go as a result of home working or being on furlough. The boom in 'on the hob' is a good example of this" as office working," she says. "We'll continue to monitor trends, research, listen to consumer opinion and innovate accordingly.

"Traditionally, ambient goods like ours have performed well in tough economic times and we'd expect health and wellbeing to rise even further to the top of the agenda. We only need to look at the government's recent campaigns to know it's on consumer minds, and we're confident in how both Naked and Mug Shot perform in this respect. We've just launched Naked Veg Pots which are one of your five a day."

Despite Mug Shot and Naked's health credentials, the brands continue to strive for improvement, she adds. "We're constantly looking at salt and fat content and pushing for all green GDAs. Plastic is another area we're looking at and have made significant changes in our factories to help reduce our footprint in this area.

"We're very proud of our snacking brands and feel we've got a lot to shout about. We've just launched a big new consumer-focused campaign for Naked, which will really bring to life our challenger brand mentality. In January we'll have some great news on Mug Shot, so expect to see a major campaign in the early months of 2021 and a brand-new look for the range."

#1 AUTHENTIC INSTANT NOODLE BRAND*



*Source: Nielsen Scantrack 52w/e 08.08.2020

Tayto Group

One-stop-shop for snacks

DETAILS

Tayto Group Limited Princewood Road Earlstree Industrial Estate Corby, Northants NN17 4AP t: 01536 204200 w: taytogroup.com

KEY CONTACTS

Matt Smith Marketing Director

KEY BRANDS

Mr Porky Midland Snacks Real Pork Crackling Co Golden Wonder Tayto Real Handcooked Crisps

Sources

¹ IRI Market Place, Total GB, Total Pork Snacks, Value, MAT to 17 May 2020

- Norstat, 4,009 pork snacks occasions, Jan 2020
 IRI Market Place, Total GB, Total Crisps, Snacks & Popcorn, Value – Pork Snacks +7.1% vs CSP +2.6% YoY, MAT to 17 May 2020
- to 17 May 2020 ⁴ Norstat, 1,808 pork snacks consumers, Shoppers in Supermarkets, Convenience, P&T, Discount stores, Jan 2020
- ⁵ IRI Market Place, Total GB, Total Pork Snacks, Value, MAT to 17 May 2020
- ⁶ IRI Market Place, Total Snacks, Ringos +33% and Snacks +3.5%, Value, 52 w/e 9 Aug 2020 vs 11 Aug 2019, Total GB

Tayto Group, the UK's largest family-owned snacks business, says it has "snacking sorted", with an extensive portfolio covering crisps, snacks, popcorn plus the leading pork snack brands¹ – Mr Porky, Real Pork Co and Midland Snacks – providing retailers with a 'one-stop-shop'.

Profit from pork

Pork scratchings are a uniquely British snack, beloved by generations, offering great opportunities for incremental sales, as well as strong profits as they are VAT-free, says the firm.

Matt Smith, marketing director at Tayto Group, explains: "While synonymous with the pub, 44% of purchases are in supermarkets or convenience². Pork snacks are the fastest-growing snacking segment: +7.1% year-on-year, almost three times faster than the category³.

"Some of this is driven by pub closures but, given over 80% of pork snacks are consumed with a drink², in-home consumption has further growth potential as people continue to 'take the pub home'."

Retailers can maximise sales by tapping into the shopper behaviour. Tayto's research highlights that one in five consumers will not buy another snack if pork scratchings are not available⁴, making them a 'must-stock' item, explains Smith.

"Smart merchandising can drive sales," he says. "Consumers talk about buying scratchings on impulse from the 'offie' – i.e. a convenience store or forecourt – so hanging pork snacks clipstrips with BWS or with crisps and nuts will capture these sales."

Changing face of pork snacking

As category leaders¹, Tayto says it is driving further growth by introducing a completely refreshed range with awardwinning products and new formats including clipstrips and pubcards for easy merchandising.

Smith explains, "All of our brands have been updated to maintain their relevance. The new pack designs have broader appeal and are underpinned by traditional cooking methods using



•• In-home consumption of pork snacks has further growth potential as people continue to 'take the pub home' "



the finest ingredients and signature seasonings."

Highlights from the range include: • Mr Porky, the number one brand with 44% share⁵ includes our best-selling Original Scratching, so shoppers will continue to see a familiar face on shelf. • A new premium product – Mr Porky Hand Cooked Scratchings, with a Great Taste Award-winning recipe, handcooked in small batches.

• Midland Snacks Traditional Scratchings, another Great Taste Award-winning product. These artisanal hand cooked scratchings are the ultimate pub snack and Tayto's best-selling pubcard, says the firm.

• For a modern twist, The Real Pork Co Golden Crunch and Crispy Crackling offer a lighter eat. Double-cooked by hand in small batches with a seasoning with no nasties (no artificial flavours, MSG or gluten), their premium packaging reinforces the brand's foodie credentials, says the firm.

Golden Wonder-ful growth

Golden Wonder Ringos is another Tayto Group brand growing faster than the market⁶. Smith explains its success, "Flavour has always been at the heart of Golden Wonder, with 'more punch per crunch' across the range. Consumers are becoming more health aware and Ringos' growth is because it delivers a fully-flavoured snack from 59 calories per pack at a great price."



- Pork snacks are growing **almost three times faster** than Total Crisps, Snacks & Popcorn market¹
- Stock the top two pork snacks brands²
- 19% will not buy another product if a pork snack isn't available³ - so don't miss out on these incremental profits

SOURCES:

IRI Market Place | Total GB | Total Crisps, Snacks & Popcorn | Value | Pork Snacks +7.1% vs CSP +2.6% YoY | MAT to 17 May 20
 IRI Market Place | Total GB | Total Pork Snacks | Value | MAT to 17 May 20
 Norstat | 1,808 pork snacks consumers | Shoppers in Supermarkets, Convenience, P&T, Discount stores | Jan 20



SNACKING SORTED



Tyson Foods

Satisfying the hungry homeworker

DETAILS

Tyson Foods Europe 130-140 Eureka Park Upper Pemberton Ashford Kent TN254AZ e: customerservice@ grabits.co.uk w: grabits.co.uk

KEY CONTACTS

Felipe Castillo Head of Marketing and Innovation

Sources

- ¹ How will Covid-19 lockdown impact our eating habits?, AHDB, April 2020
- ² Coronavirus and the social impacts on Great Britain, ONS, 14 August 2020
 ³ Focus on healthier snacking,
- The Grocer, 23 May 2020

Grabbing a snack on the way to work used to be second nature for the average office worker, but Covid-19 has changed this dynamic, says Tyson Foods. A total of 503 million more in-home meals per week were eaten during lockdown¹, and 78% of UK workers are now mixing home-working and travel, with 23% working exclusively from home². With Google searches for healthy snacks up 110% in May 2020³, it's clear people are snacking more and seeking healthier options.

Felipe Castillo, head of marketing and innovation, Tyson Foods Europe, explains why Grabits, which is high in protein and low in fat, is the healthy choice: "Grabits Chicken on a Stick is made with 100% real chicken breast, which is marinated, flash-fried and cooked in a steam oven to retain succulence and packs a flavour punch. Containing less than 3% fat, Grabits offers a high-protein, low-fat alternative to standard calorie-laden snacks."



← A total of 503 million more in-home meals per week were eaten during lockdown¹"



break or lunchbox". Castillo adds: "Consumers are interested in and demanding spicy food, and Grabits is responding. We plan to expand our range with more exciting world flavours."

Kantar

Meat snacking has grown 12.3% in the past year*





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KEY CONTACTS

Andriy Garbuz CFO **Nick Baverstock** Head of Sales and Marketing Max Rubin Head of Operations Elena Shamova SMM

KEY BRANDS

YAAR Nordic Yogurt Bar with Kefir Cultures: Vanilla, Strawberry, Cloudberry, **Double Chocolate**

Have you ever tried a yogurt that you can hold in your hands? If not, you are in for a treat, according to award-winning British brand Yaar, which is behind the UK's first range of handheld chilled yogurt bars.

Each 40g Yaar bar is made with fresh Nordic yogurt, wrapped in Belgian chocolate and contains billions of gutfriendly kefir cultures, says the firm. Each bar is under 140 calories, and balances the thick and creamy taste of vogurt with the consistency and texture of cheesecake, it adds.

The Nordic Yogurt Bars come in four different flavours: Double Chocolate, Cloudberry, Strawberry and Vanilla.

Crowned winners of the Best New Brand category at the World Dairy Innovation Awards (June 2019), Yaar's new and improved recipe now includes gut-friendly kefir cultures, which forms part of the brand's mission "to bring the delicious goodness of dairy to everyday handheld snacking and make it



66 Recent market volatility acted as a catalyst to strengthen the gut health trend" available to more consumers than ever before", it says.

"It's a unique product concept with a distinct value proposition," says Yaar Bar CEO Andriy Garbuz. "Recent market volatility acted as a catalyst to strengthen the gut health trend. Demand for gut-friendly foods will continue to rise and we are prepared to offer them a product that delivers on taste, convenience and health."



Now with Gut-Friendly Kefir Cultures!

SOURCE OF

PROTEIN

info@yaarbar.com | @yaarbars | yaarbar.com







KEEP (HILLED

Unilever

A world of flavours

DETAILS

Unilever Unilever House Springfield Drive Leatherhead KT227GR t: 0800 010109 w: unilever.co.uk

KEY CONTACTS

Stuart Jeffrey Pot Brand and Snacking Brands Lead, Unilever UK&I

KEY BRANDS

Pot Noodle Pot Pasta **Asian Street Style** Lost the Pot Noodle

The nation's eating habits have changed over the past few months, with a substantial rise in at-home dining. One thing that hasn't altered, however, is the desire for a quick, easy and satisfying snack.

Whether it's portable options consumers can grab on-the-go as they return to work or a tasty snack they can enjoy at home, Unilever says it offers shoppers a wide range of options, full of flavour and inspired by the world's most popular cuisines.

From its original Pot Noodle, through to Pot Pasta, Asian Street Style and the more recently launched Lost the Pot block noodle, Unilever is a one-stopshop when it comes to great-tasting snacking and meal options, it says.

Stuart Jeffrey, pot brand and snacking brands lead at Unilever UK&I, explains: "Many of us have been busier than ever, balancing work with home life, so quick and simple meal ideas have been hugely popular in recent months. Shoppers are searching for snacks and meals that require minimal time, but with maximum flavour and that's why cupboard staples, like noodles and pasta, are a must-have."

A helping hand

Lockdown has created a nation of home cooks, with a huge 103%¹ rise in assisted cooking compared to prelockdown with people looking for tips and inspiration to speed up the process.

Jeffrey says: "Nothing has answered people's demand for tasty and timesaving meals more than our recently launched Lost the Pot block noodles. Noodle lovers can enjoy them either on their own or get creative and pimp up one of the three flavours - Roast Chicken, Curry and Sweet Chilli - with extra ingredients. The new format helps

Source

- ¹ Kantar Usage Panel, in-home and carried out, consumption, total food & drink, lunch occasion, 4w/e 19 April 2020 vs April 2019
- ² Low in saturated fat over 30% less sat fat vs competitors (compared to 44 similar products currently sold in the UK, January 2020)





NEW

6 Cuisines from across the globe are flying off the shelves as consumers attempt to whip up the perfect fakeaway moment in the comfort of their home"

snack or meal that packs the flavour."

Jeffrey continues: "Flavour will always be important to consumers, no matter the preparation time. This is even more important than ever before, with cuisines from across the globe flying off the shelves as shoppers attempt to whip up the perfect fakeaway moment in the comfort of their home."

The popular Pot Pasta range recently underwent a refresh and now boasts a portfolio of Italian home comforts, including Spicy Arrabbiata, Bolognese, Creamy Carbonara and Tomatoey Mozzarella, he says. At the same time, the Asian Street Style range offers oodles of taste with a wide choice of flavours, including Thai Red Curry, Malaysian Laksa, Japanese Miso Noodle Soup and Vietnamese Beef Pho.

Powering up our health

Pot Noodle is constantly innovating and responding to consumers' health concerns, so new Lost The Pot block noodle is set to become a popular option, he adds. "With over 30% less saturated fat compared to competitors² and no artificial preservatives, colours or added MSG, it's great for those who want to live a more balanced lifestyle."



GRABUNER BYTE NODES



FROM THE UK'S NO.



STOCK UP NOW

Walaber form or o september. Welsen Market Share: GB Total Coverage, Product Share: Mini Meals, 2020. Welsen Retail Measurement Service for the Mini Meals - Pots segment for he 52-week period ending 28/12/2019.

- Taps into the increasingly popular block noodle format, now worth £75m¹
- Helps busy families with a quick and easy dinner solution



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