

# Frozen



**SLOW  
BAKED  
FLAVOUR  
READY  
IN FIVE**





## McCain Foods (GB)

# Providing meal inspiration

### DETAILS

**McCain Foods (GB) Ltd**  
Havers House  
Haver Hill  
Scarborough  
North Yorkshire YO11 3BS  
t: 01723 584141  
w: [mccain.co.uk](http://mccain.co.uk)

### KEY CONTACTS

**Mark Hodge**  
Marketing Director

### KEY BRANDS

**McCain Home Chips**  
**McCain Crispy French Fries**  
**McCain Jacket Potatoes**  
**McCain Roast Potatoes**  
**McCain Skin on Fries**  
**McCain Gastro Chips**  
**McCain Sweet Potato Fries**  
**McCain Naked Oven Chips**

Frozen product sales did well during Covid, so when looking at the results for this year, it would have been natural to see a decline as more and more people take advantage of eating out again, says McCain. However, it has become clear that behaviours have changed for the long term as a result of the pandemic; consumers have continued to buy and see the benefits from frozen.

McCain's research shows that consumer recognise there are now more exciting frozen products and varieties have expanded to meet even more needs. This includes more options that support healthy or lifestyle choices, such as free-from or plant based as well as more variety and taste with options replicating out of home favourites.

We anticipate that consumers' needs and tastes will change again post-pandemic and that at-home eating will become more prevalent. Consumers will still want meals that mark special occasions, but are good value for money. Providing meal inspiration will be important for brands – such as fakeaways on a Friday night or something family-friendly and easy to cook. So items such as microwavable Jackets, which are also energy-friendly, are likely to grow in the coming months.

### Flavour excitement

In April 2020, McCain launched Flavour Maker as part of the company's Something Nice for Tonight assortment of products that aim to inspire consumers to opt for something more exciting. "With this range, we wanted to make it easier for our customers



“Consumers recognise there are now more exciting frozen products, and varieties have expanded to meet even more needs”

to cook with modern restaurant flavours by exploring new options. The range currently includes BBQ and Chimichurri. However, the latter will be replaced by Takeaway Style Salt and Pepper from March next year.

“This range has proved very popular as it allows shoppers to enjoy more interesting meals without having to opt for out-of-home visits, which is now much more palatable due to consumers tightening the purse strings as a result of the current economic climate.”

### Merchandising around occasions

From a merchandising perspective, there are two key jobs to do: helping shoppers find their favourite product and showcasing products that prompt meal ideas. McCain's strong brand identity helps shoppers find their favourite product and navigate the fixture, while a full programme of promotional support and feature activity ensures frozen potato remains visible and accessible. In-store and online activation helps highlight products and bring them together to inspire ideas and provide solutions for shoppers. Balancing the favourite category-leading products with new and different items is important to show shoppers how frozen food offers both great quality and delicious innovation.





**Analysis**

# Cold comforts

**Frozen sales have slowed since the pandemic, but the category still has plenty to shout about**

With the cost-of-living already hitting UK consumers' wallets, frozen suppliers, which saw their category flourish during the pandemic, are eyeing up another chance to win over consumers who will be curtailing their out-of-home spend in favour of entertaining and socialising at home.

In the past year, the frozen seafood category has declined 8.6%, ahead of total frozen food at 3.2%<sup>1</sup>, explains Mark Adams, senior category manager (frozen) at Young's Seafood. "A key driver has been shoppers moving back out of natural fillets and prawns, which is down to a combination of having less time to cook from scratch at home, as well as a return to buying

their equivalent products in chilled. With children back to school and the return to the workplace, fish finger consumption has also declined due to fewer in-home occasions.

"However, there are still opportunities for growth in the right areas of the category. Sales of Young's Gastro brand are up 17% vs 2019<sup>2</sup>."

Jim Shearer, marketing director at Birds Eye, notes that frozen food continues to be an essential part of everyday life, with 99.2% of UK households purchasing frozen products<sup>3</sup>. More households are buying into the category than breakfast cereals, take-home soft drinks or bread<sup>4</sup>, he says, and in-home frozen

**Contents**

<b>McCain Foods (GB)</b> .....	<b>2</b>
Enabling shoppers to recreate restaurant favourites at home	
<b>Analysis</b> .....	<b>3</b>
While the frozen category has seen some decline since the heady heights of lockdown, the cost-of-living crisis is giving suppliers the opportunity to re-invigorate sales by inspiring consumers with convenient options to recreate their out-of-home experiences in their homes	
<b>Bannisters Yorkshire Family Farm</b> .....	<b>8</b>
Creating inspiration with its hassle-free hasslebacks	
<b>Birds Eye</b> .....	<b>10</b>
Helping shoppers to get more from their money with frozen	
<b>Dr. Oetker</b> .....	<b>12</b>
Investing in its brands throughout the shopper journey	
<b>Quorn Foods</b> .....	<b>14</b>
Delivering meat-free options to help people and the planet	
<b>Seafood from Norway</b> .....	<b>16</b>
Leading the way in sustainable fishing practices	
<b>THIS</b> .....	<b>18</b>
Shaking up the frozen category with plant-based products	
<b>VLAM</b> .....	<b>20</b>
Bringing Belgian quality potato options to the UK market	
<b>Young's Seafood</b> .....	<b>22</b>
Retaining shopper interest with category-leading brands	

This supplement to The Grocer was published by: William Reed Ltd, Broadfield Park, Crawley, West Sussex RH11 9RT. TEL: 01293 613400  
**EDITOR:** Ellie Woollven  
**DESIGNER:** Michael Joslin; Stuart Milligan; Nick Figgins; Beth Johnson  
**PRINTERS:** St Ives

© William Reed Ltd, 2022



## Analysis

consumption is up 9% since 2018 – the equivalent of 80m additional occasions<sup>5</sup>.

Katrien De Nul, promotion manager with Belgian organisation VLAM, says the frozen food category has grown by 13.5% in the UK<sup>6</sup>, with the average household now spending an additional £25 a year on the category<sup>7</sup>, compared to pre-pandemic levels. “The UK market is a key focus for Belgian producers, not only because of the evident growing appetite for processed potato products, but also the proximity, which makes the two nations natural trading partners and allows for reduced food miles and produce to arrive in the best possible condition,” she says.

### Growing the meat-free sector

According to Quorn Foods marketing director Gill Riley, the frozen meat-free category is currently worth £270m<sup>8</sup> and the marketplace has been very busy over the last 12 months with lots of new entries and innovation. The brand’s Takeaway range, launched into freezers a year ago, has been “a huge sales driver for the category, already worth £2m<sup>9</sup>”, she says, “with more additions in the pipeline”.

Historically, plant-based eating was labelled as a category for vegans, says Birds Eye’s Shearer. “But what we’re noticing now is a larger base of shoppers adopting a flexitarian lifestyle – 16% up from 13% 2YA<sup>10</sup>.”

The company’s Green Cuisine brand is now in its third year of consecutive growth and is worth £18.3m<sup>11</sup>, he reveals, predicting that plant-based consumption will rise to five times its current size over the next 15 years<sup>12</sup>.

### Shifting consumer perceptions

McCain Foods is among several suppliers pointing to a positive shift in consumers’ image of frozen since Covid. “During the pandemic, frozen foods helped households realise how the category can stretch budgets, reduce waste and help families feel more prepared during times of scarcity and shortages,” it says. “Consumers tell us that, as they tried more frozen foods, they were impressed with the quality, taste and the broader range of options.”

Since Covid, frozen food has expanded to more meal occasions outside the traditional evening meal, with the 19% growth in lunchtime



occasions featuring frozen food in the last two years a prime example<sup>13</sup>, says Birds Eye’s Shearer. The increase in scratch cooking and consumers also moving into assisted and convenience meals, looking for products that help them to make quick and easy dinners, have helped to drive this trend. “During this time we saw many of the traditional barriers to purchase removed as people changed their perception on frozen, appreciating the quality and nutritional value it offers,” he says.

Paula Wyatt, head of marketing pizza at Dr. Oetker, agrees that consumers are now appreciating what frozen has to offer – “outstanding quality and innovation, great value from promotions, and helping households manage food waste and budgets”.

Lockdowns and working from home have caused people to cook more explore at-home alternatives, which has resulted in a sharp rise in the consumption of innovative frozen

potato products, says VLAM’s De Nul. Belgian producers offer a huge range of convenient potato variants, as well as restaurant-inspired concepts such as rösti or pommes noisettes, she says.

While shoppers have reverted to their original shopping and consumption habits since Covid restrictions were lifted, they have discovered the benefits that frozen – and frozen fish specifically – offers, says Young’s Adams. “In particular, they wanted quality and freshness and they found this in frozen fish when it’s preserved in its most natural way. There’s no doubt that this improved the perception of frozen food during this period.”

### Cost-of-living challenge

Now, as the UK moves into a period of economic uncertainty for many, frozen will continue to be a much sought-after category, says Birds Eye’s Shearer. “However, while consumers will be looking to get the most out of their



# Managing the category under HFSS

While it is still very early days in the implementation of HFSS legislation, frozen suppliers have been taking the measures into account for some time. Not all sectors will be affected, however, with pizza and ice cream seen as the most likely to be hit.

HFSS requirements or considerations by retailers will undoubtedly bring changes to the frozen aisle, with the traditional promotional ends like ice cream being removed or reduced, to be replaced with categories such as frozen vegetables, which provide the opportunity for

wrapping around ends or ice and frozen fruit becoming permanent placements on end, says Birds Eye's Shearer. "The reformatting of stores in light of HFSS guidelines could also allow space within the fixtures to offer hotspot/promo bays to continue offering value to consumers."

Pizza brands have been preparing for the implementation of HFSS legislation for some time now.

"Minor recipe revisions to our core ranges mean that over 60% of our volume is compliant," says Dr. Oetker's Wyatt. We've also introduced The Good Baker brand, also HFSS-compliant

and offering a healthier choice, with its fully vegan and vegetarian range."

McCain Foods, meanwhile, says it has been reviewing and improving the nutritional quality of its products for 14 years, so incorporating HFSS was very much a part of its ongoing journey. "The majority (95%) of our products were already HFSS-compliant, but with small tweaks to the outlying products, none of our range will be restricted under this legislation," it says.

Adams at Young's Seafood says the company is fortunate that many of its products are non-

HFSS due to the high protein content and natural benefits that fish contains. "The implementation of HFSS offers an opportunity for frozen seafood to become more prominent across the market and fill the meal solution left by the likes of pizza and ready meals. Retailers should be exploring how aisle ends and gondolas can be used to better merchandise seafood."

"We are taking advantage of this opportunity by increasing our in-store media spend this year, highlighting our new products and helping shoppers navigate the category with door stickers and aisle fins."

money, the majority also aren't willing to compromise on the nutritional value of their choices<sup>14</sup>. As such we are seeing trends such as health and the rise of plant-based continue to play an important role in the frozen category over the past year or so," he says.

As household incomes become squeezed, we expect shoppers to return to the frozen aisles as they seek out quality at an affordable price, adds Adams at Young's Seafood, "We mustn't forget that sales of standalone freezers grew exponentially during lockdown and that increased storage space in the home still exists."

As consumers evaluate all of their spending in the current climate, Dr. Oetker's Wyatt says the brand has seen less frequent purchases in its pizza portfolio, although this is still worth £174m. "Despite that, we are seeing growth in several key areas," she says. "Our vegan portfolio is now worth over £6m and growing 20% year on year<sup>15</sup>,

with ranges from our key brands all appealing to different consumers at different occasions."

Naturally, consumers will be feeling the pinch this autumn as the cost-of-living crisis impacts spend, says VLAM's De Nul. "The expectation is this will limit the amount consumers will be dining out, but they will still be looking for at-home luxury by recreating restaurant-quality dishes. Retailers should be prepared for customers to be looking to trade up as more UK consumers look to save money by celebrating big seasonal events such as Halloween, Bonfire Night or the Football World Cup at home. Quick and convenient potato variants are ideal serves for entertaining at home."

Quorn Foods' Riley says that while sustainability and health remain the key drivers for shopping in meat-free, as consumer awareness is heightened around diets, and the everyday impact on the planet and consumers'

health, value has become the key purchase motivator and is at the forefront of many shoppers' minds, as cash-conscious consumers look to save money amid the increasing cost of living. Within this, the at-home 'fakeaway' trend is increasing, with those consumers who still want a treat despite cutting back, she says.

"Last year we were eating around 10m takeaways a week<sup>16</sup>, but [frozen] meat-free options remain quite limited," she observes.

## Pursuing sustainability

Despite the cost-of-living challenges, suppliers are still focused on their sustainability goals, which they believe are particularly important to the younger generation of consumers.

"It's estimated that the global population will reach almost 10bn by 2050<sup>17</sup>," adds Shearer. "Not only is this a staggering number but it also serves as a timely reminder of some



## Analysis

of the challenges we are yet to face when it comes to sourcing our food. In order for the planet to feed this many people, it is pivotal that our industry invests in processes and approaches to food production that doesn't destroy biological diversity but rather actively replenishes it."

Birds Eye's target is of 100% of its vegetables to be sourced through sustainable farming practices by the end of 2025 and it has already reached 88% across its entire frozen vegetable range (100% for peas).

Sourcing fish responsibly is also key to its activity and the QR code printed on its Birds Eye fish packs enable shoppers to trace the origin of the fish. In other activity, it has reduced 90 tonnes (t) of wrap from its Goodfella's pizzas, 68t of film from its Aunt Bessie's potato packaging and 35t of packaging from its Birds Eye Fish grills range (based on 2021 volumes). Its aim, says Shearer, is to reach 100% recyclable consumer packaging.

Also turning its focus on achieving 100% recyclable packaging by 2025, Young's Seafood had already removed 170 metric tonnes (mt) of paper packaging and 200mt of plastic packaging in 2020, says Adams. "Ninety per cent of our branded packaging is now recyclable, which puts us well on track to meeting our 2025 commitment.

"We also continue to be driven by the pillars of our 'Fish for Life' principle, which focuses on how we can source fish in a responsible manner to help protect the environment."

Developments have already been made within the production methods of the Belgian potato sector to tackle packaging and plastic, reduce the carbon footprint and water usage to help create the confidence of a sustainable product with full traceability, reveals VLAM's De Nul. "This includes initiatives like the Farm to Fork Strategy, which addresses the challenges of sustainable food systems and recognises the link between people, planet and profit.

"A range of efforts have been taken to increase sustainability in potato production and processing in Belgium and the sector actively participates to reach sustainability goals."

McCain Foods says it is on a journey to produce more planet-friendly food.



"As a family-run business, we've always sought to do the right thing – working closely with our 250 British potato farmers to ensure a sustainable future for generations to come." The company is particularly proud of one of its recent commitments, which is to ensure that, by 2030, every potato grown across the UK – and worldwide – is done through regenerative agriculture practices, it says.

Meanwhile, McCain agreed a new packaging strategy last year with a focus on 100% recyclable materials by 2025. To achieve this target, it is focusing on three main areas: designing packaging to be 100% recyclable; promoting the development of the infrastructure required for flexible plastic packaging; and identifying commercial alternatives of food-grade approved LDPE post-consumer recycle plastic, to be able to include a percentage of recycled content in its flexible packaging.

Quorn's Riley says that influencing sustainable diets is at the heart of the company's business strategy. Quorn mycoprotein, the main component in all Quorn products, uses 90% less land and water and produces 95% less carbon emissions than equivalent beef products<sup>18</sup>, she notes. "Our mission is to provide healthy food for people and the planet. We are working with retailers to help them play a part, by encouraging shoppers to make purchasing decisions that will reduce their impact on the environment. By 2030, we aim to be serving 8 billion meals a year and to become a net-positive business."

### And what of the future?

Dr. Oetker recognises the significant challenges for shoppers ahead that will inevitably change behaviours, says Wyatt. "However, we think frozen is well placed to take on the challenges – we've already seen some spend transferring from chilled to frozen and



# Livening up frozen merchandising

Frozen food merchandising in-store still remains relatively static in style, with little in the way of new initiatives in the sector. So what do suppliers think retailers should be doing to improve the frozen food aisle?

“Retailers can help shoppers by using their fixtures to reflect how shoppers plan for meals, using proven merchandise flows, by providing inspiration and, ultimately, by making the category easy to navigate,” says Birds Eye’s Shearer. “The flow of products and the right adjacencies within frozen can inspire shoppers and help them add

to their trolley. For example, chicken small pieces sited beside fish fingers can create a kids’ teatime occasion or roast potatoes flowing into Yorkshires and vegetables can complete the plate for a Sunday roast.”

Interestingly, he suggests introducing new initiatives such as taking frozen ‘out of’ the frozen aisle, by siting freezer units in other areas of the store to complement chilled, fresh and ambient products or placing a unit within the chilled meats area filled with frozen roast potatoes, vegetables and Yorkshire puddings to create a cross-category roast dinner solution.

Making the frozen fixtures easy to navigate is the primary advice from McCain, which says activation and signage can play a part in creating inspiration and highlighting solutions.

Inspiration through recipe development and testimonials could also make the potato category grow into a top performer for a retailer’s business, adds VLAM’s De Nul.

Adams at Young’s Seafood notes that frozen food has had a long-standing challenge of dwell time compared to ambient categories. “Open freezers create a cold, uninviting environment, which

reduces the time shoppers want to spend down the aisle,” he says, adding that the problem is magnified further by the fact it is often last on the shopping list and the last aisle visited by shoppers.

From a retailer perspective it’s important to have equipment that is operating correctly and not to have iced-up freezers or misted doors, making it difficult to shop, he says. From a brand perspective, it’s important to ensure pack designs stand out behind the glass and are clear and simple to assist shoppers in navigating the category.

expect spend to come in from out-of-home occasions,” she says.

With tremendous growth in previous years, frozen fulfils many shopper needs: value for money, reduced waste, convenience and ‘locked in’ freshness, says Quorn’s Riley. “We expect this to continue next year as shoppers become more conscious of its benefits and start to fill the freezer with ingredients, as well as quick and convenient meal items. NPD will continue to attract shoppers into frozen meat-free and we expect the bigger pack formats with clear labelling to continue growing.”

Volume decline currently being experienced in frozen is a hangover from the peak times of strong sales experienced through the pandemic, driven by changes in shopper habits, points out Adams at Young’s. “At the start of the year, this figure was -11.3% vs the -4.2% seen in the 12-week August data<sup>9</sup>. Most importantly, though, we are retaining buyers and penetration

figures. As we face into new economic challenges, frozen food is ideally placed to help shoppers looking to economise without compromising on quality. Frozen has many benefits such as reduced food waste, longer shelf life and often more accessible prices compared to chilled equivalent products.

“Within frozen seafood, we are yet to see the full effects of recessionary behaviour switching shoppers to frozen,” he adds. “However, even in an inflation-drive market, we are still able to offer affordable meal solutions.”

While the cost of products will continue to impact shopping habits, value for money means more than just good prices, says Birds Eye’s Shearer. “Many shoppers remain loyal to brands as they know their products represent good quality – in fact, 81% of shoppers say they ‘stick to what they know’ when they shop<sup>20</sup>. The growing uncertainty around the cost of living could mean shoppers will be watchful on how they

spend their money and, for many, this will mean prioritising products they know they can rely on.”

“In previous recessions, consumers relied on frozen food as it offers great value, less waste, portionability and everyday family favourites, as well as healthier and more indulgent options,” says McCain. “We believe shoppers will rely more heavily on those credentials in the coming months.”

## Sources

<sup>1</sup> Kantar, 52 w/e 07.08.22

<sup>2</sup> IRI, 52 w/e 04.08.22

<sup>3</sup> Kantar data, 52 w/e 07.08.22

<sup>4</sup> Kantar, Category Tracking Gold, 52 w/e 07.08.22

<sup>5</sup> Kantar, Usage Panel, 52 w/e 07.08.22

<sup>6,7</sup> British Frozen Food Federation, 2022 Frozen Food Report

<sup>8</sup> Kantar, 52 w/e 04.09.22

<sup>9</sup> IRI, All Outlets, Value Sales, 52 w/e 22.09.22

<sup>10</sup> YouGov 2021

<sup>11</sup> Nielsen data, MAT w/e 10.09.22

<sup>12</sup> US Dept of Agriculture/ Euromonitor/UBS/Good Food Institute/expert interviews/ Blue Horizon analysis/BCG:

Projections of plant-based food consumption in millions of tons

<sup>13</sup> Kantar, Usage Panel, Savoury frozen share of total meals, 52 w/e 20.02.22 vs 2YA

<sup>14</sup> IGD ShopperVista, base 1000+ all shoppers, Aug 2022

<sup>15</sup> Dr. Oetker internal data

<sup>16</sup> Kantar, Usage Panel, Jan 2021, Rolling 4-week delivered

takeaway from OOH

<sup>17</sup> <https://tinyurl.com/9vjk8n3u>

<sup>18</sup> Quorn’s Footprint Comparison Report, The Carbon Trust ‘22

<sup>19</sup> Kantar, 12 wk data to 07.08.22

<sup>20</sup> ShopperVista Omnibus Survey, 22-24 April 2022, Total base, 2,047 British shoppers. Base varies by category

Bannisters Yorkshire Family Farm

# Hassle-free Hasselbacks

DETAILS

**Bannisters Yorkshire Family Farm**  
 Farmhouse Potato Bakers Limited  
 Lancaster Road  
 Carnaby  
 East Riding of Yorkshire YO15 3QY  
 t: 01262 605 650  
 e: thefarmer@bannistersfarm.co.uk  
 w: [bannistersfarm.co.uk](http://bannistersfarm.co.uk)

KEY CONTACTS

**Marie Medhurst**  
 Joint Managing Director  
**Zoe Bannister**  
 Joint Managing Director

KEY BRANDS

**Bannisters Yorkshire Family Farm**  
 – Baked Jacket Potatoes  
 – Cheese & Jalapeño Potato Skins  
 – Cheese & Bacon Potato Skins  
 – Farmer’s Roasting Potatoes  
 – Hasselback Baked Potatoes

Speed, ease and fun – is the Bannisters’ aim with the launch of their new product, Hasselback Baked Potatoes, reveals joint managing director Marie Medhurst.

Hasselbacks are a baked potato, cut into deliciously crispy slices with soft fluffy middles. Originating in Sweden, this recipe has been brought to Yorkshire and baked with the Bannister’s baking expertise to make truly fabulous spuds, she says.

“Life is getting busy again. There’s never quite enough time in the kitchen, yet inspirational food on TV and social media means that what’s served on the table at home can sometimes be just a little bit boring by comparison,” explains Medhurst.

Hassle-free Hasselbacks are brand new to the freezer cabinets and the Bannisters’ answer to the problem. “Very versatile, tantalisingly tasty and reasonably priced too, it’s time to get creative,” continues Medhurst. “These can be dressed down or up, suit any occasion, served on a weekday night with the kids for a bit of fun or to impress friends at the weekend.”

**First to launch**

Bannisters Yorkshire Family Farm was the first to launch frozen Ready Baked Potatoes into the freezer cabinets in 2007, when very few knew what a “frozen jacket potato” was, explains Zoe Bannister, joint managing director. “Now we’re bringing Hasselback Baked Potatoes to the frozen retail cabinets too,” she says.

“We’re specialists in baking and freezing potatoes; but we’re especially proud of these. The company was started in 1985 on the basis of the innovative (and sometimes downright eccentric) ideas of its founder, Rob Bannister, and since then, we’ve managed to continue to innovate in so many ways; the launch of this new product is yet another testament to that. Hasselbacks are a perfect fit to our range and a must-have extension to the potato category – uplifting and fun!”

This Swedish dish has been making waves on social media for a while now, adds Medhurst. “Hasselbacks are



“In these strange times, breaking the norm and creating a bit of the ‘wow’ factor at home is a must-have as this winter approaches”

very Instagrammable and have been making appearances in celebrity chefs’ recipes for some years,” she says. “In these strange times, breaking the norm and creating a bit of the ‘wow’ factor at home is a must-have as this winter approaches. We’ve made this potato speciality both accessible and speedy, and we hope our consumers will really enjoy them, both in the preparation and the eating.”

**Appealing to new shoppers**

This year, frozen food can really play its part in the way a budget is managed, waste is controlled and shopping trips or deliveries minimised, she adds. “For those shoppers turning to frozen from fresh or chilled, Bannisters is an aesthetic brand, displaying its genuine farming and down-to-earth ethos and its very real connection to farming and food production,” she says. “The brand brings new shoppers to the category, especially by appealing to the more aspirational and younger shoppers who are attracted to wholesome food and packaging that stands out in a sea of bright colours with its playful and interesting designs. Bannisters always offer something a little bit different.”

For more information, please get in touch with the company on [thefarmer@bannistersfarm.co.uk](mailto:thefarmer@bannistersfarm.co.uk).





Something **NEW** for the freezer cabinets

**BANNISTERS**  
YORKSHIRE FAMILY FARM

**NEW!**

PERFECT IN 3 MINS

**4 HASSELBACK BAKED POTATOES**

Crispy sliced jackets, drizzled with cold pressed rapeseed oil then baked in our traditional ovens

460g e

SUITABLE FOR VEGETARIANS ✓  
BRITISH POTATOES ✓ GLUTEN FREE ✓

Each hasselback potato (115g) contains:

Energy	Fat	Saturates	Sugars	Salt
473kJ 112kcal	0.7g	0.1g	2.5g	<0.01g
6%	1%	1%	3%	0%

of an adult's reference intake  
Typical values (as sold) per 100g: Energy 411kJ/97kcal

# Hassle-free Hasselbacks



**BRITISH POTATOES**

A Farming Family Business.  
British Potatoes. Baked in Yorkshire.

Email us at [thefarmer@bannistersfarm.co.uk](mailto:thefarmer@bannistersfarm.co.uk)  
or call us on 01262 605650

FOR RECIPES,  
NEWS & MORE!



[www.bannistersfarm.co.uk](http://www.bannistersfarm.co.uk)



**Birds Eye**

# The time for frozen is now

**DETAILS**

**Birds Eye Ltd**  
1 New Square  
Bedfont Lakes  
Business Park  
Feltham  
Middlesex TW15 8HA  
w: [birdseye.co.uk](http://birdseye.co.uk)

**KEY CONTACTS**

**Jim Shearer**  
Marketing Director

**KEY BRANDS**

**Birds Eye**  
**Aunt Bessie's**  
**Goodfella's**

➔ Frozen food has always played an important role in helping shoppers get more for their money, offering consumers longer shelf-life and greater portion control, which in turn helps reduce food waste, allowing budgets to stretch further, says Jim Shearer, marketing director at Birds Eye.

“With value for money more top of mind than ever for the shopper, the freezer is being seen as a reliable option for quality meals. Households are reaching for their freezer doors on average five times per week, a growth of 4.2% vs pre-pandemic and faster growth than both cupboards and fridges<sup>1</sup>,” he reveals.

“As we move into a period of economic uncertainty for many, the frozen category will continue to be vital for shoppers,” he says. “Families are looking to get more for their money, but the majority are unwilling to compromise on quality or nutritional content to feed their families<sup>2</sup>. Shoppers take comfort in familiar products and formats<sup>3</sup>, so many of these consumers will gravitate towards brands like ours, which they know and trust.

**Quality commitment**

“It’s important to us that we share our consumers’ values and we are dedicated to our company purpose of ‘serving the nation with better food’,” notes Shearer. “We introduced the UK consumer to the fish finger back in 1955 and, as the leading brand in the frozen fish segment today<sup>4</sup>, we continue to support the nation in adding more fish to their diets. Through its fish range, Birds Eye provides responsibly sourced, MSC-certified, great-tasting fish options that has multiple nutritional benefits.”



**Source**

- <sup>1</sup> Kantar, Usage Panel, Main meals (lunch, teatime, evening meal) where savoury foods are present, servings per person per week and % occasion growth vs 2YA, L52 w/e 17.04.22
- <sup>2</sup> IGD ShopperVista, base 1000+, all shoppers, August 2022
- <sup>3</sup> IGD 2022. ShopperVista Omnibus Survey, 22-24 April 2022. Total Base: 2047 British Shoppers. Base varies by category
- <sup>4</sup> Nielsen, Total Coverage, Total Frozen Fish, Value & Volume Sales, all time periods w/c 13.08.22
- <sup>5</sup> NielsenIQ, Grocery Multis, Frozen Poultry, data 52 w/e 01.01.22
- <sup>6</sup> Nielsen Scantrack, total coverage, value sales L12wks w/e 13.08.22
- <sup>7</sup> 15% growth vs 2 years ago worth £86m: NielsenIQ, Grocery Multis, Frozen Poultry, data 52 w/e 01.01.22. Nielsen Scantrack, total coverage, value sales L12 w/e 13.08.22

“The variety of the Birds Eye, Goodfella’s and Aunt Bessie’s portfolios means we are perfectly positioned to support shoppers wanting to recreate their favourite takeaways at home”

**Fakeaway inspiration**

Shearer continues: “As shoppers start to feel the pinch we’re predicting a drop in the number of trips to restaurants and takeaway orders, but the variety and breadth of the Birds Eye, Goodfella’s and Aunt Bessie’s portfolios mean we are perfectly positioned to support shoppers wanting to recreate and enjoy their favourite takeaways or even restaurant meals at home.

“Our Chicken Shop range is a great example of how we have catered to shoppers’ demands for takeaway-style chicken at home, reflected in the range’s tremendous 54% growth last year<sup>5</sup> and continues in strong growth today, up 7% in the latest 12wks<sup>6</sup>.

“This year, we launched new Chicken Shop Salt & Pepper Chicken Goujons to tap into this growing demand and capitalise on the growth seen in the frozen strips & goujons sector, largely driven by our own Chicken Shops’ momentum<sup>7</sup>.”





OFFICIALLY  
*The* **NATION'S**  
**FAVOURITE**  
**FISH FINGERS**

*as chosen by  
your shoppers*





Dr. Oetker

# Driving category growth

## DETAILS

**Dr. Oetker**  
4600 Park Approach  
Leeds  
LS15 8GB  
w: [oetker.co.uk](http://oetker.co.uk)

## KEY CONTACTS

**Jan McKee**  
Executive Head  
of Marketing  
**Jenny Stockton**  
Executive Head of  
Category & Insights

## KEY BRANDS

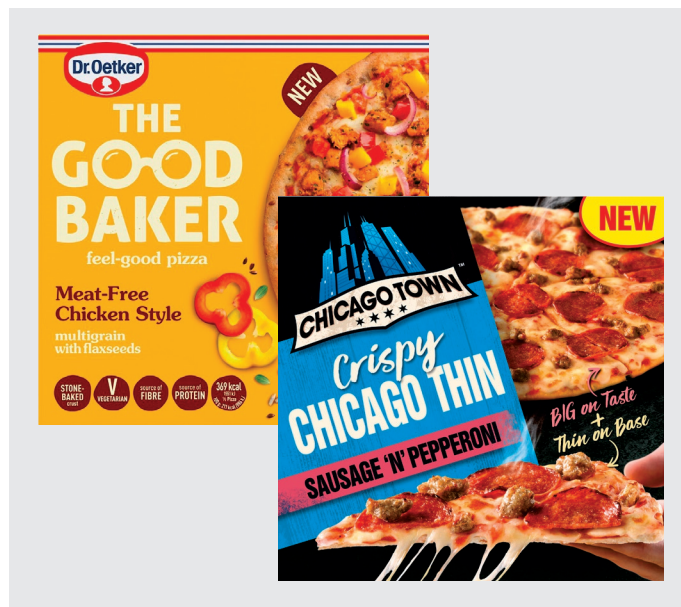
**Dr. Oetker Ristorante**  
**Dr. Oetker The Good Baker**  
**Chicago Town**

As the UK's leading branded pizza manufacturer<sup>1</sup>, Dr. Oetker is continuing to invest in driving category growth, reveals Paula Wyatt, head of marketing pizza at the company. "A strong innovation agenda, combined with continued investment in our brands throughout the shopper journey means we are well placed to meet more consumer needs across more occasions, tapping into and retaining new spend in the category," she says.

This month, Chicago Town, the No.1 frozen pizza brand<sup>2</sup>, has embarked on its biggest innovation launch ever, with seven new pizzas hitting the shelves, reveals Wyatt. The move includes adding premium ranges to both the iconic Deep Dish range and to the Stuffed Crust range. "The team, taking food trends and its inspirational tours of the Chicago pizza scene, are launching breakthrough flavours, from Salt & Pepper Chicken to Nduja with Peppadew® peppers," says Wyatt. "Also, the brand will make its first major drive into the thin & crispy sector with its new Crispy Chicago Thin. Inspired from a local favourite in Chicago – Tavern Style – it's a large, sharing size with a uniquely thin base, stonebaked at a high temperature and then loaded with favourite topping combinations. It targets thin crust pizza lovers for the growing weekend treat occasion."

All of this is supported with a fully integrated campaign, including large-format outdoor advertising, TV, digital and social channels, she explains.

"Q4 2022 is going to be significant for the brand, with the innovations landing across the market together with an expected increase in at-home pizza occasions during the first-ever winter Football World Cup," says Wyatt.



“A strong innovation agenda, combined with continued investment in our brands throughout the shopper journey means we are well placed to meet more consumer needs across more occasions”

In addition, the Dr. Oetker Ristorante brand also returns to TV this autumn asking consumers to 'Play it Italian', with its new advertising platform showcasing the brand's thin & crispy crust and wide range of varieties. The second part of a £3m relaunch kicks off in November, which has seen new packaging, HFSS compliance across the range and a heavyweight communications plan over the year.

The Good Baker, already one year in the market and worth over £1.5m<sup>3</sup>, targets younger health-conscious shoppers who have a lower category frequency, offering a more permissible choice, reveals Wyatt. The range, which is all vegan or vegetarian, also features unique stonebaked crusts with wholegrain, seeds or sourdough. A new plant-based chicken variant will also launch this month.

"The Good Baker's vegan pizza is just part of the successful vegan link-up across the Dr. Oetker portfolio, worth over £6m and growing over 20%<sup>4</sup>," adds Wyatt. "The range includes the best-selling Chicago Town Stuffed Crust Jackfruit pizza and Ristorante Margherita Pomodori.

"Continued investment in consumer and category insights drives Dr. Oetker's strategy to nurture its best-selling pizza brands, and deliver a strong innovation agenda, fuelling incremental growth."

Source  
<sup>1-4</sup> IRI, 52 w/e 10.09.22



**NEW**



**PIZZA? YEAH, WE GO TO TOWN ON IT**

# THERE'S A LOADA NEW PIZZAS IN TOWN



**OUR  
BIGGEST  
INNOVATION  
LAUNCH**

**7 TAAASTY NEW PIZZAS**

**SUPPORTED WITH A FULLY LOADED £3.7M CAMPAIGN THROUGHOUT 2022  
BACK ON TV, VOD & OOH IN Q4**



**Quorn Foods**

# Great-tasting meat-free NPD

**DETAILS**

**Quorn Foods**  
Station Road  
Stokesley  
North Yorkshire  
TS9 7AB  
t: 0345 7413666  
e: customer.services@quornfoods.com  
w: [quorn.co.uk](http://quorn.co.uk)

**KEY CONTACTS**

**Sam Blunt**  
Commercial Operations Director  
**Phil Watson**  
Commercial Director  
**Gill Riley**  
Marketing Director  
**Lucy Grogut**  
Head of Brand Marketing

**KEY BRANDS**

**Quorn Mince**  
**Quorn Crispy Nuggets**  
**Quorn Sausages**  
**Quorn Pieces**

↙ Frozen meat-free is currently worth £270m<sup>1</sup> and has seen a huge number of new entries over the last year, as brands respond to the growing interest in meat reducing, reveals Gill Riley, marketing director at Quorn Foods UK. “Shoppers have never been more aware of their environmental impact and how small changes to their everyday decisions can have a positive effect,” she says. “This is creating an ever-evolving interest in meat-free diets – vegan, vegetarian or flexitarian – and is driving the category forward.”

Quorn is the UK’s No. 1 meat-free brand<sup>1</sup>, driving the category forward with its range of best-selling core products alongside a sustained investment in exciting product innovation and communication campaigns, notes Riley. “Quorn plays an important role in frozen meat-free. Our core frozen range is delicious, convenient and versatile, providing an accessible choice for the whole family.

“Consistent great-tasting innovation is also important, so our sustained frozen NPD programme helps retailers drive sales,” she adds. “New products allow us to excite shoppers and bring new consumers into the category.”

As more shoppers start to look at different ways they can save money, the at-home ‘fakeaway’ trend is increasing with those consumers who still want a treat despite cutting back, she says. “Last year, we were eating around 10m takeaways a week<sup>2</sup>, but meat-free options remained quite limited.”



“Shoppers have never been more aware of their environmental impact and how small changes to their everyday decisions can have a positive effect”

Quorn’s Takeaway range launched into freezers a year ago, meeting demand for vegan takeaway options at home. The range has been a huge growth driver for the brand and the category, already delivering £2m<sup>3</sup> worth of sales for retailers, says Riley. “Comprising Quorn Crunchy Fillet Burger, Buffalo Wings, Crunchy Strips, Sticky BBQ Wings and Sticky Sriracha Wings, there are more exciting additions coming soon,” she reveals.

‘Chicken’ is the most valuable protein in frozen meat-free, worth £69m, but is significantly under-represented when it comes to burgers, which account for just 11% of sales<sup>4</sup>. “Crispy coated meat-free chicken is becoming increasingly popular both in retail and out-of-home, with the trend for messy burgers seeing a big uplift across all sectors,” says Riley. “Shoppers are crying out for delicious meat-free chicken burgers, which is why our Crunchy Fillet Burger has been such a huge hit, selling £1.4m value sales<sup>5</sup> since launch last year.

“We have the best meat-free chicken on the market and our Takeaway range is perfectly placed to help retailers maximise sales in this sub-category, catering to a trend that will continue to grow in the coming months.”



**Source**

<sup>1</sup> IRI, All Outlets, Value Sales, 52 w/e 13.08.22  
<sup>2</sup> Kantar Usage Panel Jan 2021, Rolling 4wk Delivered Takeaway from OOH  
<sup>3</sup> IRI, All Outlets, Value Sales, 52 w/e 13.08.22  
<sup>4</sup> IRI, 52 w/e 10.09.22  
<sup>5</sup> IRI, All Outlets, Value Sales, 52 w/e 22.09.22





STOCK THE  
**TASTY NEW**  
**TAKEAWAY**  
IN TOWN



Quorn™



## Seafood from Norway

# Purveyors of quality seafood

### DETAILS

**Seafood from Norway**  
Norwegian Seafood Council UK  
4th Floor, West End House  
11 Hills Place  
London W1F 7SE  
t: 07824 862986  
w: [seafoodfromnorway.co.uk](http://seafoodfromnorway.co.uk)

### KEY CONTACTS

**Victoria Braathen**  
UK Director  
e: [vb@seafood.no](mailto:vb@seafood.no)  
t: +47 913 44 035

### KEY BRANDS

**Seafood from Norway**



 Sustainability is at the heart of Seafood from Norway, and communicating this with consumers is key to securing the future of our health – and the planet, says the Norwegian Seafood Council.

Norway is a leader in sustainable fishing management. Adhering to strict regulations, responsible stewardship underpins fishing practices, from pioneering stock management to diverse fishing fleets. Plus, a constant assessment of quotas to maintain healthy fish stocks ensures the seas surrounding the rugged Norwegian coastline are never over-fished.

### Riding the waves for a green future

Seafood is too often forgotten in the future of food debate and has been vastly underrepresented when talking about what makes a sustainable, healthy diet.

According to the United Nations, we need to produce 70% more food to meet dietary needs in 2050 and sustainably sourced seafood can play a huge part in helping to meet this. Two-thirds of the Earth is covered by oceans – and it has been reported that, with better management and innovation, the ocean could provide up to six times more food than it does today.

So, despite rising costs across many sectors, it's now more important than ever to keep communicating with consumers on the benefits of choosing sustainable seafood.

Encouragingly, recent research from the Norwegian Seafood Council shows that, of those consumers asked,



**“Despite rising costs across many sectors, it's now more important than ever to keep communicating the benefits of choosing sustainable seafood”**

87% agreed that sustainable fish is important to them. Additionally, three in four consumers also agreed that understanding origin is of great importance when choosing seafood. Retailers can act on this by displaying an origin label like 'Seafood from Norway' to demonstrate to shoppers that they are choosing a delicious protein from a country that takes great pride in its fishing methods and rich heritage, it notes.

### Good for you, good for the planet

Cod and haddock are by far the largest seafood sectors in UK retail, both chilled and frozen. Brits have a particular love of both these species, which are found in abundance in Norwegian seas.

Furthermore, as a key part of its export business, the seafood industry in Norway works hard to ensure that British retailers get stable deliveries of cod and haddock, while also ensuring the fish they receive is traceable, sustainable and of the very best quality.

When choosing to sell Seafood from Norway, retailers can be assured they are offering their customers a delicious premium-quality protein that's good for their health – and good for the future of our planet.





# The right choice for a *sustainable* future

SEAFOOD  
FROM  
NORWAY

75%

Three in four consumers say **origin** is of great importance when choosing seafood, and **three in five** are willing to pay a premium for clear origin labelling.

Display 'Seafood from Norway' on-pack and in-store to send a *clear message* to shoppers that they are choosing a delicious protein from a country that takes great pride in its fishing methods and rich heritage, delivering superior quality and sustainability credentials.



- ✔ Cold Clear Waters
- ✔ World's Largest Cod Stocks
- ✔ Pioneering Stock Management

Origin Matters.

[seafoodfromnorway.co.uk](http://seafoodfromnorway.co.uk)

Scan QR code to  
visit our website





**THIS**

# THIS shakes up frozen aisle

**DETAILS**

**THIS™**  
The Aircraft Factory  
Hammersmith  
London  
W6 0LE  
e: shout@this.co  
w: this.co

**KEY CONTACTS**

**Jack Rutherford**  
Commercial Director  
**Will Blake**  
Head of Grocery

**KEY BRANDS**

**THIS™ Isn't Chicken Tenders**  
**THIS™ Isn't Pork Sausages**  
**THIS™ Isn't Chicken Nuggets**

One of the UK's biggest contenders in plant-based food, This, is on a mission to shake up the frozen category. The brand launched into the frozen category this summer, bringing This Isn't Chicken Tenders, This Isn't Pork Sausages and This Isn't Chicken Nuggets into Sainsbury's stores nationwide. The products aim to answer the demand for a wider variety of convenient and high-quality plant-based options. But they also present an opportunity for retailers to drive penetration into the frozen category, in particular by attracting a younger consumer.

**Creating incremental sales**

"The key to unlocking this growth opportunity is to look beyond traditional frozen plant-based brands," says Jack Rutherford, commercial director at This. "These brands still have an important role to play in the category but retailers need to consider brands that have high appeal with the Gen Z/Millennial, flexitarian customer. Brands such as This over-index with younger audiences and so can drive truly incremental sales into the category."

**Attracting younger shoppers**

Indeed, recent research shows there's an appetite among younger audiences to buy more frozen produce, including meat alternatives. Around 26% of 18- to 24-year-olds now buy more frozen equivalents of their regular fresh purchases<sup>1</sup>. More specifically, 31% had tried more new frozen foods such as meat substitutes<sup>2</sup>, reveals Rutherford. Gen Z-ers are being attracted by the convenience and flavour of the growing range of vegetarian and vegan products on offer, he says.

"Finding ways to stand out in frozen is really important, particularly for brands coming into the frozen category for the first time," he explains. "We have, for example, invested heavily into our packaging and our frozen range was no exception. We've used our signature black and white branding on recyclable cardboard. We've kept the 100% plant-based call out, similar to our chilled range, and featured a



**“The key to unlocking the younger consumer growth opportunity is to look beyond traditional frozen plant-based brands”**



familiar mealtime recipe shot for extra reassurance and inspiration. We've then supported this with in-store POS to drive further stand-out at fixture."

**Driving penetration**

When it comes to value, Rutherford comments: "Promotion, and offering value to customers, is also important but that doesn't always mean deep-cut promotions. Offering regular, shallow level discounts can drive penetration. Customers are also often looking to stock up in this category so multi-buy mechanics should be considered."

From a merchandising perspective, the company believes that creating a clear browsing area for new, exciting, meat-reducer brands in the fixture, breaking up the wall of more familiar brands, could really disrupt shoppers and attract new customers.

Rutherford adds: "Also, using feature space to merchandise plant-based alongside meat and fish products is a brilliant way of driving further penetration into plant-based. This could even include plant-based products in category multibuy mechanics.

"Ultimately, we see our products as an opportunity for retailers to drive long-term growth in the meat-free frozen category."

Source  
<sup>1,2</sup> Frozen Food Report 2022

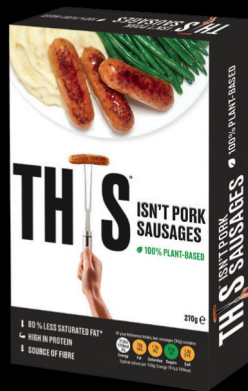


# THIS™ CHANGES EVERYTHING

SCAN THIS™  
FOR MORE INFO &  
FREE SAMPLES



## A NEW FROZEN RANGE FROM THE AWARD-WINNING PLANT-BASED BRAND



 100% PLANT-BASED

 HIGH IN PROTEIN



VLAM

# Discover Belgian quality

## DETAILS

**VLAM**  
Flanders' Agricultural  
Marketing Board  
Koning Albert II-laan 35/50  
B1030 Brussels  
t: +32 2 552 8011  
e: info@  
freshfrombelgium.com  
w: [freshfrombelgium.com](http://freshfrombelgium.com)

## KEY CONTACTS

**Hartwig Moyaert**  
Project Coordinator

## KEY BRANDS

Belgian agricultural  
products including:  
– Potatoes, meats, eggs,  
fruit and vegetables, seeds,  
organic products, plants,  
dairy, fish and fresh goods

“Inflation is sending consumers to seek out value and quality in their produce, while looking to minimise prep time and food waste,” says Katrien De Nul, promotion manager for VLAM.

“So, there is a huge growth opportunity for quality frozen food. In fact, the global frozen food market is forecast to rise by US\$250bn between 2021 and 2030<sup>1</sup>.”

In the UK alone, the frozen food category has grown by 13.5%<sup>2</sup>, with more than 400,000 additional shoppers now purchasing frozen products and the average household spending an extra £25 a year on the category, she reveals. “Diversity of offer and innovation in NPD are key to Belgian producers’ success in the UK,” she notes. “Potato croquettes, fries, baby potatoes with marinades, pre-cooked potato products and sweet potatoes with spice mix have all been introduced by many of the biggest Belgian potato processors over the last year. These products are packed with flavour and can be prepared in the oven, airfryer, microwave or deep fryer.”

The lockdowns and working from home caused people to cook more and explore at-home alternatives, which resulted in consumption of frozen potato products to rise sharply, points out De Nul. “The diverse range of convenient frozen potato products from Belgian producers is a huge selling point to consumers,” she says. “Demand for such products has already been observed for several years, and we expect this to continue



“Embracing product innovation and daring to give new potato products a place in the frozen aisle brings a huge opportunity for retailers to grow this category”

in the retail sector as consumers seek quick, affordable and easily prepared products that can provide inspiration into their weekly cooking routine.

“It is in these potato categories that UK wholesalers and retailers can make the biggest gains. Embracing product innovation and daring to give new potato products a place in the frozen aisle brings a huge opportunity for retailers to grow this category. If retailers can also offer inspiration through recipe development and testimonials via merchandising in the frozen aisle, the category can become a top performer for their business.”

This year, VLAM launched a new two-year marketing campaign to promote Belgian processed potatoes in the UK retail and foodservice sectors. The ‘Loved in Britain, Made in Europe’ campaign highlights the growth of the potato category and the opportunity inherent in a good quality and innovative frozen, chilled and fresh potato category offer, explains De Nul.

The ‘Flourish and Grow’ Campaign will also highlight the significant investment made by growers and processors in production methods to tackle packaging and plastic, reduce carbon footprint and water usage, so retailers can be confident of sustainable products with full traceability.”



## Source

<sup>1</sup> Astute Analytica, August 2022, Frozen Food Market  
<sup>2</sup> Frozen Food Federation 2022, compared to pre-pandemic levels



# Your business will flourish with Belgian potatoes.



Belgian Potatoes

Loved in Britain  
Made in Europe



Funded by  
the European Union

The content of this advertisement represents the views of the author only and is his/her sole responsibility. The European Commission and the Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.

ENJOY  
IT'S FROM  
EUROPE





## Young's Seafood

# New flavours, old favourites

### DETAILS


**Young's Seafood**  
 Young's House  
 Wickham Road  
 Grimsby  
 DN31 3SW  
 t: 01472 585858  
 w: [youngsseafood.co.uk](http://youngsseafood.co.uk)

### KEY CONTACTS

**Mark Adams**  
 Senior Category  
 Manager (Frozen)

### KEY BRANDS

**Young's**  
**Gastro**  
**Chip Shop**

 Young's Seafood continues to hold its position as the No.1 brand in frozen seafood, battered & scampi<sup>1</sup> and is retaining shoppers across its category-leading brands, including Young's, Chip Shop and Gastro, as well as reaching new customers who want new seafood options they can get excited about, says Mark Adams, senior category manager (frozen) at the company.

The nation's love of the frozen aisle may have slowed as consumers return to their regular routines post-lockdown, but with frozen seafood sales remaining 7.4% up on 2019 and still beyond the £1bn mark<sup>1</sup> and the cost-of-living putting pressure on consumers' wallets, there are still opportunities for growth in the category, he says.

"Frozen food is ideally placed to help shoppers who are looking to economise without compromising on quality. 57% have identified eating out as a top area to cut back<sup>4</sup>, and consumers are looking to recreate the restaurant experience during at-home meal occasions.

"Promising restaurant-quality fish at home, Young's Gastro brand has seen almost 1m additional shoppers since 2019<sup>1</sup> and annual sales of £72.5m, up 17% since 2019<sup>2</sup>, he reveals, with recent NPD focusing on how we can offer affordable at-home options that taste just as delicious as restaurant meals.

"Our Gastro Extra Large Battered Fish Fillets, launched in Asda in August, have been designed to replicate the generous portions of a gastropub fish & chips, with super-sized fillets coated in perfectly crisp batter that can be paired with triple-cooked chips and crushed peas for a true 'pub grub' experience."

The introduction of new species such as Lemon & Black Pepper Sole Fillets



Young's Gastro Lightly Dusted Sicilian Lemon and Black Pepper Sole Fillets

**“Frozen food is ideally placed to help shoppers who are looking to economise without compromising on quality”**

and Atlantic Salmon in Puff Pastry has seen Young's expand the range to appeal to customers who want more adventurous options for a mid-week treat or date night meal, he explains.

"What's more, we recently embarked on two years of consumer research in our quest to formulate the perfect fish finger. The result is a bigger, better fish finger with the optimum balance between succulent white fish fillet and our famous crispy breadcrumb coating."

This is already proving a draw, as 50% of the Young's Fish Fingers sales in the first four weeks were to shoppers who hadn't bought fish fingers in Asda in the past year<sup>3</sup>, he says.

"Also, in our biggest brand refresh for 20 years, the new look features company founder Elizabeth Young and will be rolled out across the rest of our range later this year. It demonstrates our more than 200-year history but the fresh design retains our recognisable red and blue brand colours."

Underpinning all these recent moves is a continued commitment to Young's Fish for Life principle, which seeks to source fish in a responsible manner and help protect the environment.



### Source

- <sup>1</sup> Kantar, 52 w/e August 2022
- <sup>2</sup> IRI, 52 w/e 07.08.22
- <sup>3</sup> Quantium, 52 w/e 09.09.22
- <sup>4</sup> Kantar Research, July 2022



# WE'RE MAKING A SPLASH

## BIGGER

OUR BIGGEST EVER



## BETTER

ON TASTE



## BRITISH

MADE GREAT IN BRITAIN



# IN STORES NOW



# William Reed.

**William Reed LTD.**

Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 613400 Fax: 01293 610380

[www.thegrocer.co.uk](http://www.thegrocer.co.uk)