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The Grocer Guide to...

The Grocer

Store cupboard & world foods



Analysis

Growing at-home repertoires

Food inflation, the cost of living crisis and hybrid working are spurring consumers to retain the at-home cooking habits developed during the pandemic lockdown – and their tastes are becoming increasingly adventurous, say suppliers

 In a recent Grocer interview with Mariam Jimoh¹, founder of delivery platform Oja and a second-generation immigrant from Nigeria, she maintains that “ethnic people don’t shop in the world food aisle” in supermarkets, instead travelling far and wide to find the ingredients they need for ethnic cuisine.

The article makes for interesting reading and Jimoh has some very good points to make. However, as the feature also points out, progress in the supermarkets is being made, with Sainsbury’s, for example, recently adding over 350 products to its world foods offering in an effort to “become more inclusive”. And with product demand ramping up in both ethnic and mainstream British communities, a diverse world foods offering is clearly an area that supermarkets

and convenience stores will need to embrace, as the post-pandemic interest in world cuisines continues to flourish.

Market performance

Fifty per cent of consumers are still cooking from scratch more than they did before the pandemic² and, of these, 44% are interested in improving their culinary skills³, reveals Georgina Bradford, nutrition marketing director UK&I at Unilever. “Demand for global-inspired flavour in dishes has boomed with sales of world foods rising by 57% year-on-year during lockdown⁴,” she says. She attributes this to shoppers turning to exotic foods as a way to experience foreign cultures during the pandemic and continuing to use flavour to spice up their mealtime repertoires.

World cuisines are now embedded in UK culture, with 89% of people eating

these foods at home⁵ and around 75% of the population enjoying between three and seven cuisine types on a regular basis⁶, says Andy Donnelly, managing director at pan-Asian foods importer and distributor JK Foods, owner of the Tiger Tiger brand. “These statistics underline how important it is for retailers to range according to these preferences and to work on helping shoppers convert easily into the category by creating and maintaining an interest in world foods,” he says.

“Post-pandemic, the growing trend to replicate the restaurant meal occasion at home remains important,” he adds. “Time-poor consumers are not just looking for great value, though, as convenience and ease of preparation are also key to their purchasing decisions; demand for sub-20-minute pan-to-plate solutions is growing (52% of world



cuisine eaters are interested in products that can be prepared in less than 20 minutes⁷⁾ and will be important to consider when it comes to driving sales of world food ingredients.”

Quick and easy meal ideas to suit busy lifestyles is the focus at another Unilever brand, Pot Noodle, which is innovating with new flavours to keep customers interested, reveals marketing lead for snacking at Unilever UK&I Lena Portchmouth. “The instant hot snacks category has grown by 8.5%⁸⁾ in the last year, with consumers shopping for the likes of Pot Noodle for the ultimate in convenience,” she says. “We’ve continued to innovate so we can offer as much choice as possible.”

Meanwhile, Tazaki Foods CEO Ken Furakawa believes consumers are still showing a great interest in cooking restaurant-quality food at

home. “Consumers are still opting to cook at home with fresh ingredients and enjoying the accessibility to authentic sauces and spices,” he says. “The pandemic has seen consumer confidence grow in the home cooking sector, and experimenting with cuisines and dishes is now commonplace.”

UK retail sales of the company’s Japanese brand, Yutaka, reflect this, with a 60% YoY growth in 2020 and 20% growth in 2021⁹⁾, he adds. “The growth is mainly attributed to penetration, so more consumers are buying Japanese ingredients as they become more adventurous with their culinary choices.”

One of the biggest impacts the pandemic had on consumers was allowing them to rediscover or discover a passion and joy for cooking recipes from scratch, says Matteo Polgrosi,

Contents

Feature analysis 2

A combination of food inflation, the cost of living crisis and habits formed during the recent pandemic are fuelling continued at-home cooking creativity. And there are plenty of suppliers ready to help consumers spice up their kitchen repertoires.

Tropical Sun Foods 9

Bringing greater awareness of world foods from around the globe

Conserve Italia 10

Taking pride in CO₂ neutrality for its Italian tomatoes

JK Foods 12

Leading the way in the supply of pan-Asian foods

SOP International 13

Creating product diversity to stand out from the crowd

Katsouris Brothers 14

Providing foods from the sunshine lands of the Med and Middle East

Lee Kum Kee 16

Helping food-lovers to master the use of Chinese sauces

Tazaki Foods 18

Growing the market for essential Japanese ingredients

Unilever – Colmans 20

Tapping into the increased demand for Big Night In cuisines

Unilever – Pot Noodle 22

Discovering and launching the next big flavours in its range

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Analysis

marketing manager at Katsouris Brothers, owner of the Cypressa brand. “Initially the trend was for cooking nostalgic dishes such as banana bread and corned beef hash; but this soon exploded into experimentation of new and different cuisines. With customers also missing dining out and holidaying abroad, they sought ways to recreate these joyous experiences at home. This facilitated an increase in demand for more Mediterranean and Middle Eastern ingredients.”

Health and the economy also come into the equation. Chinese oils and sauces supplier Lee Kum Kee points to home cooks’ increased creativity and confidence in the kitchen as the incentive for continuing to cook more at home, combined with the motivation that it helps them save money and eat more healthily.

Consumers are still showing a great interest in cooking and eating at home because they are increasingly becoming health conscious and care about what they are putting inside their bodies, agrees SOP International commercial director Gary Cheung. “Consumers are also a lot more adventurous in their palate since the pandemic because they wanted to recreate the kind of local cuisines they have had abroad,” he says.

George Phillips, commercial director at Wanis International Foods, distributor of global foods brand Tropical Sun, agrees consumers’ newfound sense of adventure when it comes to trying other cuisines and flavours has not diminished since the pandemic. “Sales of sauces and other ingredients adding flavour have remained buoyant and consumer feedback on social platforms indicates a wider (more mainstream) range of consumers using them than ever before,” he says.

However, amid this interest in world foods, provenance, authenticity and sustainability are key features that consumers seek out, notes Diego Pariotti, commercial and marketing director, export department for Conserve Italia, owner of the Cirio brand. “Consumers are becoming increasingly concerned about sustainability and are looking for companies that produce products in a sustainable way, every day, as part of their natural ethos,” he says. “Consumers have also become more



and more aware of greenwashing, where companies jump on the sustainability bandwagon to drive sales with little proven credibility or integrity.” Since the beginning of 2022, Cirio has been able to make the claim that its Italian chopped tomatoes are climate-neutral, he notes. “We believe this will reassure consumers that Cirio is doing all it can to help prevent global climate change.”

Popular cuisine styles

One of the biggest trends currently is the focus on global cuisines, says JK Foods’ Donnelly. “Pan-Asian foods, once deemed ‘exotic’ or ‘unusual’, have become much more mainstream of late due to the rapid growth of the casual dining sector, and the ever-increasing consumer choice of foods from around the world has led to increased demand for associated products, particularly with Asian flavour profiles, for people to prepare and cook at home.”

Around 96% of the East Asian category is based on the ‘Big 4’ cuisines¹⁰ – Japanese, Chinese, Thai and Korean – so retailers should also be aware of the four main segments driving growth in East Asian foods (soy sauce, noodles, ingredients and bases, and enhancers) if they are to capitalise on this rising demand, he adds.

“Interestingly, we’ve experienced significant growth in demand for Japanese ingredients which corresponds with research¹¹, which reveals that Japanese cuisine is by far the largest of the ‘Big 4’ East Asian cuisines, accounting for £21.1m of the category sales. Thai is next (£13.8m), followed by Chinese (£11.3m) and then Korean (£6.6m). A number of factors influence the popularity of Japanese cuisine including a general perception that it’s a healthier option, plus there’s a lot more noise nowadays around the versatility of sushi as a great snack, main meal or packed lunch.”

Convenience and flavour dominate NPD

“We expect to continue to see the most exciting NPD in the convenience and ingredients categories,”

says Katsouris Brothers’ Polgrossi.

“Last January we launched a range of Mediterranean and Middle Eastern-inspired Falafel and Gyros wrap kits, with Kofta and Shawarma wrap kits coming soon.

“In September we’ll launch a range of pastes and tapenades – from the traditional Rose Harissa Paste and Tagine Paste to the Mediterranean Roasted Aubergine & Feta Mezze, Roasted Red Pepper Tapenade and Tomato, Feta & Kalamata Olive Tapenade. All of

these are packed full of flavour and have multiple usages for making quick, tasty, healthy meals.”

The world food category is blessed with a vast variety of products, not only ambient but also frozen, explains Tazaki’s Furukawa. “The frozen ready-to-heat category has seen some exciting NPD, such as gyoza and buns, but it’s still a largely untapped area at major grocery stores, especially compared to the choices available at oriental supermarkets.

“We’re delighted to see supermarkets making more shelf and freezer space for world food

ingredients. We’ve recently launched 13 of our frozen products in Sainsbury’s... including Japanese essentials such as ramen, gyoza, and edamame beans, but also popular Japanese street food products such as Takoyaki Octopus Balls and Yakitori Skewers. Sainsbury’s started a new shopping space in stores to have world food products in the freezers aiming to serve its ethnic group shoppers better.”

Lee Kum Kee highlights the hot pot cuisine trend that has been “sizzling” in Hong Kong for a while now and is increasingly popular in the UK, adding that

its ready-to-use soup bases and dipping sauces in a variety of flavour combinations can transform the hot pot experience and give consumers an “authentic flavour of the Orient”.

Meanwhile, JK Foods launched the Tiger Tiger ‘Taste Japan’ range of 10 authentic Japanese ingredients, including Sushi Rice, Wasabi Paste, Sushi Nori and Panko breadcrumbs last year, says Donnelly. “Japanese cuisine brings something fresh to the market and gives retailers a huge opportunity to capitalise on the growing popularity of Japanese home cooking.”

Japanese and Thai cuisine have seen rapid growth in the restaurant industry over the past decade, while Spanish and Chinese have been losing ground, says Tazaki’s Furukawa. The number of Mexican restaurants has also increased significantly, he notes. “These changes in eating-out experiences will continue to impact cooking-at-home choices,” he says. “As Japanese ingredients become more and more accessible, consumers will continue to experiment in the kitchen with Japanese cooking in 2022 and try new dishes that they’ve been inspired to make by friends, family and social media.”

Chinese and Indian remain the most popular when it comes to foreign cuisines, believes SOP International’s Cheung. “However, consumers are increasing looking for ‘contemporary/innovative’ renditions of what they traditionally enjoyed,” he says. “For example, there was always only a single type of curry being served at

Chinese takeaways and restaurants. Nowadays, there are all types of different curry dishes to choose from, be it Malaysian, Japanese Katsu Curry, Thai Green Curry among many others. So while traditional cuisines are here to stay and remain popular, they are going through a sort of metamorphosis, where conventional cuisines are progressively developing a different taste without us even noticing it. Fusion cooking trends are on the rise too with consumers blending cuisines to cater to their needs.”

Bradford reveals Unilever has used its knowledge of trends to launch four new global-inspired flavours in its Colman’s Meal Maker sachets: Salt & Pepper Chicken, inspired by the nation’s love for Chinese food; Argentinian Steak, “appealing to the 33% of shoppers claiming steak is their favourite source of protein¹²”; Mexican Burrito, created following a 36% increase in online searches for Latin American dishes¹³;

and Korean Barbecue, for shoppers increasingly searching online for Korean-inspired dishes¹⁴.

Wanis’ Phillips, meanwhile, points to growth in Caribbean and West African cuisines, ranging from spices and seasonings such as jerk and jollof through to ingredients such as gari and fufu (Cassava-based flours used in stews and baking). The company also points out that world food also includes world drinks, with unabated demand for exotic alternatives, such as coconut water or soft drinks using flavours such as mango, guava, pineapple, ginger and melon.

Mediterranean food has long been a UK favourite, but when you break it down, Italian food has been the driver, and, to some degree, Spanish, says Katsouris Brothers’ Polgrossi. This is now extending more broadly into the wider Mediterranean as well as moving eastwards towards the Levantine cuisines, he notes. “Mediterranean

Analysis

and Middle Eastern restaurants tripled in number over the last three years¹⁵ – Arabica, Shuck and Gourmet Goat in London's premier Borough Market are just a few examples of how these cuisines are flourishing, while The Real Greek takes the cuisine to the mainstream.

“The impact is clear, in the last couple of years we have seen sales of Cypressa Tahini increasing exponentially,” he adds. “Although, in the past, tahini was an unknown ingredient for many, it's now becoming a staple in many households, as it's used to make hummus, Mediterranean and Middle Eastern-inspired salad dressings, marinades or sweets.”

Inflationary challenges

The current cost of living crisis is forcing the consumer to think more carefully about what they're buying, and what they're getting for their money, says JK Foods' Donnelly. “Inflation and the high cost of living mean there's less disposable income available, so treats like going to restaurants tend to be limited; that in turn leads more people to seek out authentic, value for money and easy-to-use ingredients that will help them recreate their favourite restaurant experience at home.”

In many ways, inflation will benefit the world foods category as consumers reduce out-of-home expenditure, believes Wanis' Phillips. “World foods prove that eating at home doesn't have to be bland or boring. In saying that, we are seeing a trend to smaller pack sizes as consumers look to shop more ‘little and often’ as a way to spread the cost of food.”

The sharp increase in cost of living has had a significant impact on the cooking from home trend with many consumers having to cut back on dining out but still wanting the authentic flavours from their favourite restaurants and take-aways, notes SOP International's Cheung. “It is inevitable that the current inflationary environment is going to impact our sector, especially when the vast majority of our products are imported from thousands of miles away. Fortunately, we are constantly looking for ways to optimise our commercial proposition so that we can keep costs down for our customers.”



Financial pressures on consumers mean they are wanting to deliver great-tasting meals on a budget with no waste, agrees Katsouris Brothers' Polgrossi. “Giving customers inspiration on how to use ingredients in a number of ways is key to maintaining and unlocking growth in the category. Take, for example, rose harissa: a great-tasting ingredient and so versatile but still not mainstream in UK consumer kitchens. Giving customers the inspiration and healthy, quick hack ideas on how to use it in multiple ways to make sure the entire pot is eaten will move it to becoming as important as a jar of pesto in the cupboard.”

“The other impact of the financial crisis will be that eating in once again becomes the new eating out,” he adds. “Sharing plates from mezze to tapas are perfect for socialising at home; consumers just need the inspiration and access to the ingredients to create them.”

Recent price inflation and disposable

income are inversely proportional and this will probably impact the eating-out sector more and influence more people towards continuing the trend of home cooking, adds Lee Kum Kee. “Due to tightening purse strings, people will continue to look for multi-usage sauces that have more than a couple of standard applications.”

As purse strings tighten, shoppers tend to review branded versus private-label offerings as a way to save money, says Unilever's Bradford. “Within the flavoured sachets category, however, 30% of shoppers exclusively buy their preferred brand¹⁶.” As such, she believes the familiarity of the Colman's brand in uncertain times and the fact that the Big Night In sachets are just RRP 95p each will offer families a more affordable way to recreate favourite takeaways and cuisines at home.”

The uncertain economic situation and soaring food costs will slow down premiumisation and product



Plant-based growth in world foods

Unilever believes one in five UK households now have at least one member looking to avoid or reduce meatⁱ, with a 22% increase in vegan meal consumption and a 15% increase in vegetarian meals in the UK last yearⁱⁱ, reveals Bradford. As a result, its new Big Night In Meal Makers are EVU vegan certified.

JK Foods' Donnelly notes: "The global plant-based sector is expected to see huge growth over the next 10 years as consumer habits transform – according to one report, plant-based foods will make up 7.7% of the global protein market by 2030

as its value rises to more than US\$162bn, up from just \$29.4bn in 2020ⁱⁱⁱ."

The plant-based trend has increasingly impacted the product development and sales of the world food category, says Tazaki's Furukawa. "Traditionally, many authentic Asian products, including Japanese, are made with animal-origin ingredients. For example, Korean kimchi usually has fish sauce, and Miso soup usually has bonito (fish) extract. When introducing to British shoppers, Yutaka launched 100% natural & vegan kimchi in a jar format, and now this product is becoming

one of our best-sellers. A pain point of vegan/vegetarian shoppers is the source of protein. Japanese cuisine is blessed with many high-protein products such as tofu, edamame beans and miso. So, the vegan trend will continue to drive product launches and expansion in these areas."

Lee Kum Kee says consumers are becoming more mindful of what they eat, which has led to "a significant spike in 'free-from' eating. Many of the brand's sauces cater to special diets, such as its Chiu Chow Chilli Oil, Chilli Garlic Sauce and Hot Chilli Soy Sauce, which are all plant-based and

suitable for vegans. "By galvanising emerging trends, consumer insight and the latest technology, we brought to market our Mushroom Vegetarian Stir Fry Sauce – a vegetarian, vegan and gluten-free alternative to Oyster Sauce," it says.

At Wanis International, Phillips says the trend to more natural products with an increasingly plant-based diet has become a major driver of the business. "Products such as jackfruit and banana blossom (a vegan fish alternative) are increasingly popular. This perhaps illustrates that world food can be all things to all people."

innovation as businesses choose to focus on their core range and profitability, says Tazaki's Furukawa. "With the rise in energy bills, petrol, and food items, consumers are likely looking at cost savings and may reduce eating-out expenses," he says. "We believe the interest in world food will continue as people carry on experimenting with creating their restaurant experience at home."

Merchandising

Beyond Mariam Jimoh's opinions in The Grocer article cited earlier¹, world food suppliers have a range of ideas and advice on in-store merchandising.

"It's critical that retailers merchandise effectively in order to capitalise on the growing demand for world foods – a dedicated world foods aisle offers all the benefits of becoming a 'destination' aisle for shoppers, while 'block merchandising' by cuisine will

make it easier for shoppers to locate and buy all the ingredients they need to replicate the at-home restaurant experience," says JK Foods' Donnelly.

"It's also important – but often overlooked – to tailor your offering to location, and to make the most of the new consumer preference to shop local," he adds. "Temporary price reductions (TPRs) and special deals will also always encourage spontaneous purchase and increase basket spend."

Phillips says Wanis' merchandising recommendations follow those of mainstream grocery – so by sub-category (ingredients, seasonings, canned veg, meat & fish etc). "Most independents will do this rather than merchandising by 'country', which results in a mix of products on each national fixture, duplicated around the store," he adds.

The foods of the world and world food categories, as they're referred to, are often located in separate locations

around the supermarkets as they're targeted at different consumers, says Tazaki's Furukawa. "This can be quite confusing for those who are venturing out of their cooking comfort zone and wanting to try lesser-known dishes or vice versa. We've seen consumer appetite for authentic, good quality ingredients increase, so feel that these two categories could be situated side by side to make it easier for the shopper to try new products."

The best way to merchandise world food and store cupboard staples in-store is keeping it logical and consistent, says SOP International's Cheung. "Every retailer has a slightly different strategy for their main group of clientele, so we need to ask ourselves questions like – 'What's going through a consumer's mind when they come to the aisles and what are their missions?' We also want to encourage impulse buying. In short, there is no one size fits all answer to this but it's all about

Analysis

servicing our customers' needs in a logical and consistent layout."

World food is fast becoming a mainstream shopping item, says Katsouris Brothers' Polgrossi. "So, we believe the time is now to start bringing world foods into the mainstream aisle. The aisle already segments Indian, Chinese, Italian and Tex-mex cuisines; there is now growing momentum behind Middle Eastern and Mediterranean cuisines with so many delicious ingredients. As customers experiment with food, this also gives them the opportunity to shop between authentic brands and more mainstream brands and have choice and inspiration."

When merchandising store cupboard staples it's all about understanding how consumers shop a category and how we can respond accordingly," says Unilever's Bradford. "The recent IGD shopper survey suggests many find it more difficult to find the product they're looking for in-store within cupboard categories. Shoppers will decide if they are buying a Dry Meal Maker or a Dry Pour Over Sauce before they consider what brand they want to buy. Then they will choose by meat, type etc, she says. So, colour coding on our Colman's packs is based on the protein used."

Looking ahead

"Increased interest in global flavours has generated opportunities for brands to capitalise on the momentum while bringing innovation to the category," says JK Foods' Donnelly. "Going forward through 2022 and beyond we anticipate demand for pan-Asian food will continue to rise, with premium quality, provenance and authenticity being the key drivers of consumer choice.

The 'Big 4' world cuisines – Japanese, Chinese, Thai and Korean – will continue to dominate but there's also a lot of curiosity around Vietnamese, Malaysian, Cambodian and Indonesian.

"There is huge scope and opportunity for those retailers willing to invest in the world foods aisle; shoppers are seeking out more unusual and exciting ingredients in order to satisfy their appetite for taste adventure."

Awareness of other cuisines among more mainstream consumers is growing, driven by broadcast and social media influencers and chefs, and the demand for the 'taste of home' among a growing BAME [black, Asian



and minority ethnic] population remains undiminished, says Wanis' Phillips. "Inflation will have an impact and consumers are likely to shop for more 'basic' products and look for value for money ways to enhance these. Whether it be rice, noodles, jerk chicken (or vegetables) or jollof – all can be an affordable option from the world food fixture."

Social media, TV chefs, recipe books and brand promotion will all continue to drive Middle Eastern and Mediterranean cuisine into the mainstream, reckons Katsouris Brothers' Polgrossi. "To really unlock the flavour explosion offered by these regions, education and inspiration will be key. Alongside tikka masala, lasagne, fajitas and stir fries, the next addition will be some of the great recipes from the Levantine regions, such as feta bakes and gyros. Condiments and ingredient cupboard staples for the assembly and scratch cooker will expand from curry pastes, pestos, salsas and soy sauce to include flavours such as tahini and rose harissa. In fact, halloumi has already made this leap; the other ingredients will follow."

The main influences will be from social media and foreign travel as the world slowly gets back to normal, says SOP International's Cheung. "Of course, price will be one of the main influences as the cost of importing

goods is becoming substantially more expensive."

Consumers' taste buds are more diverse than they were just five years ago, with UK consumers looking to expand their home cooking repertoire and trying to make dishes they've never previously attempted, says Tazaki's Furukawa. "There is an increased appetite in this sector for exciting, healthy and mindful eating choices.

"Social media will continue to play a huge part in influencing food habits from now into 2023 as consumers are encouraged to share their culinary creations and chefs turn to Tik Tok, YouTube and Instagram to share step-by-step guides on creating inspirational and delicious meals.

"The most important enabler is availability and accessibility. Thanks to the expansion of world food in major groceries, we believe the category will continue to grow."

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Plant-based

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Tropical Sun Foods

Foods from across the globe

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↙ Tropical Sun, which has the largest range of world foods in the UK, with over 800 product lines, brings flavours of the world to consumers' tables; and with customers increasingly seeking out foods from far flung corners of the globe, there has never been a better time to stock world food products, says brand distributor Wanis International Foods.

"Tropical Sun really is the one-stop shop for product lines from across the world; whether it's Golden Sella rice from India, herbal teas from Asia or hot sauces, ackee and jerk seasoning from the Caribbean," says George Phillips, commercial director at Wanis. "West African staples such as gari, palm nut soup and jollof are also sought after."

Customers are increasingly familiar with the brand, as it is stocked across all the multiples and in thousands of independent retailers across the UK, he says. "Having over 4,000 customers – including multiples, independent retailers and wholesalers served either directly or via our own cash & carry outlet in London – gives us a unique insight into buying patterns," says Phillips. "Where once retailers tended to specialise in certain cuisines, they are now stocking a far wider range, reflecting their customers' demand."

Meanwhile, world foods is also the beneficiary of its overlap with numerous other on-trend categories, he adds. "We have seen increasing interest



“Where once retailers tended to specialise in certain cuisines, they are now stocking a far wider range, reflecting their customers' demand”

in organic, free-from and vegan,” he notes. “Some of Tropical Sun’s fastest-growing products are jackfruit, banana blossom, coconut flour (gluten-free) and condensed coconut milk (lactose-free), driven by consumers seeking to reduce or eliminate their consumption of meat, dairy, allergens and food additives. This is bringing world food into the homes of a new and much wider consumer base than before.”

During the pandemic, world foods saw a huge sales spike, as consumers began cooking at home more, but this hasn’t slowed post-pandemic, says Phillips. “Sales of kitchen cupboard staples such as West African flours and powders like gari and fufu, canned meat, fish and pulses remain strong, as do Tropical Sun’s herbs, spices and seasonings.”

Amid this, authentic and traditional foods remain key, he notes. “Consumers demand authenticity and Tropical Sun’s commitment to quality and provenance ensures they get it. For example, our partner factory in Jamaica supplies ackee, callaloo, jerk seasoning and a range of sauces and condiments including yellow Scotch bonnet sauce and Jamaican honey thyme glaze.”

“Whether a consumer is looking for a ‘taste of home’, new and innovative ways to flavour food or add an exotic twist to a healthy lifestyle, Tropical Sun is a true one-stop solution,” he says.



Conserve Italia

A sustainable taste of Italy

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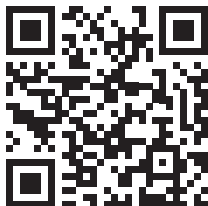
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Cirio

For more information



 Cirio – producer of the UK’s favourite Italian brand of tinned tomatoes – is the first company in the canned tomato industry to reach and declare total CO₂ neutralisation on its top-selling chopped tomato range, reveals brand owner Conserve Italia.

The authentically Italian tomatoes have taken sustainability to a whole new level, meaning they are as good for the planet as the plate. The company can now claim zero impact on climate change, thanks to the neutralisation of any CO₂ emission residuals.

Cirio tomatoes come from an ethical sustainable Italian cooperative of 14,000 associated farming companies, notes the company. “Cirio cares about its lands, products and all the people involved in creating the seeds they plant to the tables of everyone who enjoys its delicious tomatoes around the world,” says Diego Pariotti, commercial and marketing director, export department for Conserve Italia.

“Becoming climate-neutral is part of a major ground-breaking sustainability project with a commitment pledge: ‘Our hearts and souls are totally committed to sustainable production of the highest quality Italian tomatoes,’” he reveals.

Cirio recently launched a UK-wide sustainability campaign via PR, social media and a raft of videos and education initiatives. The brand also created a massive multi-media campaign ‘Bringing the heart of Italy to British tables’ with celebrity chef James Martin.

New product development

A raft of innovative new products and packaging has been launched, including Plum from Puglia, Passata from Tuscany and Finely Chopped Plum Tomatoes from Puglia – all authentically Italian and produced ethically and environmentally to bring



“Consumers shopping this category are looking for provenance and quality of ingredients. Our products naturally fit the need for healthier diets”

the ultimate convenience to customers and consumers, says Pariotti.

Other exciting additions to the Cirio range include the new beans and pulses – Red Kidney Beans, Chickpeas, Butter Beans, Lentils, Borlotti and Cannellini – appealing to health-conscious and vegan consumers, he adds. “Pre-cooked and ready to use, they are extremely versatile and can be enjoyed hot as a side dish or cold added to salads. The range comes in 380g Tetra Recart® with the benefits of being eco-friendly, safe to open and close and easy to stock.

“Francesco Cirio was the first to preserve premium Italian tomatoes and vegetables in 1856, so it is very exciting for us to be able to offer the UK market such great new products,” says Pariotti. “Consumers shopping this category are looking for provenance and quality of ingredients. Our products naturally fit the need for healthier diets whether that be gluten-free or vegan, all with delicious flavour.”





Autentico Italiano

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Don't miss out, **Stock up now!**

*From an ethical cooperative
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KEY BRANDS

Tiger Tiger

While 2022 is the Chinese Year of the Tiger, it's also very much the year of JK Foods, says managing director Andy Donnelly. "Not only are we celebrating 45 years as a leading importer and distributor of authentic pan-Asian foods, but sales of our renowned Tiger Tiger brand – encompassing the popular Chinese, Japanese and Thai cuisines – have increased significantly as consumers seek authentic, premium-quality and great value ingredients to satisfy their growing appetite for taste adventure."

World cuisines are now embedded in UK culture with 89% of people eating these foods at home¹ and around 75% of the population enjoying between three and seven cuisine types on a regular basis², notes Donnelly.

"As an established and trusted supplier, we know authenticity and provenance, a reliable supply chain, great quality and value are important to our customers," he explains.



“Supplier partnerships across the Far East enable us to identify trends ahead of the curve”

“Our exclusive partnerships with suppliers across the Far East enable us to identify flavour trends ahead of the curve. Also, our exciting NPD programme, packaging redesign for Tiger Tiger, new websites, and high-profile social media and marketing campaigns are giving retailers a great opportunity to capitalise on the growing popularity of global cuisines.”

Source

- ¹ Sacla Report
- ² Mintel report, Attitudes to Scratch Cooking, December 2021

新年快乐

2022 YEAR OF THE

TIGER

IT'S OUR YEAR!

SOP International

Standing out from the crowd

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Khanum
 Golden Swan
 Yeo's
 Squid Brand
 Pearl River Bridge
 Vitasoy
 Nongshim
 Flying Goose
 Lee Kum Kee
 Koh-Kae
 Chaokoh
 Khyber
 Manora
 Want Want

↘ SOP International has developed a series of new products to suit consumers' needs for at-home cooking or dining. "Our Yeo's Sambal oeleck, Nasi Goreng and Laksa pastes have been popular for individuals, households and restaurants," reveals commercial director Gary Cheung. "We also recently launched a range of healthy and cooking kits from Korea, Taiwan and Japan.

"Our diverse product range serves traditional ethnic customers, but also those looking for convenience and 'top-up' shopping, covering staples such as oil, rice and flour, but also offering authentic world flavours such as our Khanum, Yeo's, Squid Brand & Flying Goose products," explains Cheung.

In terms of marketing, SOP's in-house team manage everything, from social media campaigns to in-store cooking demonstrations, says marketing director Dion Saayman. "Each brand is also supported in-store with POSM, FSDUs and on-pack promotions."



“Product diversity is key to our NPD strategy”

As for NPD, SOP listens to its consumers, then seeks out the products best suited to not just meet, but exceed their expectations, notes Cheung. "Product diversity is key to our NPD strategy as the rise in fusion cooking has required many of our brands to work together, resulting in stronger brand recognition, which enables us to stand out against competitor brands."



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For Barbecues & Dips
250ml e • 270g e



SZECHUAN KUNG PO SAUCE
四川宮保醬
250ml e • 285g e



SAMBAL OELECK
250ml e • 285g e



NASI GORENG PASTE
MALAYSIAN-STYLE FRIED RICE
190g e



LAKSA PASTE
SINGAPOREAN-STYLE CURRY NOODLES
185g e



RENDANG PASTE
MALAYSIAN-STYLE BEEF SPICE PASTE
180g e

Katsouris Brothers – Cypressa

Cypressa – foods of the sun

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Senior Sales Manager
Matteo Polgrossi
Marketing Manager

KEY BRANDS

Cypressa Tahini
Cypressa Extra
Virgin Olive Oil
Cypressa Olives
Cypressa Antipasti
Cypressa Meal Kits
Cypress Halloumi and Feta

 Cypressa is one of the UK's most recognised and trusted Mediterranean and Middle Eastern brands. Established in the 1960s, when three brothers from the Katsouris family moved to London from Cyprus and started importing specialist products from their homeland and the broader continent, the company has become the recognised supplier of quality within the ethnic independent sector and multiple world food aisles for foods from these sunshine lands.

“Cypressa’s mission has always been to bring authentic, quality flavours from the Mediterranean and Middle East to the UK,” says Harry Constantinou, Cypressa senior sales manager and third-generation family member.

Moving into the mainstream

Now is the time for Mediterranean and Middle Eastern cooking to become mainstream, says Constantinou. The growing raft of restaurants and street food vendors plus the numerous cookbooks celebrating the regions’ dishes mean that UK consumers want new ingredients in their cupboards.

“Most households would cook an Italian pasta dish, Indian or Thai curry and Mexican fajitas as often as they’d cook a shepherd’s pie,” says Matteo Polgrossi, Cypressa marketing manager. “Ingredients like pesto, coconut milk and curry pastes are as common as gravy granules. Next up is Mediterranean and Middle Eastern, including tahini, feta cheese, olives, pastes and tapenades.”

Inspiring, colourful brand redesign

To celebrate 60 years, Cypressa is launching a new brand identity in September 2022. This features specially



“The Cypressa range spans olives, tahini, olive oils and many other specialities. We want to take UK consumers on a journey of discovery and help them adopt these flavours into their everyday meals”

commissioned illustrations that symbolise the skylines and landscapes of the brand’s heritage, with colour and vibrancy to create stand-out on-shelf.

“The Cypressa range is sourced from specialist growers and producers, who hand-harvest the best of the crop,” reveals Constantinou. “It spans olives, tahini, antipasti, olive oils and many other specialities – many ingredients in our range are ones that my family and I have cooked with forever. Take tahini, for example – its versatility and flavour make it a must-stock for anyone who likes to cook. We want Cypressa to take UK consumers on a journey of discovery and help them adopt these flavours into their everyday meals.”

Polgrossi adds: “In January we launched meal kits to help consumers create Mediterranean-inspired gyros and falafel wraps at home. In September, we will launch a range of versatile pastes and tapenades, full of sunshine flavours.”



BRINGING FOODS OF THE SUN INTO KITCHENS ACROSS THE UK SINCE 1962

NOW WITH A MODERN NEW LOOK

Cypressa champions the sun-drenched authentic flavours of the Mediterranean & Middle East. With a long-standing network of specialist producers and growers, our range includes olives, antipasti, olive oil, tahini and convenient meal kits.

This October we are relaunching with a vibrant, new stand-out design and will expand our range to include delicious and convenient pastes and tapenades packed with flavours of the sun,

Having colourful stand-out on shelf, the new-look Cypressa will inspire shoppers and satisfy their growing appetite for Middle Eastern and Mediterranean cooking.

**NEW
DESIGN
LAUNCHING
THIS
OCTOBER**

cypressa.co.uk



Lee Kum Kee

The secret is in the sauce

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w: LKK.com

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Maria Chong
Managing Director

KEY BRANDS

Premium Oyster Sauce
Panda Oyster Sauce
Premium Light Soy Sauce
Premium Dark Soy Sauce
Chiu Chow Chilli Oil
Char Siu Sauce (Cantonese BBQ marinade)
Hoisin Sauce
Chilli Bean Sauce
Chilli Garlic Sauce
Hot Chilli Soy Sauce
Sweet Soy Sauce
Seasoned Rice Vinegar
Oriental Sesame Soy Sauce
Pure Sesame Oil
Honey & Soy Stir-fry Sauce
Kung Pao Chicken Stir-fry Sauce
Sichuan Style Hot & Spicy Stir-Fry Sauce
Chu Hou Paste: Chinese Five Spice Sauce
Satay Sauce
Teriyaki Sauce

 Cooking sauces, table sauces and dips found new opportunities for growth as consumers spent more time in their own kitchens during the pandemic. A gap in culinary experiences, limited foodservice and the monotony of prolonged home stays turned many into experimental home cooks looking to replicate dishes they enjoyed abroad. Others simply enjoyed putting a little twist on their home comforts.

As a brand, Lee Kum Kee continues to fuel this growing desire to experiment further with world flavours in consumers' home cooking, says the company. Earlier this year, three Lee Kum Kee sauces were introduced to encourage experimentation and bring the typical restaurant experience home:

- **Chu Hou Paste:** Chinese Five Spice Sauce, made from a blend of soybean, sesame paste, spices and fermented soybean curd, works particularly well in beef stews, braised lamb shank or chicken. It is the cooking paste for the classic 'Stewed Beef Brisket with Mooli'.
- **Satay Sauce:** this classic creamy and tangy sauce is perfect for recreating many south-east Asian favourites, such as Satay Chicken Skewers or Indonesian vegan stir-fry noodles (Ketoprak). The signature flavour has a spicy rich peanut flavour with hints of sweet coconut, combined with other Asian-style spices. It works across many cooking methods including marinating, dipping, and barbecuing.
- **Sichuan Style Hot & Spicy Stir-Fry Sauce:** this convenient wok sauce made with chilli and Sichuan peppercorn provides a spicy fragrant taste and can be used for seasoning, stews, or marinades. The intriguing mouth-numbing chilli heat sensation, typical of Sichuanese cuisine, is what makes it so special, explains the company.

Dash, dip or drizzle

For consumers looking to make their typical day-to-day dishes more exciting at the table, Lee Kum Kee introduced a new 'tabletop' sauce range: Hot Chilli Soy Sauce, Sweet Soy Sauce, Seasoned Rice Vinegar, and Oriental Sesame Soy Sauce, in handy 120ml bottles, can be used on a variety of dishes as



“With our expert knowledge of ingredients and flavours, we curated products that will inspire and shape people’s tastes for many years to come”

a finishing touch – from starters like cold cuts, dim sum and salads, to main meals such as meat, fish and noodles.

To create awareness of the sauces' versatility and different applications, Lee Kum Kee collaborated with gastronomy influencers like Ching He Huang and Jeremy Pang to help food-lovers master Chinese sauces and get adventurous and creative with them.

Future forward

Hot pot cuisine has been sizzling in Hong Kong for a while now and is increasingly popular in the UK too. So keep your eyes peeled for some exciting and truly authentic flavours and innovations coming your way from this culinary capital. Lee Kum Kee's ready-to-use soup bases and dipping sauces will transform the hot pot experience and give consumers' taste buds a true, authentic flavour of the Orient.

DIP, DASH, DROP...



**STOCK
UP
NOW**

for shoppers looking
for an Asian twist!

YOUR CHOICE OF FLAVOUR AT THE TABLE WITH LEE KUM KEE
**SEASONED RICE VINEGAR, HOT CHILLI SOY SAUCE,
SWEET SOY SAUCE AND ORIENTAL SESAME SOY SAUCE**

ABOUT LEE KUM KEE

- Over 130 years of sauce making heritage, using only the finest ingredients for savoury deliciousness
- Oyster Sauce inventor & Number 1 Oyster Sauce brand in the UK*
- Wide range of products, including gluten free & vegan options
- The brand in every Chinese household & loved by professional chefs



LEE KUM KEE is available at Tesco, Waitrose, Sainsbury's, Morrisons, Co-op, Asda, Ocado, Farmdrop and Amazon.

Tazaki Foods

A taste of Japan just got bigger

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Groceries
Na Wang
Head of Marketing

KEY BRANDS

Yutaka
w: <https://yutaka.london/>

* Tazaki Foods has over 2000 different product lines in stock in order to answer customers' needs all the time. Besides Tazaki Foods' brand, Yutaka, we supply many brands and products from Japan to import not only the basics but also unique products that match even the niche needs of our customers.

Since the pandemic, there has been a huge shift in culinary habits and consumer confidence to try new cuisines at home, says Japanese ingredient brand Yutaka. With the ever-increasing trend for healthy living and mindful eating, consumers are looking to switch to healthier home-cooked dishes.

Japanese cuisine has continued to gain popularity thanks to its healthy reputation and exotic tastes. And the Tokyo Olympics further strengthened the appeal of Japanese food. Yutaka's UK retail sales enjoyed a 60% year-on-year growth in 2020 and a further 20% growth in 2021¹, which is projected to continue for 2022.

In years gone by, Japanese cuisine in Britain was mainly enjoyed in restaurants in London, but over the past decade, Japanese food is becoming ubiquitous and is enjoyed up and down the country in restaurants, fast food outlets and at home, says the company.

Thanks to brands like Yutaka and the expansion of world foods in major supermarkets, Japanese ingredients have never before been so accessible across the UK, with consumers able to pick up authentic Japanese ingredients such as a bottle of mirin or a set of sushi ingredients from their local supermarket while also shopping for staple products such as bread and milk.

Na Wang, head of marketing at Tazaki Foods, brand owner of Yutaka, says: "During the pandemic, consumers became much more experimental with their home cooking – a simple pleasure that people embraced after being unable to travel to see friends or pop into their favourite restaurant. So, the need for



Olympic gold medallist Charlotte Worthington at the Celebration of 2020 Tokyo Olympic Welcome Home Event – Manchester, sponsored by Yutaka

“Thanks to brands like Yutaka and the expansion of world foods in major supermarkets, Japanese ingredients have never before been so accessible across the UK”

authentic ingredients increased.

“Now that the world has opened up, shoppers are wanting to impress friends and families with their new-found love of cooking. Sales of our ingredients continue to grow year on year.”

Yutaka has also catered for consumers who are time-poor, so need a delicious dish they can rustle up at home in less than 10 minutes, she adds. For that reason, Yutaka has introduced 13 new frozen products in to selected Sainsbury's stores, including Japanese essentials such as ramen, gyoza, edamame beans, as well as popular Japanese street foods such as Takoyaki Octopus Balls and Yakitori Skewers.

So what does the future hold for the rest of 2022 and beyond? “As the cost of living and food prices rise, brands are likely to slow down premiumisation and NPD as businesses choose to focus on their core range and profitability,” says Wang. “Brands and products that combine quality and value look set to do better in difficult times.

“Yutaka products are accessible and affordable, with a wide range of ambient and frozen products. For example, Yutaka 300g Organic Miso Paste is less than half of the price of some other miso on a 100g basis. Our gyoza is also very good value for money.”



Source

¹Internal sales data

Yutaka®

貴方に優しく

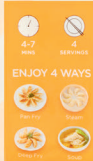
Yutaka EDAMAME SOYBEANS IN PODS

Freshly picked and frozen young soybeans in pods, perfect as a nutritious snack or side dish.

High in protein | High in fibre
Suitable for vegans

Yutaka VEGAN EDAMAME GYOZA

Japanese style dumplings perfect for pan frying as an appetizer or party food. Also great steamed or served in soups.
Source of protein | Source of fibre
Suitable for vegans | Cook from frozen



Yutaka YAKITORI SKEWERS

JAPANESE STYLE GRILLED CHICKEN SKEWERS WITH SWEET SOY SAUCE GLAZE
Perfect as an appetizer, side dish or party food. Enjoy with drinks to recreate that real izakaya feeling at home.

Pre-cooked
Microwave for 3-4 minutes

160g
6 skewers

Yutaka TAKOYAKI OCTOPUS BALLS

Enjoy the most famous Japanese street food, perfect as a casual lunch, snack or side dish.

Pre-cooked
Microwave for 2-3 minutes

300g
15 pieces

Yutaka SHOYU RAMEN FROM KANO

RAMEN NOODLES WITH SOY SAUCE FLAVOURED SOUP
Authentic ramen noodles made from carefully selected wheat flour and just natural glutaminate or Ajinomoto Japan. Comes with a subtle yet powerful soy sauce based soup.
Ready in 3 minutes

319g e
2 servings

Start Your Japanese Adventure

Discover our frozen range of authentic Japanese flavours ready in minutes

For more info visit: www.yutaka.london

Unilever – Colman's

New flavours for a Big Night In

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KEY BRANDS

Colman's

 Demand for global inspired flavour in dishes has boomed, with sales of world foods rising by 57% year-on-year over lockdown¹. The accelerated interest stems from the pandemic, which saw shoppers turning to exotic dishes as a way to experience foreign cultures during a time when travel was banned. They also used flavour to bring excitement to everyday meals and many expanded their typical mealtime repertoires to include world foods-inspired dishes to really spice things up². While restrictions have been lifted, consumers' love of international flavours is here to stay.

Bringing the flavour

Colman's is helping retailers tap into the increased demand for world foods flavours with its Big Night In range. The brand extended its highly successful meal maker sachets in April 2022 with four new global-inspired flavours – Salt & Pepper Chicken, Argentinian Steak, Mexican Burrito and Korean Barbecue.

Georgina Bradford, nutrition marketing director UKI, says: "We know that flavour exploration is a key trend in the category, with 73%³ of those who shop the category doing so because they love the taste it offers⁴. Our Big Night In range provides quick and easy ways to help shoppers enjoy a variety of global-inspired dishes. Each flavour has been carefully selected in line with the latest food trends to ensure we are giving people what they want. For example, we know that Korean Barbecue has been widely cited as one the hottest food trends to watch, while demand for Mexican meals grew by 15% last year⁵, so it was an easy decision to add these to our line-up."

Affordability

Affordability is high on the nation's agenda and many shoppers across the UK are looking at ways they can make savings across the board.

"Shoppers are having to be savvier, but they don't want to miss out on the things they love such as takeaways," notes Bradford. "Takeaways can be an expensive treat, but our Big Night In range allows people to recreate



“Flavour exploration is a key trend in the category, with 73%³ of those who shop the category doing so because they love the taste it offers⁴”

their favourites at home at a fraction of the price.”

The range also taps into the popularity of home-cooking which has increased by 20%⁶, as many look to reduce spending this way. Each pack comes with a shopping list of items and a long shelf life making it easier for people to plan meals for the week ahead.

Driving trial

Driving shopper trial continues to be high on the agenda for Colman's, she reveals. To coincide with the launch of its latest range, the brand is launching a large shopper campaign this autumn, in order to disrupt shopper missions at the fixture and encourage shoppers to experiment with the new range. The activity will promote the affordability benefit of the product and is designed to inspire shoppers to bring flavour to their meals in a more cost-effective way. The business is also supporting the launch via collaborations with social media influencers.

Bradford concludes: "We're committed to helping our shoppers enjoy affordable, great-tasting dishes and will continue to inspire them with new recipe options – something our retail partners can continue to capitalise on."



Source

- ¹ Nielsen, Foods Category Report 2020
- ² Nielsen, Foods Category Report 2020
- ³ Kantar Usage Panel, May 2022
- ⁴ Kantar Purchase & Usage Data 52 w/e Feb 2021 (NB: Kantar definition of WF does not include WF Own Label)
- ⁵ Feast Magazine, The rise of Mexitarian: Mexican food is 2021's most popular Veganuary cuisine, feast-magazine.co.uk
- ⁶ Kantar Usage panel 24 w/e 06.09.20 vs. av. 24 w/e 52 w/e 22.03.20 period, millions scratch-cooked lunches/evening meals, food & drink, in-home & carried out

CREATE YOUR ULTIMATE FAKEAWAY THIS BIG NIGHT IN.

- NEW FLAVOURS TO UNLOCK INCREMENTAL OCCASIONS – MEALMAKERS HAVE SEEN USAGE GROW **+26%** ON FRIDAY NIGHTS VS PRE LOCKDOWN¹
- FROM THE BEST-SELLING MEAL MAKER BRAND²



VEGAN

NEW FLAVOURS



ESTD 1814
Colman's
OF NORWICH

FULL-ON FLAVOUR

¹ Kantar State Of The Nation 2021, IG "Adapting to new ways of celebrating occasions" Nov 2020

² Nielsen volume sales total GB including discounters, MAT ending 18th July 2022

STOCK UP NOW

Unilever – Pot Noodle

Creating a stir in noodles

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Marketing Lead for
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KEY BRANDS

Pot Noodle

With people back on-the-go, eating habits have again changed, so it's important for brands to adapt and offer something new for their customers to meet the demand for quick and easy meal ideas, to suit busy lifestyles, says Lena Portchmouth, marketing lead for snacking at Unilever UK&I.

“We're all getting busier and have less time to spend in the kitchen, so the need for convenient meals that don't compromise on taste is what customers will be looking for,” she says.

It's no surprise then that the instant hot snacks category has grown by 8.5%¹ in the last year, with consumers shopping for the likes of Pot Noodle for the ultimate in convenience, she notes. “The category is always facing new challenges, too, with shoppers tightening their purses and looking for more affordable options on their weekly shop. We've continued to innovate so that we can offer as much choice as possible,” she says.

Introducing epic new flavours

The nation's favourite instant hot snack brand², Pot Noodle, is no stranger to launching a new product that raises a few eyebrows, explains Portchmouth. “We've got a reputation for doing things differently and offering the unexpected,” she says. “One of the main reasons people purchase our products is due to the taste, so we knew we couldn't disappoint with our new flavour.”

To find the next big flavour for its pots range, Pot Noodle asked its customers what they wanted and the top two choices – Mexican Fajitas vs Doner Kebab – went head-to-head in a social media vote. “After a tense vote across Facebook, Instagram and Twitter, we counted up the 100,000 entries and Doner Kebab came out on top.”



Source

¹ Nielsen, 18.06.22
² Nielsen, Retail Measurement Service for the Mini Meals Pot Segment, 52 w/e 24.04.21
³ Nielsen, 23.04.22. Block noodle share of Instant Hot Snacks now 32% vs 25% in November 2019



“We've got a reputation for doing things differently and offering the unexpected. One of the main reasons people purchase our products is due to the taste, so we knew we couldn't disappoint with our new flavour”

It's not the first time the brand has launched the fan-favourite takeaway flavour, but customers were delighted to hear it was making a return after nine years off the market, she adds. “We want to offer products based on genuine consumer insight – and what better way than through a social competition to hear from our brand fans. This takeaway classic will bring something new to supermarket shelves and offer a quick but delicious addition to mealtimes.”

Revitalising block noodles

The block noodle market grew in popularity during the pandemic as people working from home³ looked for new lunchtime and dinner ideas.

“While many have returned to work, working from home continues to be the norm for many others across the UK. To offer shoppers more choice, Pot Noodle has been busy in the kitchen creating a brand-new flavour, Smokin' BBQ,” reveals Portchmouth. “What's more, Pot Noodle has also reformulated its existing flavours to give shoppers the best possible flavour experience.

“Once we'd perfected the recipe, we asked a selection of customers to sample the reformulated Champion Chicken and were delighted that 95% preferred the new pack,” she says.

For further information, retailers are advised to visit potnoodle.com.

EPIC NEW FLAVOUR



✓ From the nation's favourite instant hot snack brand¹

✓ Tap into the growth of the block noodle category²

✓ New reformulated, tastier recipes

¹ Retail Measurement Service for the Mini Meals Pot Segment. For the 52-week period ending 24/04/21. (Copyright © 2021, The Nielsen Company)

² Block noodle share of Instant Hot Snacks now 32% vs 25% in November 2019 (Nielsen 23rd April 2022)

STIR IT UP.

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The Flavours of the World to your Table!
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