

# Selling into retail

Winning and growing retail listings for food and drink products is a major challenge for all brands. It requires an in-depth understanding of category management, consumer buying behaviour and the promotional mix.

We provide expert support to our clients to help them maximise their listings with the major UK multiples and convenience groups.

Our team has in-depth knowledge of point of sale, in-store and retailer media opportunities for encouraging consumer trial and brand loyalty.

We also offer a range of ways for our clients to communicate regularly with their retail customers, including category reports for buyers, newsletters, sales presenters and promotional packs.

**The Grocer factfile**
**ITALIAN FOOD**

## BURSTING WITH REAL NAPOLINA PASSION

**Italians are passionate about cooking and when it comes to their country's cuisine, so are we.**



Established in Italy and launched in the UK in 1965, Napolina has the highest household penetration of all premium Italian food brands.\*

As the only brand to stretch across the main Italian food categories, our range of over 140 products is one of the most comprehensive on shelves today.

It is the quality of our products that has helped Napolina grow, from our humble beginnings in Naples, to become the UK's largest tomato, pasta, ambient pizza base and grated cheese brand. Napolina is also the fastest growing sauce brand and the second largest brand in olive oils - growing at 21.3% year on year.<sup>1</sup>

And we're now igniting passions for Italian food with our new £2 million 'Bursting with Real Napolina Passion' campaign.

The campaign reinforces our passion for Italy's simple, delicious cuisine, which is evident through the care and attention to detail that goes into each and every one of our products - whether it's the succulent tomatoes in our pasta sauces, the juicy olives in our olive oil or the quality durum wheat semolina in our pasta.



**DRIVING SALES TO BURSTING POINT**

- The Napolina brand is being supported by a £2m marketing campaign, reaching over 24 million adults.\*
- Activity includes press and outdoor advertising, direct mail, PR and promotional activity.
- Our Napolina door drop will reach 1 million households.
- We are launching a new-look website to support the campaign, www.napolina.com, bursting with cooking tips, recipes and a regional food tour of Italy to inspire ideas.

**THE ITALIAN LOVE AFFAIR**

Over 23m households buy Italian food, making it one of the country's best loved cuisines.<sup>2</sup> Sales of Napolina products have increased 300% over the last five years and the brand is now worth £66 million at retail selling prices.<sup>3</sup>

Pre-prepared cooking sauces still account for the largest proportion of all Italian food sales. As the UK's fastest growing Italian sauce brand, Napolina has secured year-on-year sales growth of 48% in volume and 40% in value.<sup>3</sup>

The pasta category is also showing sales growth (up 4% in volume year-on-year) thanks to its convenience and versatility. Napolina, the UK's number one pasta brand, has outstripped

category growth and in the past twelve months alone, sales have increased by 33% in terms of value and 39% in terms of volume.<sup>3</sup>

Canned tomatoes remain a mainstay of Italian cuisine used as a base for soups and sauces. Napolina is the UK's number one canned tomato brand, selling over 74 million cans of tomatoes every year.<sup>3</sup>

The olive oil market is now worth £151 million.<sup>4</sup> However, consumption in the UK remains behind the rest of Europe and there is still huge potential for growth. As one of the UK's leading olive oil brands, Napolina is ideally placed to help deliver this. The brand is already showing strong growth up 23% year-on-year in volume and 8% in value.<sup>3</sup>

A promotional supplement on behalf of Napolina


**Princes Market Update**  
November 2007

**Welcome to the Princes Market Update**

In this first edition of our new regular newsletter, we bring you the latest category trends along with all the latest product developments and marketing news from Princes. Change is afoot in many of the categories that we report on. In the food and drink area, we see a significant shift in the way that consumers are buying and eating. As a result of this, many manufacturers and retailers are looking for ways to meet changing consumer needs. This means that some of the category trends that we report on may be required to customer needs.

Over 70% of UK households currently buy a Princes product.

As one of the UK's most comprehensive food and drink brands, we can help you identify market and consumer trends that are likely to impact on your business. Contact us today to find out more.

## Innovation is in the pouch



Our consumer research shows that a clear gap in the market for a new brand of Princes pouches exists for quick and easy meal meals.

The convenience and health benefits of our new 100g, 150g and 200g pouches are clear. They are easy to use, easy to carry and easy to eat. They are also a great way to enjoy your favourite Princes products on the go.

As a result, we have developed a new range of Princes pouches that are perfect for those who want to enjoy their favourite Princes products on the go. They are available in a variety of flavours and are perfect for those who want to enjoy their favourite Princes products on the go.

- ▶ **Princes Market Update**  
A series of informative newsletters containing information about brand developments and category trends.
- ◀ **Napolina Factfile**  
A four-page factfile inserted into The Grocer magazine for Italian food brand Napolina, aimed at positioning it as the authority on the category



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk