

Taste Italia

Napolina is the UK's leading brand in canned tomatoes, pasta, ambient pizzeria and cheese. It's also the country's second largest olive oil brand. Napolina volume sales have grown by more than 300% over the past five years.

We were asked by Napolina to generate additional brand awareness through consumer PR and to encourage more shoppers to buy across the entire product range.

Generating consumer awareness

We created a product placement campaign targeted at consumer women's and food media titles.

Through media visits, sampling activity and new product launches, we have built a strong relationship between the brand and key journalists.

Targeting 'new in store' and 'tried & tasted' slots, we have secured positive media coverage for Napolina products in titles such as Delicious, The Times Magazine, Observer Food Monthly and Woman's Weekly.



taste test.

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CANNED TOMATOES No foodie's storecupboard is complete without them - we tasted 35 to find the best

BEST PREMIUM
Napolina Peeled Plum Tomatoes, 47p for 400g, major supermarkets
Grown by local farmers in Puglia in Italy, these ripe, plump tomatoes are packed with flavour and come in a rich tomato sauce. A top-quality product.

BEST ORGANIC
Maitre Organic Plum Tomatoes in Rich Natural Juice, 64p for 400g
Also grown in Puglia in Italy, these perfectly intact tomatoes - with hardly any salt - look about as rich, silky sauce. At a push, these are great for a breakfast fry-up.

BEST CHOPPED
Marek & Spencer Chopped Tomatoes in a Rich Tomato Sauce, 47p for 400g
These chunks of well-flavoured tomatoes in a smooth, rich-red sauce. The 400g jar is virtually too easy to open these have been chopped and tinned with care.

BEST FLAVOURED WITH HERBS
Sainsbury's Chopped Tomatoes with Basil and Oregano, 49p for 300g
Ergonomically meaty, deeply flavoured dark red tomatoes with high-quality dried herbs: oregano is best dried, but it's the fresher dried basil that holds its own here.

BEST OF THE OTHER FLAVOURS
Sainsbury's Chopped Tomatoes with Mixed Herbs, 49p for 300g
Proving that some brand lines get it right throughout the range, this ruby-red blend of tomatoes plus ground green and black olives tastes clean, fresh and savoury.

BEST VALUE BRAND
Tesco Value Chopped Tomatoes in Tomato Juice, 37p for 400g
Here's an economy line that works. Colour and flavour are respectable, and while the pieces are a bit mealy, with some core and skin, if they're going to contribute to the overall flavour, well, why ever not?

WHAT WE WANT FROM CANNED TOMATOES

- Substance. In tomato circles, canned organic plum tomatoes because they have fewer seeds and a remarkable firmness. Whole tomatoes should be just that - complete and without skins. In the case of chopped, we want discernible pieces. And both kinds should have a minimum of salt.
- Strong flavour. The best tomatoes grown for canning are left on the trees longer to intensify the taste. We also desire a thick, rich sauce with a good sweetness-to-acid ratio, and nothing too salty or slippery. Some cans are sweetened but this isn't necessarily a bad thing as a tomato gets up and from a pinch of sugar.
- Good health. Tomatoes contain lycopene, an antioxidant that is thought to prevent some cancers and heart disease. Cooking releases even more lycopene, so that's another tick for canned tomatoes.

TASTE TEST... SPAGHETTI

Look out for long strands with a firm texture that doesn't turn to mush when handled. You want a natural, warm wheat flavour rather than anything fancy.

Guest panellist: Theo Randall, head chef at the InterContinental, London W1 (020-7730 8747).

THE TOP THREE

★★★★ **Tesco Finest Spaghetti, 74p, £2.39**
Fantastic. This is nice and long, and has a lovely clean, wholesome flavour. There's a hint of almost nutty sweetness. You'd happily eat a plate of this with just a little oil and seasoning.

★★★★ **Napolina Spaghetti, 74p, £2.55**
Holds its bite perfectly, and a lively consistency and earthy taste make this effortlessly eatable. Again, very hard to fault.

★★★★ **De Cecco Spaghetti, 500g, £1.49**
A classic spaghetti that's coarse and robust, with what tastes like a good durum-wheat content. Will complement a rich, meaty sauce especially well.

AND THE BEST...

★★★ **Co-Op Italian Spaghetti, 500g, 74p**
Obviously isn't a commercial brand, but this will fill a hole, but there's no distinctive flavour despite its darker colour.

★★ **Sainsbury's So Organic Spaghetti, 500g, 74p**
There's a sweetness to the wheat flour with this that reminds me of the dust at the bottom of an old cereal box. A sticky, glutty consistency doesn't help either.

★★ **Asda Spaghetti, 500g, 74p**
This breaks up far too easily, and it's soft and slightly slimy. You get a cheap, heavy flavour that's just on the wrong side of bland. **WINNERS!**

- ☐ Coverage in Delicious magazine
- ☐ Times magazine 'Taste test'



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