

of kids

so meets the strictest standards that we could find, will be targeted at children of all ages."

The range will be expanded and supported with a £10m fund in the next three years. He said the joint branding with Planet Cook was an excellent partnership.

The programme, which is hosted by celebrity chef Kevin Connolly and aired on CBBC Channel and BBC1, aims to encourage young children to cook and eat more nutritious foods in a Ready Steady Cook equivalent for under 10s.

The range will provide an easy way of cooking for kids with some lines requiring the addition of vegetables or meat, as well as convenient options such as frozen ready meals.



Dolmio grandparents return

Chunky puppetry

The puppet Italian Dolmio family hits the screens again from April 24 to communicate the recent addition of Dolmio chunky pasta sauces.

The commercial shows Papa Dolmio being educated by Mama Dolmio in the ways of the sauce as she prepares a spaghetti bolognese for a meal with the grandchildren.

However, the peaceful get-together goes awry when one of the grandchildren realises that one plate has more of the vegetables than any of the others, starting off an argument. Thankfully, peace is restored and the ad ends with the family tucking in.



Actimel is creating a range of products with 0.1% fat across its portfolio

Actimel variant fat down to 0.1%

Stefan Chomka

Danone is aiming to create an even healthier image of its Actimel probiotic drink with the launch of a 0.1% fat variant.

The product, which is initially being launched in a strawberry flavour, the most popular of the Actimel flavours, will further push the brand's health credentials among consumers.

Danone's standard Actimel products contain 1.6% fat.

Earlier in the year Actimel debuted as a top 10 soft drinks brand, according to the Britvic Soft Drinks Report, reflecting the growing market for healthy drinks.

According to a report published next month, the market for active health drinks is worth £184m and 36% of UK households buy into the

category. The new Actimel variant is part of Danone's drive to create a 0.1% fat range of products across its entire chilled yoghurts and drinks portfolio. The company recently launched Shape 0.1, and other products with the same fat content will follow in the future.

Actimel 0.1 fat is being rolled out across the multiples from May and will be available in multipacks of eight, with an rrp of £2.38. A special offer of two packs for £4 will run with the launch.

If it is a success, Danone said it is likely that it will create lower fat variants of some of its other flavours.

Danone is also adding a five-second tag to the end of its adverts from the end of June, highlighting the introduction of the new variant.

Yoghurt from Petits Filous

Children's fromage frais brand Petits Filous has moved into the yoghurt category for the first time in its 20-year history.

Petits Filous Fruity Smooth Yoghurt is the first yoghurt made under the Petits Filous banner and marks a move by Yoplait Dairy Crest to widen the brand's appeal among older children. It comes in 4x100g pots (rrp: £1.48) and is aimed at four to nine-year-olds.

The wholemilk yoghurt, which comes in strawberry and raspberry flavours, is made using fruit purée rather than fruit chunks, in keeping with the brand's traditional smooth and creamy texture.

The packaging is also closely linked with the Petits Filous name, carrying the brand's logo and swirl, but with clear yoghurt communication in order to differentiate it from fromage frais.

The launch is being backed by a £1m TV campaign that will run throughout May and June as well as sampling and price promotions.



First yoghurt under the banner

How to annoy Charles, part two

Jonathan Crisp is bracing itself for another showdown with Prince Charles, after featuring a drawing that looks suspiciously like his new wife on one of its Crisps for Snobs lines.

MD Paul Saxby told The Grocer that Clarence House was "aware" of the repackaging for its Horseradish & Sour Cream flavour and would be contacting the company.

The manufacturer first ran into hot water with the Royals at the end of last year when it put



Resemblance? What resemblance?

a cartoon resembling Princess Anne on the same flavour. After discussions with Buckingham Palace and rumours of a

handwritten note from Prince Charles slamming those "bloody crisps", the company agreed to redesign the product. The new bag is unlikely to appease the Prince. Saxby said: "The fact the caricature is being likened to another Royal is rather unfortunate. The vision was to have an equestrian type on the bag."

The new bags are going into stores this month including selected Somerfield, Co-op and Waitrose outlets.