

Burton's boosts Cadbury chocolate brand in biscuits

Burton's is planning to build "significant" value into the the £264m everyday treat sector this year using the Cadbury brand. The plans are based around maximising the emotion and functional USP of Cadbury chocolate – Britain's favourite.

The everyday treat sector is worth £264m and growing. The sector is made up of four key segments – chocolate covered digestives, Jaffa cakes, chocolate covered oat biscuits and shortbread. Cadbury is under represented in this sector with less than 5% share and Burton's believes there is opportunity for driving category value given the significant consumer preference for the Cadbury brand, premium perception and presence in other markets.

Burton's plan is to offer consumers a range

of Cadbury chocolate covered biscuits delivering different tastes and textural experiences. It includes Half Chocolate Digestives, Cadbury Fruit and Oat to compete in the oat segment that is growing 27% year-on-year; Cadbury Shortcake, Cadbury Rich Tea, and Cadbury Chocolate Rings. Another development is the launch of Cadbury Bournville dark chocolate digestives. "This will bring real consumer choice and interest in a sector that has been short on innovation," says Atif Sheikh Cadbury marketing controller.

Burton's believes Cadbury offers significant opportunity to invigorate and excite consumers and to drive sales, especially amongst younger consumers. Launches are also planned for later in the year.



Burton's brings Cadbury Highlights



The healthier biscuits sector is showing phenomenal growth – capitalising on consumer needs for weight control, balanced eating, vitality and well being.

The £280m sector is growing 9% year-on-year and is projected to become the second biggest sector in the next few years. The healthier snacking market has seen fantastic growth – cereal bars +86% and health biscuits +33% versus 2001. What's more, research suggests that 63% of consumers want to eat healthier foods. Burton's is under represented in this sector

so this year will see a number of major launches.

With consumers increasingly turning to better for you products, one of the biggest launches from the Burton's portfolio this year is Cadbury Highlights – a range of wafer biscuits and mallows with less than 100 calories, 10g sugar and 3g fat per portion – allowing consumers to carefully portion control what they consume.

Launched in January this year with £3m worth of advertising and promotional support, Cadbury Highlights will capitalise on the consumer trend to follow



s to healthier biscuits



a weight conscious lifestyle without having to give up everything they enjoy.

Cadbury Highlights Wafers are wafer biscuits sandwiched with fruity jam and covered in Cadbury Milk chocolate. They come in three varieties: raspberry, apricot & peach and orange.

Cadbury Mallows are biscuit teacakes with a caramel or orange filling and covered in Cadbury Milk chocolate.

The packaging design and clear labelling provide simple details on calories, sugar and fat content via a strong brand mnemonic.

Burton's says that women today want it all – successful careers, a family and an exciting social life. They also want to look good, fit into fashionable clothes and feel fit and active. Enjoying life to the full must include little pleasures such as great tasting treats: Cadbury Highlights biscuits hit the spot.

Burton's innovation manager Julia Monoyioudis explains: "Women in the UK are increasingly becoming conscious of their weight and welcome any help in watching what they eat. We have identified a gap in the healthier snacking market – great tasting treats that hit the spot.

"Women's attitude to weight control is no longer so focused on diet and deprivation – they want help to maintain balance and control," she adds.

Consumer research and sampling conducted by JRA suggested that 80% of women between the ages of 25 and 45 were likely to buy Cadbury Highlights biscuits.

▶ appearance and conversation reflects this.

In terms of fashion, they spend a lot of time making sure that they are wearing the most up to date clothes and they like nothing better than a days shopping spent picking out the most fashionable outfits, however these people aren't necessarily well off so the shopping usually consists of high street shops rather than more upmarket places; although their budget may stretch if they feel an item is worth it – it's all about good value.

They also have their eyes and ears on the latest gossip items – and like nothing better than sharing this with their friends; this is a great source of entertainment for them.

This group aren't particularly focused on health, both in terms of food & weight management, and exercise. It just isn't on their list of priorities. They have a less structured relationship with food, often skipping meals and often eating alone.

Snacking is a big part of this group's lives. They enjoy looking out for new brands and new snacks and often buy on impulse. They generally keep snacks in their cupboard at home and are often tempted, especially by the sweeter snacks.

This snacking however is accompanied by a sense of guilt. Everyone in this group professed that they felt guilty about snacking.

Consumer Group Five

These people are comfortable and self sufficient in themselves – both financially and emotionally; they know who they are and are comfortable with how they behave; they are not looking to impress anyone or to create an image around themselves, they just get on with their lives how they see fit.

They have a relatively ordered life, going about their business as they believe it should be done, because of this they often seem quite independent, which they are, however they are independent in the context of society's rules; these people aren't looking to protest or make a name for themselves and change society, instead they just want to live their life in their world, and

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