

Solo

Goodfella's marketing manager Adrian Mooney said: "There is a clear market opportunity for an individual quality pizza. Market research shows that there is a rise in single-person meals, which now account for 46% of all eating occasions."

Solos would also solve the problem of families arguing about what toppings they wanted, he added.

Supported by a TV ad campaign from October, sponsorship of ITV's Creature Comfort series and sampling, Solos will be produced at the new Northern Foods Frozen Division factory in Naas, Ireland.

Tesco buyer Phil Wheatcroft said: "Frozen food as a whole is thriving and companies have to do their bit to bring back quality and innovation."



Cadbury Highlights: Delights and Nibbles join the low-calorie biscuit range

Delightful nibbles are better for you

Stefan Chomka

Burton's Foods is increasing its presence in better-for-you biscuits with two additional products under the Cadbury Highlights brand.

Newcomers to the range are Cadbury Highlights Delights and Cadbury Highlights Nibbles, which seek to deliver an indulgent biscuit without adding on the pounds.

Delights are individually wrapped biscuits, available in chocolate and coffee varieties, while Nibbles are mini-bags of chocolate-coated biscuit rings in plain and honeycomb flavours. All contain Cadbury milk chocolate. Delights come in individual packs of eight biscuits, while Nibbles come in a multipack of six.

They join the first two Cadbury

Highlights products, which were launched earlier this year in mallow and wafer formats.

All contain fewer than 100 calories, 10g of sugar and 3g of fat per portion.

As well as offering healthy options, the biscuits add more portability and convenience, an area in which the company is looking to expand in the coming year, according to Burton's chief executive Paul Kitchener.

Burton's Foods innovations manager Julia Monoyoudis said the better-for-you category was forecast to become the largest segment in biscuits by 2007 and Burton's would continue to add to the range. "The launch of Cadbury Highlights has been a great success for Burton's. Our vision is to fulfil different consumer needs for light treats."

More Snaps flavours for big night in

Cadbury Trebor Bassett is continuing its push to grow the 'big night in' category in confectionery with the launch of two additional flavours to its burgeoning Snaps range.

Honeycomb and coconut bring the Snaps range to six. They join the original variants of milk chocolate, orange and hazelnut, launched in September last year, and mint, which was added in April. All have an rrp of £1.75.

Snaps has been the major success story for Cadbury over the past year and is already one



Cadbury: six flavours of Snaps

of its top 10 best-selling brands with sales to date of £19m.

Honeycomb is expected to become the third biggest-selling

Dark side of bittersweet

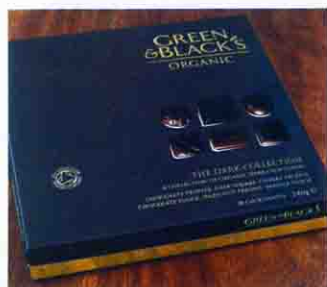
Green & Black's will be showing its darker side this Christmas with three premium gifting products for chocolate lovers.

Launching next month is the Dark Collection (rrp: £14.99 for 240g) – a selection of 28 handmade dark chocolates, including cherry truffle, hazelnut praline and vanilla fudge – and Dark Fudges (rrp: £10.99 for 160g), a gift box of 16 fudges. The box includes four fudge varieties – honey, which is decorated with a sprinkling of real pollen; ginger; vanilla covered in white chocolate speckles; and hazelnut, with a topping of chopped nuts.

All are coated in Green & Black's trademark 70% bittersweet dark chocolate.

On the lighter side, the company is also launching a two-tiered Praline Collection (rrp: \$5.99 for 240g) of 24 individually wrapped soft centres.

These are the first major innovations since the brand was bought by Cadbury Schweppes earlier this year.



Green & Black's Dark Collection

flavour after chocolate and mint, said Cadbury. Coconut was the second most popular choice among 16 to 30-year-olds.

Cadbury hopes to grow the 'big night in' category, following the success of the concept in savoury snacks. Next month it is also launching three Great to Share boxes (rrp: £2.49) that contain individually-wrapped chunks of its leading brands.

The boxes come in Dairy Milk, Crunchie and Dairy Milk Variety. All the products will be launched on September 12.



Fairy Active Foam: 'easy to use'

Fairy visits washing up

Days of wrinkly hands caused by washing dishes may be over, with a product from Procter and Gamble that requires hardly any water. Fairy Active Foam takes washing up into the 21st century. Doing away with the need for a bowl of hot, soapy water, the foam is applied directly onto a wet sponge. According to P&G, the foam absorbs 10 times more water than all other washing-up liquids and means that you only require a quick rinse under the tap.

The foam comes in a 375ml action dispenser at an rrp of £1.99. Refills cost £1.19.