

Hot Spots

>>A ROUND-UP OF THE HOTTEST ACTION IN FMCG

GOOD PIZZA FOR GOING SOLO

- Goodfella's is targeting the lone consumer with its Solos pizza range, which Northern Foods is citing as one of the most significant innovations in the frozen pizza aisles.
- The range is available in eight varieties, from kiddie-friendly toppings such as Hawaiian and Pepperoni to more sophisticated choices, including stonebaked Balsamic Vegetable and Cajun Chicken.
- A £5m marketing campaign – including a TV commercial, which is being aired from October – support the launch.

CADBURY ADDS DELIGHTS, NIBBLES

- Two new ranges of better-for-you biscuits have been added to Burton's Foods' Cadbury Highlights brand.
- The newcomers are Delights – individually wrapped biscuits in chocolate and coffee varieties – and Nibbles – mini bags of chocolate-coated biscuit rings in plain and honeycomb flavours.
- All contain fewer than 100 calories, 10g of sugar and 3g of fat per portion.

THE KING OF BEERS HAS ARRIVED

- Cobra Beer has created a superior strong lager to target the dining occasion as an alternative to wine.
- King Cobra is double fermented and continues conditioning in the bottle. It has an abv of 8%.
- Packaged in a 750ml Champagne-style corked bottle with a premium price tag of £3.99, the beer is designed to be shared with friends or drunk with a meal.



...the innovation and is currently static. Lyle's Golden Spread comes in an eye-catching 350g glass jar (rsp: 95p) and contains no artificial colours, flavours or preservatives.

"It has all the flavour and richness you would expect, but with a less runny texture that makes it easier to handle," said Ashman. It also combines convenience with flavour differentiation in the spread category, ensuring that it will have universal appeal across all age groups."

Although the majority of golden syrup sold is for baking, usage of it as a spread is

up 57%, according to Lyle's, which said research showed 89% of mums would be likely or very likely to buy the newcomer.

To help it off to a good start, Lyle's Golden Spread will be supported with an integrated marketing support campaign worth half a million pounds.

And, to maximise on-shelf impact, the product is packed in branded shelf-ready trays of six.

This launch takes Lyle's back to its roots, as decades ago Lyle's Golden Syrup was actually marketed as a spread with the strapline 'Better than Butter'.



HARDYS

Budget undisclosed **Manufacturer** Hardys

...few cinema advertising for Australian wine brand Hardys forms part of the 'Best Wine Under The Sun' campaign launched at the end of 2004. The cinema ad will also be supported by adverts in selected consumer press titles.



AQUADROPS

Budget part of a £2.7m spend **Manufacturer** Masterfoods

Masterfoods is supporting its AquaDrops brand with a raft of marketing activities until Christmas, including a national outdoor campaign appearing on public transport and various outlets where 'dry mouth moments' are experienced.