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Key Brands

Planters

Big D

Nuts about quality snacks

Trigon Snacks' two big brands are represented by two very different brand ambassadors – Planters by the monocled Mr Peanut and Big D by glamour model Ruth.

Planters claims to be 'The world's No 1 nut brand' and now an agreement reached with the American Peanut Council sees Dry Roasted and Sea Salted peanuts packs sporting the 'Quality USA' logo. A recent press advertising campaign boasts, 'Now with great tasting American peanuts' and, 'The best just got better' to communicate the Planters quality message'.

Go nutty for Christmas

Christmas is an important period representing around 40% of annual sales for nut and consumption patterns are different to the rest of the year.

Though nut consumption over the festive season ranks along with roast turkey and mince pies, consumers nowadays want premium quality nuts in formats that are convenient and designed for sharing.

Responding to this trend, Trigon are launching a range of Planters premium nuts for Christmas 2005 with four variants, Salted Oven Roast Nuts, Roasted Garlic & Herb Seasoned Nuts with Basil Infused Oil, Maple Roasted Large Peanuts & Cashews and Honey Roast Jumbo Cashew Nuts are packed in 280/300g re-sealable cans.

Earlier this year the company launched



the Planters Convenience Range, a premium selection of added-value mixed nut products. Variants include Nut & Fruit Mix with Cranberries, Sea Salt & Black Pepper Cashews & Peanuts, Sea Salt & Malt flavour Crunchy Peanuts, Salted Pistachios and Authentic Bombay Mix.

On-shelf customer appeal is achieved by packing all variants in see-through bags and the use of brand icon, Mr Peanut, on the packaging. Commercial director, Duncan Hill explains: "The range is made from premium products so we decided to use a packaging format that lets consumers actually see what they're buying."

The range is packed in convenient and eye-catching shelf-ready display cases each containing twelve bags.

Hill adds, "The demand for salted and dry roasted peanuts is static, while the consumer's appetite for added value products such as cashews, pistachios, and fruit and nut mixes has driven substantial growth within the nut category."

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