

New Products

Premium Planters

Trigon Snacks has introduced Planters Premium Nut range as part of a plan to help independent retailers exploit consumer demand for added value nuts.

The range comprises: Nut & Fruit Mix with Cranberries, 120g bags retail at £1.39; Sea Salt & Black Pepper Cashews & Peanuts, £1.29 for a 110g bag; Sea Salt & Malt flavour Crunchy Peanuts, 99p for a 110g bag; Salted Pistachios, 90g bags retail at £1.49 and Authentic Bombay Mix, 89p for a 90g bag.

Availability: Now

Contact: 0151 523 8700



Weetabix family

Weetabix has launched a £10m multi-media push for its products and, for the first time, is promoting them as a 'family' says CEO Ken Wood.

The ad strapline is 'What are you made of' and highlights the health and nutritional benefits of wholegrain in Weetabix, Alpen, Ready Brek and Weetos.

The campaign runs until the end of the year and is being supported by poster, national press and consumer magazine advertising.

Contact: 020 8863 0603



PICK OF THE BUNCH

Pot Noodle horns

The success of the Pot Noodle 'Horn' TV advertising campaign has prompted brand owner Unilever UK Foods to offer consumers replica horns.

Promotional packs of the three best-selling variants are currently going into the trade offering 1 million sets of horns – with a win or lose message in every pack.

A budget of £2m will see the promotion advertised on TV, on posters, in-store and on POS material with 59p price-marked packs available to the impulse trade.

Contact: 01293 648000



Wonder burger Two cookies

Golden Wonder's Wheat Crunchies has linked with Burger King in its biggest-ever on-pack consumer promotion.

Consumers who buy a Bacon Double Burger, Veggie Burger or Spicy Beanburger can get a second one free when they hand over an empty promotional pack.

Promotional stock is on-shelf for the next two months and is being supported 'extensively' in the trade.

At the same time a Big Cheese variant has been added to the range.

Availability: Now

Contact: 01858 410410



McVitie's has added two variants to its range of cookies – Choc Chip 'n' Chunk and Hazelnut Choc Chip 'n' Chunk. It claims they contain up to 20% more chocolate than their main competitor – Maryland Cookies, manufactured by Burton's Foods.

Brand support runs to £1.6m and includes TV advertising and money-off coupons in targeted magazines.

Availability: Now

Price/pack size:

150g packs retail at 69p and price-marked packs will be available from cash and carries

Contact: 0800 138 0813



Tropical Yop

Yoplait Dairy Crest has introduced a second limited edition flavour to its Yop brand. Tropical Twist is available now and replaces Vanilla.

Price/pack size: 750g pots retail at £1.39

Contact: 01372 476000

In brief

■ Ryvita has extended its product range with the launch of two seed-topped variants. Sunflower Seeds & Oats and Pumpkin Seeds & Oats are available now in 200g packs which retail at £1.29.

01202 743090



■ This week sees Vittel return to TV advertising as part of its reVittelise! campaign which illustrates how the body regenerates and re-hydrates when drinking Vittel water.

The campaign runs for nine weeks.

01923 897700



■ Maltesers is sponsoring Channel 4's *Will & Grace* for a second time. The £1m deal covers the series which runs from now for 24 weeks.

01753 550055



■ Old El Paso is the subject of a £2m summer TV advertising campaign – part of the £5m being put behind the brand this year.

01895 201100



■ Butterkist popcorn has signed a licensing deal with Twentieth Century Fox to feature *The Simpsons* on its products. The cartoon characters appear on the mainstream popcorn brand and on a new limited edition Maple Syrup variant available in 100g bags which retail at 75p and on 17g bags of the Toffee style which retail at 10p.

01977 466566

■ Shloer plans to sample 70,000 consumers at open air music festivals around the UK this summer. National and regional press advertising and radio supports the move.

01242 570288