

Highlights brightens up

Simon Mowbray

Cadbury is making its first foray into better-for-you biscuits through its licensing agreement with Burton's Foods.

The move is also Burton's first crack at the sector and follows a two-year development programme.

Burton's also plans to extend its presence in the burgeoning category against the likes of Fox's Officially Low Fat and McVitie's Go ahead! ranges early next year with the launch of a completely new better-for-you brand, the details of which have still to be confirmed.

Innovation manager Julia Monoyioudis said the first phase of its new assault – a range of mallows and biscuits under Cadbury's Highlights hot chocolate drink banner – would



Partnership: Cadbury and Burton's launch into better-for-you biscuits

tap into a key market of 25 to 45-year-old women who like to watch their weight but are reluctant to give up daily treats all together.

Packs, rolling out to all the

multiple, except Sainsbury, from the new year will feature the familiar purple Cadbury branding and logo, as well as a triangular flash promising consumers that each mallow or



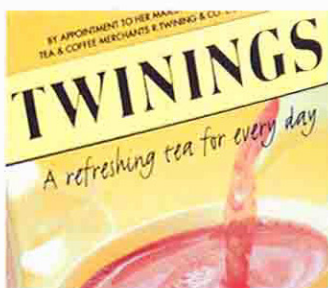
Love it or hate it brand Marmite is heading back to TV screens in a £1.5m new year campaign. A new 30-second ad gets its first screening on December 27 and is set to remind viewers that it's the spread that divides a nation. The ad is in horror film-style and features a giant ball of Marmite chasing people down the street.

A cuppa for Everyday

Twinings is breaking with almost 300 years of tradition to enter the mainstream tea market. The company, established in 1706, is planning to throw a heavyweight £5m TV, direct mail and sampling launch behind Everyday tea.

Twinings said it had a market-leading 68% share of the speciality teas market, but could only boast a modest 6% of all black tea sales.

However, it said Everyday was aimed at taking market share off the likes of new market-leader Tetley, PG Tips, Typhoo and Yorkshire Tea and would contribute towards Twinings' goal to double its UK business by 2008.



Mainstream brew: from Twinings

biscuits

wafer contains less than 100 calories and 3g of fat. However, the sugar content for both remains high at 51.3g per 100g.

Sold in packs of six wafers or 10 mallows, rrp for each offering will be £1.29. Flavours will include caramel, orange and raspberry.

A £3m above and below the line round of marketing support, including outdoor posters and ads in women's weeklies, is scheduled to kick off in February, allowing the newcomer time to get onto shelves, while a rollout to the independent trade has been pencilled in for the last quarter of 2005.

Monoyioudis said the brand aimed to offer consumers a better-for-you option that delivered on taste.



Fruity: Welch's redesigned packs

Wrapped for Christmas

Juice brand Welch's is getting a facelift for Christmas with a pack redesign of its chilled range. Aimed at reinforcing the brand's premium credentials and improving standout in the chiller, the move extends the 'fruit splash' design already introduced on the brand's ambient range.

New designs, featuring sunlight shining through vine leaves and bright fruit photography, are now going on the chilled range, which includes Welch's Purple Grape Juice and Grape, Mango & Passion Fruit. The Grocer's Top Products Survey, published last Saturday, showed sales of Welch's juice drinks rose by 6.6% in the year to October 2.

ght on the Oriental Express



China Light: ready meals range

and flavourings and represents at least one portion of the recommended five-a-day of fruit and vegetables.

Michaela Blunden, marketing director for Oriental Express

Frozen Foods, predicted the new range would rack up sales of \$9m within the first year. She added there were also plans to expand the range of meals and to possibly extend the China Light brand outside the frozen category. She added: "There is a clear gap in the market for something healthy which isn't a Weight Watchers product."

The new range will be supported by a \$500,000 marketing spend in the first six months of launch as well as buy-one-get-one-free promotions to encourage trial.