

Hot spots

A ROUND-UP OF THE HOTTEST RECENT ACTION IN FMCG

BETTER BURTON

- 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 sector against the likes of Fox's Officially Low Fat and McVitie's Go ahead! ranges with the launch of a completely new better-for-you brand.

CURRYING FAVOUR

- Sharwood's has launched its first healthier-eating Indian sauce range.
- The Balanced Living range contains at least 50% less salt and 25% less fat and sugar than the brand's regular recipes. Rsp for each 420g jar is £1.39.
- Brand owner Centura Foods believes the newcomer, which comes in three variants, could add £5m to the cooking sauces category.

UNLOADED

- The low-carb diet market is set for a new contender from a start-up called the GoodCarb Company.
- The Llanelli-based company has launched two new products that have a naturally low Glycaemic Load (GL).
- The newcomers include a Granola breakfast cereal (rsp: £2.80 for 500g) and a range of three Belgian chocolate brownies (£2.69 for 3x45g).

MAGNUM FIGHTBACK

- Unilever aims to reverse a double-digit sales drop on Wall's Magnum ice cream with a new limited edition range for 2005.
- Magnum 5 Senses – in Touch, Aroma, Sound, Taste and Vision variants – start hitting freezers this month and will be backed by a £6.5m advertising spend that will include TV.
- Previous activity on the brand included the Magnum 7 Deadly Sins programme.

Hit or Miss?

>>HOW IS ONE OF LAST YEAR'S TOP LAUNCHES FARING?



- **Product:** Mum's Own babyfood range
- **Company:** Heinz
- **Launch date:** November 2003

The idea of getting mothers to provide recipes for a babyfood range appears to have worked for Heinz, which launched its Mum's Own savoury portfolio just over a year ago.

The range, for which no fewer than 17 mums provided the recipes, has clocked up impressive sales of £20.2m in its first year [IRI 52 w/e October 2004]. The total wet babyhood market is valued at £99.2m.

Based on dishes entered into a Heinz competition in 2003, packaging on the jarred offerings features the name of the mother who developed each recipe, together with childlike illustrations.

Buyers have taken favourably to the newcomer. "It's a good product but Heinz always had to do

something as they saw Hipp and other manufacturers competing in the organic babyfood sector," said senior buyer at Budgens Barry Carter.

"Heinz has a clear marketing message that they are able to promote to customers. I am sure that, with the right focus, it will perform well."

At launch, Heinz supported the new range, which includes variants such as Joanne Nettle's Orange Squash Stew and Brenda Hoppers' Seaside Pasta, with press advertising, sampling and direct mail.

On the back of the success of the newcomer, Heinz has just added a four-strong range of toddler meals under the same banner, aimed at children 10 months and over.

The Acid Test

>>CONSUMERS AND BUYERS GIVE THEIR VIEWS ON THE LATEST LAUNCHES

BACI

From: Nestlé

Italian-inspired premium chocolate brand Baci from Nestlé is aimed at 30 to 45-year-old women and has been launched as direct competition to Ferrero Rocher.

Price: 49p for a two-chocolate impulse pack, £1.39 for a six-chocolate tube and £3.99 for an 18-piece gift box.



Total score: 40/50

CONSUMER'S VERDICT

SALLY JONES, OFFICE ADMINISTRATOR, 34, YORKSHIRE

I had rather high expectations for Baci as I love Ferrero Rocher. However, on receiving the product I was slightly put off by the packaging.

I think the strong red and gold colours made it look a bit cheap, it certainly did not give the impression of a premium offering. Nice for the Christmas period, but not suitable all year round. Still, I loved the little love-themed messages which you find when opening the individual sweets.

When I tasted the chocolate, I did find it quite nice – a lot better than the packaging suggests. It has quite a full flavour but the chocolate filling is 'bubbly' rather than smooth, which I would have preferred. It sort of disappears in your mouth without a trace, which is a shame. It would have been nice had the flavour lingered for a while.



Score: 16/25