

advert

British Advertising. "Advertisers have realised that the public's attitude towards how they promote their brands has changed over the past two years, and that they needed to change their advertising accordingly," he said.

"Companies are much more aware of annoying consumers and demeaning their brands."

Twinn said companies were more wary about targeting food advertising at the very young, and predicted a growing focus on promoting healthy reformulations and active lifestyles.

However, with the ASA forcing the withdrawal of an ad for Danone Shape yoghurt claiming it was 'virtually fat-free', producers are being warned over misleading health claims.



Flavoured cola: Pepsi Max Spice

Pepsi spices up sparkle

Pepsi has sparked speculation it is planning to beef up its presence in the flavoured cola arena after registering the UK trademark for a new flavour called Pepsi Max Spice.

The product is likely to be a sugar-free version of Pepsi Holiday Spice, which contains winter spice flavours and was launched in the US last year in time for Christmas.

Diet Coke with Lime and Pepsi Max Twist, a sugar-free lemon and lime variant, have both been released this year.

A leading buyer said while flavoured colas added sales in the short term, their long-term future looked less promising.



Front-of-pack: Nestlé and Kellogg's bold new cereal pack labelling

Cereal packs draw label battle lines

Stefan Chomka

The battle lines over health credentials have been drawn in the breakfast cereal market with Nestlé introducing new GDA labelling on the front of its packs from June.

The new labelling will carry information on calories, total fat and sugar per serving as well as whole grain, which Nestlé is adding to its entire cereal portfolio from June.

Kellogg put GDA information for calories, fat, salt, total sugars, fibre, calcium and iron on its packs in February.

The move is likely to spark confusion among consumers because of the lack of consistency in GDA labelling. Kellogg uses a bar chart format on pack, while Nestlé has opted

for showing percentages and amounts as figures.

Kellogg defended bringing out GDA labelling before a single approach had been taken, something which the Food Standards Agency is working on. It said it carried out rigorous consumer research to ensure its labelling was clearly understood.

However, Kellogg UK MD Tony Palmer said the company would modify its GDA labelling in order to create an accepted industry-wide standard. "The next stage is to get something consistent and make sure it is functional and not just pretty."

Cereal Partners UK, which manufactures Nestlé cereal, said GDA information would help consumers make better-informed choices.

Danacol links up with BHF

Danacol, the cholesterol-lowering yoghurt drink from Danone, is hoping to leapfrog rivals Benecol and Flora Pro-active through a new campaign linked with the British Heart Foundation.

From June, all Danacol products will carry the BHF logo with 5p from every pack donated to the foundation. The project is aimed at helping Danone build awareness and credibility of the brand as well as helping a good cause.

Danacol is number three in value in the cholesterol-lowering category [ACNielsen 52 w/e February 19, 2005] but it hopes carrying the BHF logo will help it knock Flora Pro-active off second spot by October. Its ambition is to become the leading cholesterol-lowering drink by mid-2006, overtaking Benecol.

Danacol will be the first drink of its kind to be launched in an eight-pack format, aimed at consumers who visit the supermarket weekly. The launch coincides with BHF's Help a Heart week from June 4-12.



Hearty: Danacol to carry BHF logo

Low-fat pastries now with less salt

Bernard Matthews showcased recent additions to its savoury pastries range at ProRetail this week.

They are Cheese & Ham Slice, Ham & Mushroom Lattice, a Turkey Sausage Roll and a Cheese & Broccoli Slice designed for vegetarians, with an rsp of 99p to £1.19.

Micro Pockets, triangles filled with ham and cheese sauce, and Mini Kiev's, both frozen products in microwavable



Bernard Matthews: extended range

cartons, were also plugged at the show (rsp: around £1.29). The company stressed that the products were low in fat and

salt, following its stated commitment to developing healthier options.

Bernard Matthews hit the headlines after its Turkey Twizzlers were slated by celebrity chef Jamie Oliver in his TV series about school dinners ('Unfair treatment' by Oliver, The Grocer, March 19 2005, p62).

Managing director David Joll has said the company is focusing on developing low-fat products.