

Cadbury highlights its healthier biscuits range with a pink flash

Cadbury is getting together with Burton's Foods to extend its Highlights healthier eating brand into biscuits.

The range, which Burton's Foods will make under licence, will be positioned as a treat for consumers who are watching their weight. It will be receive £3m support.

The healthier segment is the biscuit market's fastest-growing area, mainly because consumers will pay more for healthy eating ranges.

The initial Highlights range will comprise Caramel and Orange Mallows and three Wafer variants – Orange, Raspberry and Apricot & Peach. They are due on shelf this month in all the major multiples except Sainsbury, which will list them from April. Other products are in the pipeline.

Each biscuit contains fewer than 100 calories and less than 10g of sugar and 3g of fat, attributes that are flagged up in an on-pack pink flash. They also feature the Cadbury branding prominently. Each pack has an rsp of £1.29.

Support, scheduled for February and March, will take the form of a six-sheet outdoor campaign on store sites, as well as ads in women's weekly titles. All the activity focuses on driving trial at launch.

Innovations manager Julia Monoyioudis said the new lines targeted women aged between 25 and 45, adding that the products covered all the latest trends of enjoyment, convenience and health.

She also emphasised that taste was a major factor. "If the taste doesn't hit the spot, consumers won't come back for more," she said.

