

Viscount's mini but grown up

Stefan Chomka

Burton's Foods is repositioning its Viscount chocolate biscuit brand as a posh adult snack and launching a mini-version in an attempt to move it away from children's lunchboxes.

Viscount Minis will hit the shelves in May and will include a new praline variant along with the original mint and orange flavours. The tubs will have an rrp of \$1.49 and are being positioned as a super-indulgent product.

Viscount has until now been positioned as an everyday lunchbox snack for kids, but this was not how consumers were purchasing it, said customer



Burton's Foods: Viscount mini positioned as a super-indulgent offering

marketing director Helen Tomlinson. New packaging aimed at adults is also being introduced next month.

Burton's is behind increased

new product development in the next few months. It includes four new Cadbury half coated biscuits early next month, half coated chocolate shortcake,

Rich Tea, chocolate rings and a Bournville dark chocolate digestive biscuit.

In April, the company is relaunching its half coated fruit digestive biscuit as Oat and Fruit following strong growth in the oat snacks market.

In addition, its Maryland cookies brand is being made in a limited edition Strawberries and White Chocolate variant, which will be in stores from May until August.

Burton's hopes to tap into the growing snacks market with Fruvo, a high fruit content snack bar range available in Physical Energy, Mental Energy, Prebiotic Boost and Immune Boost types.



Bonduelle: microwave vegetables

Micro-veg in cartons

Microwaveable vegetables in Tetra Pak cartons are the latest timesaving concept for time-pressed consumers.

French cooked vegetable manufacturer Bonduelle usually packs in tins but has teamed up with Tetra Pak for the first time to launch a four-strong range in 380g Tetra Recarts.

Consumers tear off the pack top and microwave the cartons – a method Bonduelle reckons will become the “new tin”.

The range (rrp: 79p), available in Sainsbury's stores, includes: Garden Peas with Sweetcorn and Mushrooms in a fine bouillon; Red Kidney Beans with Sweetcorn and Butterbeans in a Provençal sauce; and Flageolet Beans, Carrots and Tomatoes in a fine bouillon.

MD T'jen Schifferstein said that the product provided versatility and still retained the freshness of the vegetables.

Bread puts paid to Atkins

The predicted demise of the traditional loaf of bread due to the current low-carb trend has been greatly exaggerated, according to new figures from the Federation of Bakers.

Despite the threat of the Atkins and the GI diets, sales of brown and wholemeal bread rose by 10% last year.

Consumers also munched their way through an extra 450,000 tonnes of brown and wholemeal in January this year.

The Federation of Bakers director Andrew Brown said that consumers were reverting to their favourite food.

He said: “Brown bread has always been popular but this latest sales surge indicates that consumers are now making more of their own decisions. They are no longer waiting for someone else to dictate to them what they want, which is what was clearly apparent with the Atkins diet.”

Lucozade's sporty look

Lucozade has given its sports drinks a ‘go-faster’ image to appeal to active consumers.

The Lucozade Sport 500ml bottle now has a more streamlined shape along with a sportscap, which makes it easier to drink with one hand.

Lucozade Sport Hydro Active



Lucozade: new ‘go-faster’ look

also comes in a new taller, slimmer bottle and will get a sportscap later this year.

Category marketing director Simon Kemp said: “The bottle shape and design lends itself to improved standout on shelf and value-for-money perception. Moreover, consumer research reveals that a sportscap function is an absolute must for all sports drinks.”

He added that GSK's research showed that the new offering would increase sales of Lucozade Sport by 7%.

Lucozade Sport has announced it is sponsoring the London Marathon on April 17 for the fifth year running.

In Brief >>

BUTTER RULING

Kerry Foods has to remove the words ‘Butter Pleasure’ – with the B crossed out – on its Low Low Gold spread posters. The Advertising Standards Authority ruled the ad was misleading because it implied the product was butter.

DECAF RELAUNCH

Tetley hopes to win more consumers over to its Decaf variety by making it taste more like normal tea. It has also updated the pack design to highlight the taste and healthy living benefits. The relaunch will be supported by a £3m marketing campaign.

VITTEL SPONSORS

Vittel will be the official water sponsor to the Flora London marathon for the seventh year running. On race day, nearly one million bottles of Vittel will help quench the thirst of more than 35,000 runners.

GINGER IN A JAR

Ginger Dragon has launched a new organic preserved ginger range including Organic Crystallised Ginger, Organic Young Ginger in Syrup and 100% Pure Ginger Puree – all of which are certified by the Soil Association.