

TUCO North East Regional Meeting

Tuesday 1st February 2022 at 10:00 am via Teams

MINUTES

Attendees:	Peter Anstess [Chair]	Sheffield
	Jon Broadhurst	Sheffield Hallam
	Jane Eve	TUCO
	Joanna Fulton	Huddersfield
	Richard Greensmith	Derby
	Sarah Hodgson	Huddersfield
	Steven Hogg	Newcastle
	Judith Hoyle	TUCO
	Mandy Johnston	TUCO
	Joanne Jordan	Leeds
	Linda Joyce	Durham
	Sharon Mangan	Leeds Beckett
	Mark Mullaney	Hull
	Hannah Myton-Wright	TUCO
	Chris Whaley	Lincoln
Apologies:	Richard Mangan	Leeds Beckett
	Anita Northing	Leeds Beckett
	Isobel Southon	Northern School of Art
	Julia Taylor	Newcastle
	Paul Taylor	Durham
	Julie Tong	Leeds
Guests:	Steve Bradley	Coca-Cola Enterprises
	Emma George	Monster Energy
	Paul May	Coc-Cola Enterprises
	Scott Mireylees	Monster Energy

1. Apologies for Absence

Apologies were as above. Peter welcomed Jane Eve who will be taking over from Hannah Myton-Wright as Category Manager for the North-East.

2. Presentation by Coca Cola Enterprises and Monster Energy

The presentation is attached to these Minutes. Any enquiries please contact Steve Bradley at: sbradley@ccep.com

3. Calorie Labelling

Mark had requested this be added to the Agenda as there was uncertainty as to whether in-house catering is exempt. All calorific information with reference to the size of the portion must be displayed and Hull are currently working on this. Peter asked if members feel that they are in the exemption category. Also, can just one building on campus be exempt or is it the whole university? He also asked if anyone is using buying systems such as ProcureWizard, or their stock systems, as a source of data. Joanne's understanding is that it is not applicable to Leeds and enquired whether anyone else felt that it is not applicable to them. Richard added that Derby is now an FE campus so has less footfall. Peter recommended that he take advice on the new regulations.

Most members felt that it is proving impossible to have this implemented by April but Sheffield will have theirs done in time for the September intake and as this is more guidance than potentially danger (as with Allergen labelling) this is acceptable. Sarah commented that when Huddersfield add calorie content to the menu it has to be really marketable. Their menus are becoming cluttered with information.

4. TUCO Framework Update

Jane announced that we have two new additions to the Category Team – Natalie Phillips and Li Davies who have replaced Kim Ashley and Carys Hopcyn. Li will be responsible for Sandwiches and Kitchen Equipment Maintenance and Natalie will be looking after Meat and Poultry, DipChem and Light and Heavy Catering Equipment.

The TUCO Delivery App contract was placed in December and we have appointed OrderPay. There was an article in the January magazine on this. Loughborough will be the first institution to roll this out and it is hoped that we can invite OrderPay in to regional meetings to present to us on this.

The new Temporary Staffing framework commenced on 1st October 2021.

Fruit & Veg – Jane is working on the Strategy Documents with a view to having an agreement in place by 1st August. There will be 13 geographical lots on this.

Food Waste Management – this framework was renewed on 1st November 2021. It is a DPS agreement so new suppliers may be added at any time.

Sandwiches – tender documents and currently being prepared.

Soft Drinks has been extended for the final year of its duration until September 2022.

Mandy has started the tender process for this. Contract Review meetings were held back in October.

Catering Light and Heavy Equipment – Contract Review meetings were held in November 2021. There are lots of supply chain issues affecting price and availability.

EPOS – two new suppliers, UniWare and Zonal have been added.

Catering Innovation and Concept Solutions (CICS) – new providers are currently being evaluated. The SQ will be opened again and close on 18th February.

Temporary Structures – nothing to report on this.

Milk and Bread – has just been evaluated.

Meat and Poultry – commenced on 1st January.

Design and Installation for the Customer Experience and Fresh Seafood are both currently at the Research and Strategy stage

Price Increases

Soft Drinks saw price increases in October 2021. New increases have been introduced on the DipChem framework. Grocery, Frozen and Chilled brought in new prices from 1st January:

Bidfood	2%
Blakemore	4%
Brakes	3.2%
Harlech	4%
Nuttalls	3%

Hot Beverage – there has been significant increases – Bewleys have increases of 18% on coffee and 9% on syrups and ancillaries. Tchibo have put theirs up 21% on coffee and 10% on syrups and ancillaries.

On the Fresh Fish and Seafood Stickleback Company have introduced their first price increase.

All supplier updates are on the website.

The TUCO Intelligence Report came out in early December and reported that the hike in the price of raw materials was seriously affecting the Light and Heavy Equipment framework. Churchill prices have risen considerably.

5. TUCO Academy Update

We had reached 800 qualifications gained by the end of December 2021. Sarah has delivered 7 or 8 courses over the last couple of weeks, the majority of which are compliance and have been held online. We are holding two Study Tours for Vegan and Vegetarian offerings – Newcastle on 15th and 16th March and London on 30th and 31st March with support from both LWC and Vegetarian Express. This is at a heavily subsidized cost to members of £99.

Regarding the new Calorie Labelling regulations coming into effect, Sarah has recommended the Brakes website for giving excellent information on calorific content.

Graduations for the first cohort of the Masters Degree took place on Saturday 15th January at LSBU. There are places available for the next cohort to commence in January 2023. We are establishing a working party for Menus of Change and one of the things they will be looking at is content to upload to the TUCO website.

The Winter Conference took place on 9th December at the University of Nottingham and we were only down around 8 – 10% on numbers from 2019. All the videos of the presentations are available to view on the TUCO website. Also, the Global Food Trends Report was launched there which is an excellent piece of research.

<https://www.tuco.ac.uk/insight/research/global-food-beverage-report-2021>

A benchmarking study will be going out to members over the next few days.

Sarah is currently speaking to Highfield about T-Levels which may be a good resource in terms of supplying labour.

Members were asked to complete the Labour Survey which had recently been circulated.

6. Sustainability

Matt Tebbit from Reading has taken over as Chair of the Sustainability Group as from January 2022 as David Nuttall had stepped down from this role. Cardiff are currently looking at CO₂ emissions and energy usage on kitchen equipment, although this may sit more with Estates Departments

7. TUCO Update

The main news is that a joint Conference and Competitions Event will be held at Keele University on 25th to 27th July inclusive.

8. Member Updates

Lincoln

Chris reported that it is very difficult to budget. However, business has been helped by a Full Board booking from the Chilean Air Force for six months. They are having problems getting the staff to do the shifts. They are also struggling to recruit Chefs and several outlets are still closed. The university is matching the Living Wage and have put some staff to the top of their grades. They sold all conferencing available a few weeks ago.

A new Vice-Chancellor will start in September 2022.

Sheffield Hallam

Business continues to be challenging. Footfall is at around 40% of what it was 3 years ago. They are still having hybrid teaching and most of the staff are working from home. Income is down by between £10K and £12K per week with food costs up by 5%. All 11 outlets are currently open. The new Meal Deal is proving very popular and has increased spending. John was happy to report that they have taken trade from the local branch of Tesco, who are trading at 19% compared to levels 3 years ago. Their brand, Hallam Café, which is a Grab n Go offering, is all based on local goods. They are also making all their own sandwiches. Hospitality and Conference catering is non-existent and forecast to only reach 20% until the end of the year.

Huddersfield

Hospitality bookings have increased over the past two weeks for April, May and June and Sarah is busy making sure that they can deliver these events. She is also trying to stabilize the Team as there have been big changes. Absences due to COVID have now dropped. They currently have 10 vacancies and have been using an agency. They are spending time on Fair Trade Fortnight and product sampling. Sarah is also trying to keep engaged with both the students and the Students' Union. They are a Living Wage Institution.

Huddersfield Procurement

Joanna is trying to manage the impact of the Supply Chain shortages as well as cost uncertainty.

Sheffield

Peter explained that they are a limited company within the university so are not tied by the pay bandings of the university. As a result they undertook a complete pay review and some wages went up by as much as 17%. Their income now equals their payroll. This is intended to support and motivate the staff. They are now looking at how to increase business. Joanna asked whether this has had an impact on their operational staff within the university.

9. Any Other Business

It was proposed that Blue Arrow should come in to present at the next meeting to address recruitment issues.

Peter asked if any member had a Till system or a Click-and-Collect system that they were very happy with? Jon is using a company called Counter Solutions at Sheffield Hallam but it is not going well. He has been speaking to The Access Group and is impressed with the functionality of their Till system.

10. Dates and Venues for Future Meetings

The summer meeting will hopefully be a face-to-face one and will be held in Sheffield. Date to be confirmed.



TUCO Regional Meeting

North East



Today's Agenda

	CONTENT	CONTENT LEAD
	Welcome and Introduction	Steve
	Category Overview	Steve
	NPD	Steve
	Monster	Scott & Emma
	Sustainability	Paul
	Q & A	All

THE COLA SECTOR = £3.8 BILLION

Cola represents 1/4 of all NARTD , 61% of core sparkling

LIGHT COLAS ARE DRIVING GROWTH AT +9.8%

By 2025 the Light Cola sector growth opportunity is £1.5B

Coca-Cola brands account for **68%** of total cola.

Coca-Cola
ORIGINAL TASTE

£1.3B



In W&I : £67.9m

Coca-Cola
ZERO SUGAR

£451M



in W&I :£14.5m

Coke^{Diet}

£804M



in W&I £14.9m



£2.6B

Classification - Internal



In 2022, we will lead in Cola GROWTH
leveraging the power of our brands



RECRUIT DRINKERS
DRIVE FREQUENCY

TARGET CONSUMERS
TEENS &
YOUNG ADULTS

DRINKING OCCASION
SOCIALISING, MEALS, SCREENTIME



INTERGALACTIC

BRAND

COCA-COLA ZERO SUGAR

FORMULA

COOLING SENSATION, A NOD TO THE 'COOLNESS' OF OUTER SPACE.
A RED HUE, INSPIRED BY THE STARLIT SURFICE OF PLANET X

TASTE PROFILE

"TOASTED MARSHMALLOW, NOUGAT NOTES AND A SMOKEY S'MORES AROMA ADD AN UNEXPECTED SWEET, INDULGENT LAYER THAT WILL TRANSPORT YOUR TASTEBUDS TO ANOTHER PLANET"

WHEN

APRIL

PACK SIZE

250ML CAN

AUDIENCE

GEN Z

LIMITED

EDITION

*OVER 70% OF TEEN IC SPEND IS CAPTURED IN QSR,
INDIES & SYMBOLS AND MULTS INSTORE ENVIRONMENTS



2022
FANTA
Plan



WHAT THE FANTA?! WHERE THE FANTA?!

Let your taste buds take you on a trip...

FLAVOURS PLAY A HUGE ROLE IN RECRUITING NEW SHOPPERS...

- Up to 34% of Fanta buyers are exclusive to flavours
- Help grow HH penetration (8.8%) & drive incremental revenue¹

WTF 2.0 HAS BEEN A HUGE SUCCESS...

- ROS up to 5X HIGHER than Fanta Orange²
- Initial volumes are 60% incremental to Fanta!²

2022 WILL BE EVEN BIGGER!



- Disruptive product innovation to drive transactions & frequent consumption



- Multiple fruity, vibrant flavours from mysterious exotic fruits – identical pink liquid.

- Discover the flavours via an exciting digital-first treasure hunt taking place across the world!



LILT will become part of the Fanta brand

Lilt is a hidden gem in our Flavours portfolio...



*Tropical
Flavoured
Soft Drink
in GB!!*

*Worth £13m
with ONLY ONE
flavour variant¹*

*And will be a great fit in our
Fanta brand*

- Lilt will benefit from all the support on Fanta and add a new flavour to our Fanta portfolio*
- Phased transition by end 2022*



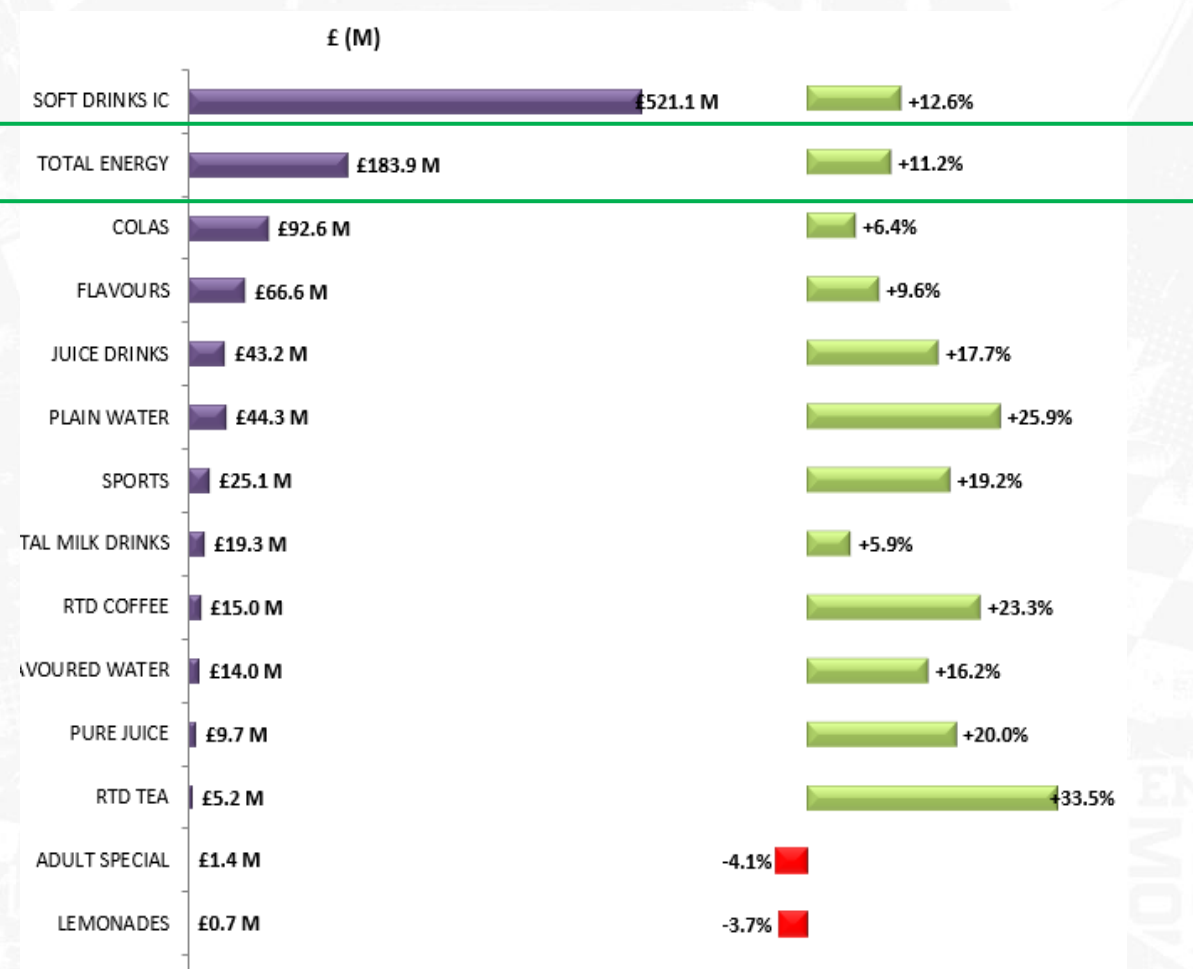
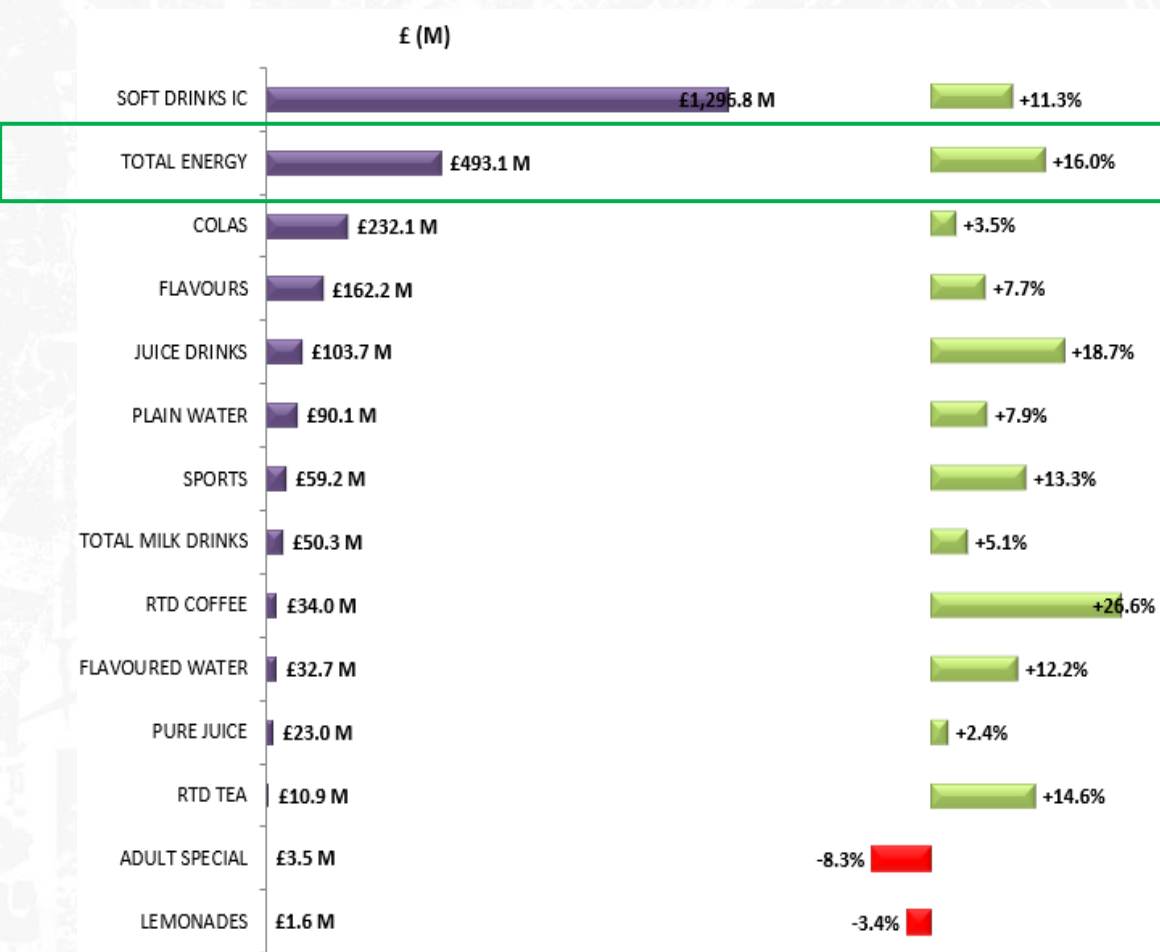




Total Energy is the largest category within Soft Drinks in Total Impulse

Segment Performance YTD

Segment Performance L12 WKS



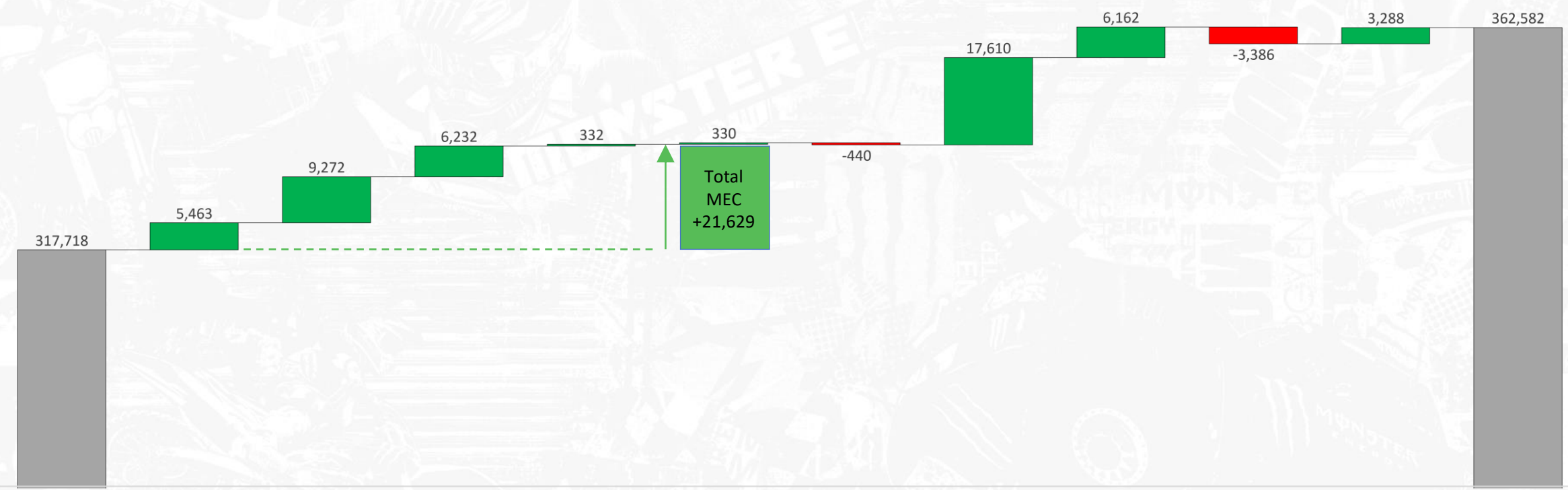


Technology Continues To Drive The Category Growth With 48.2% Contribution



L13W vs YA	Monster Core	Monster Juiced	Monster Ultra	Performance Energy	Relentless	Coca Cola Energy	Red Bull	Lucozade	Rockstar	All Other	Total Category
% Growth	↑ 16.6%	↑ 30.8%	↑ 27.8%	↑ 17.8%	↑ 3.2%	↓ -73.8%	↑ 16.0%	↑ 9.0%	↓ -39.3%	↑ 10.2%	↑ 14.1%
% Of Category	10.6%	10.9%	7.9%	0.6%	3.0%	0.0%	35.1%	20.7%	1.4%	9.8%	
% Contribution To Growth	12.2%	20.7%	13.9%	0.7%	0.7%	-1.0%	39.3%	13.7%	-7.5%	7.3%	

■ Increase ■ Decrease ■ Total

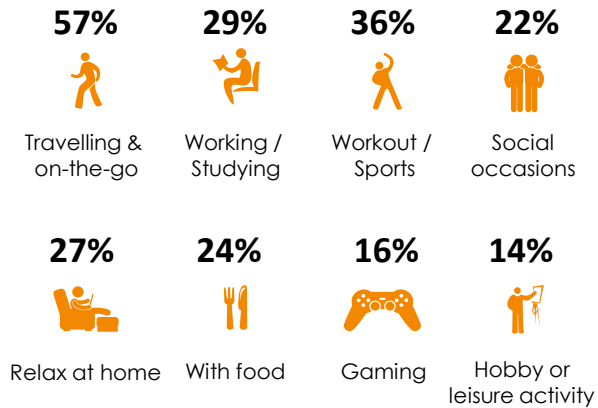


L13W YA Core Juiced Ultra Performance Energy Relentless Coke Red Bull Lucozade Rockstar All Others GB

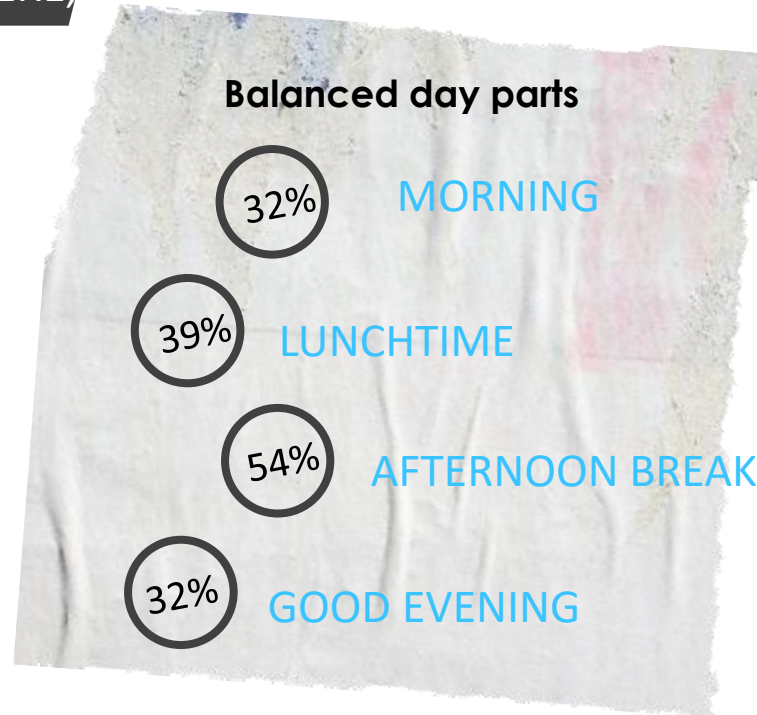
ENERGY HAS GONE FROM NICHE TO MAINSTREAM

ENERGY: IS DRUNK ANYWHERE,

A variety of occasions

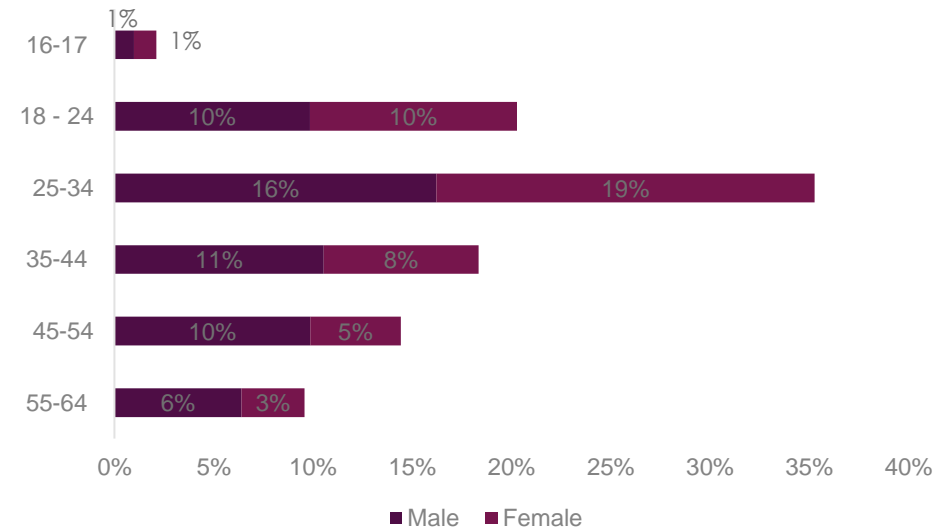


Balanced day parts

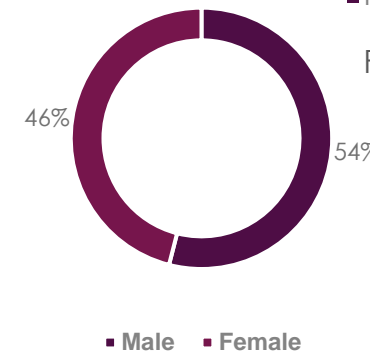


Reaching a broad consumer base

Wide range of ages with a 25-34 core



Fairly even split between M/F



* More than **1 in 3** Households buy energy drinks

** It is a Category now worth £1.39bn, bigger than flavoured carbonates growing consistently each year 5.41% CAGR over 5 years

*Source: Kantar Combined Panel | Data until July 21 | 52w/e

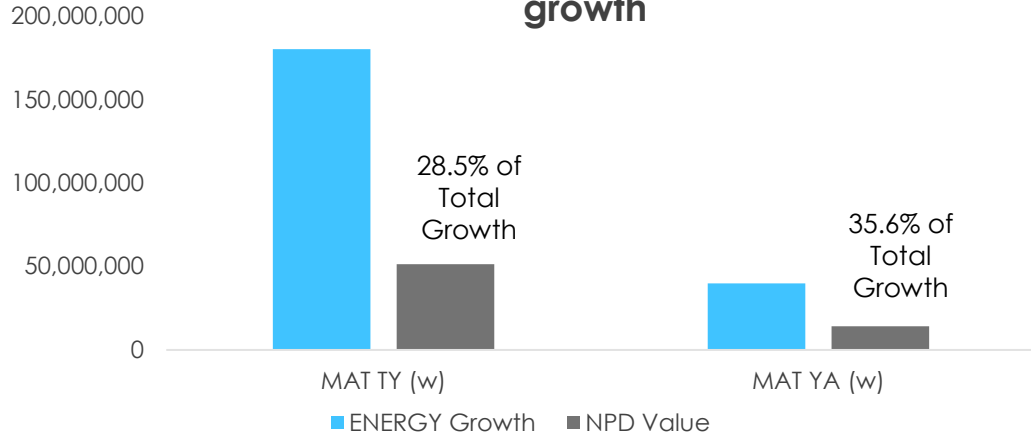
**Source: Nielsen Total GB MAT week ending 17.7.2021

Source: 2CV - Energy Audience U&A, May 2021, 1043 respondents, GB

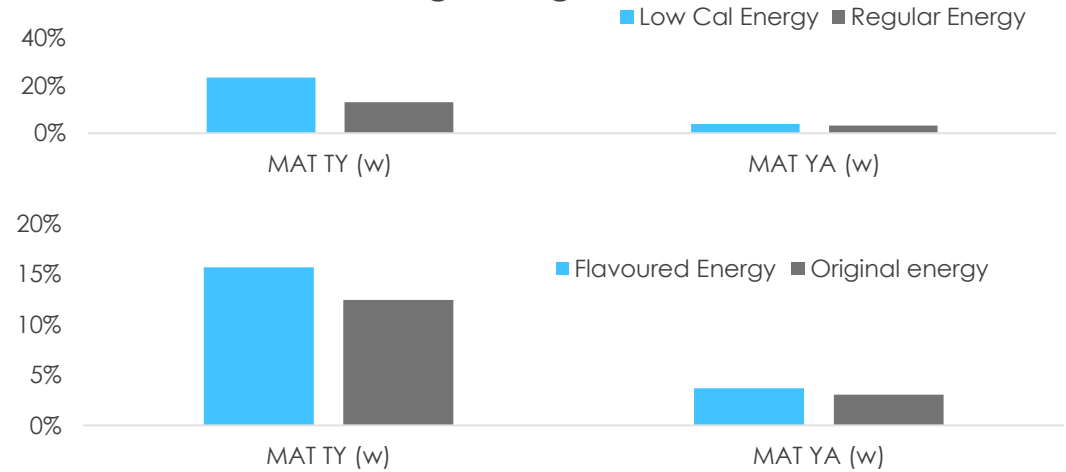


This Growth is driven by ...

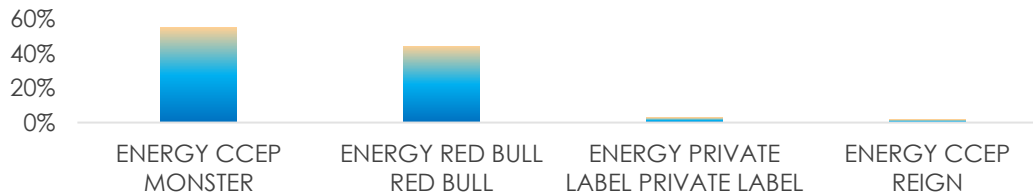
NPD is important, it contributes to c. 30% of the growth



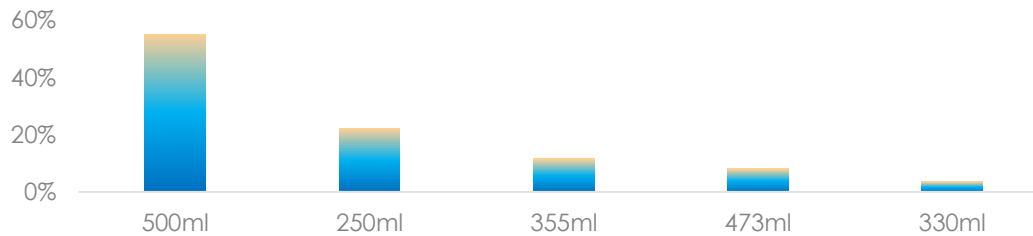
All energy is growing but low cal & flavours are growing fastest



Monster is the biggest contributor to growth

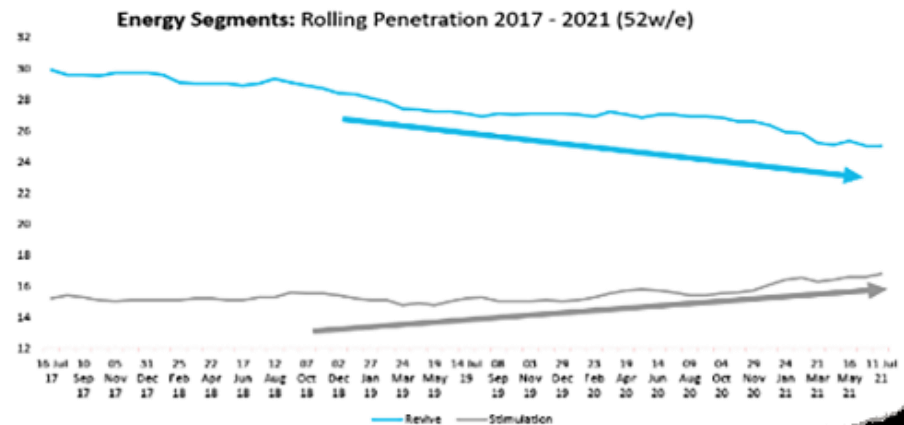


And the 500ml format is the biggest contributor



*Source: Nielsen Total GB MAT, value growth week ending 17.7.2021

Stimulation is growing penetration vs Revive



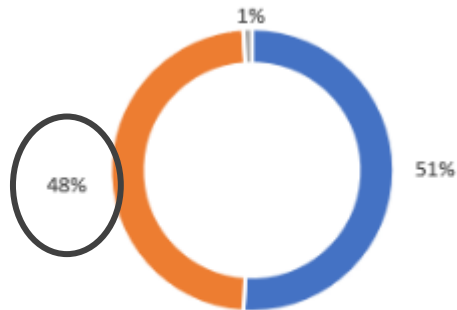
How do we deliver these opportunities

DRIVE PENETRATION

Recruiting new consumers

High amount of new female buyers

Need a range of low cal and flavour options



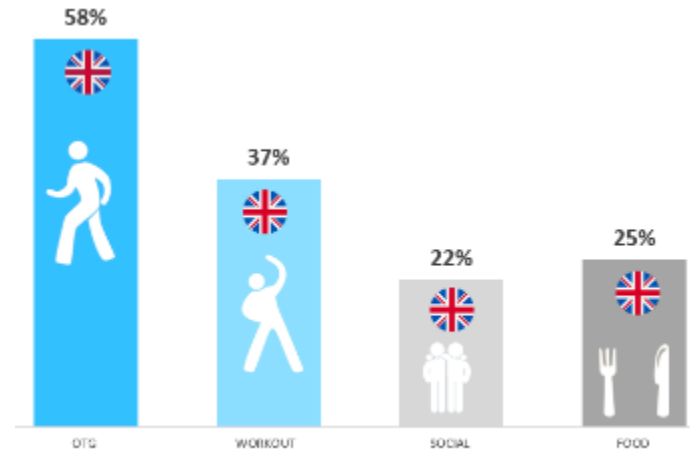
■ Male ■ Female ■ Undefined

Energy Audience U&A, May 2021. 1043 respondents

DRIVE FREQUENCY

Develop light shoppers

Develop more usage occasions

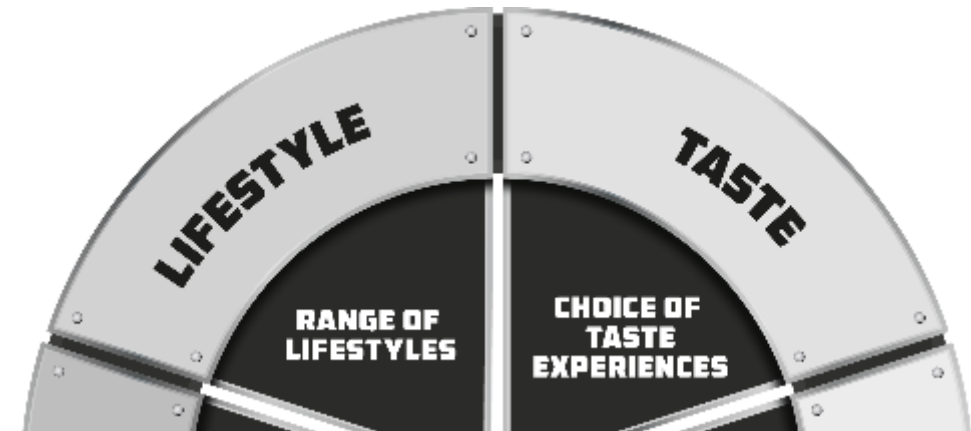


Relative Importance of Occasions (Net)

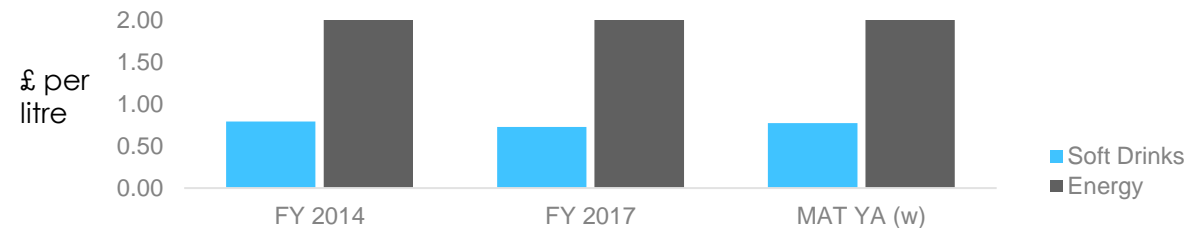
Energy Audience U&A, May 2021. 1043 respondents

DRIVE VALUE

Support core loyal shoppers



A growth in energy disproportionately drives soft drink category growth, given it is double the p/litre



MONSTER CORE – Rebel Energy



The Core platform is worth **£136m**
+17.9% growth in 2021

£4.2m
 Delivered through Core Platform NPD



JUICED

The Juiced platform is worth

£139m

Growth of **+55%**

No.1 FLAVOURED ENERGY SKU
£41m



£10.5m
 Delivered through Juiced Platform NPD in 2021



MONSTER ULTRA – The Lighter Side of Energy

ULTRA BRAND PLATFORM is now worth **£101m**
 Growing at **+37%**

2nd BIGGEST selling Monster SKU
NO.1 Low Cal SKU



£5.8m
 2021 NPD



WE ARE THE LEADER FLAVOURED SUGAR FREE ENERGY RANGE IN GB AND THE #1 DIET ENERGY DRINK IN THE US



PERFORMANCE FUELS PLATFORM



PERFORMANCE ENERGY IS AN EMERGING SEGMENT

CONSUMERS WANT ENERGY AND HIGH FUNCTIONALITY TO FUEL THEIR WORKOUTS

- NATURAL CAFFEINE
- ZERO SUGAR, ZERO CALORIES
- BCAA'S
- L'ARGININE
- B-VITAMINS

No.1 PERFORMANCE ENERGY BRAND IN THE UK



£6.9M
 MAT TY IN GB

Hydrosport Super Fuel



£1.9M
 MAT TY

Source: Nielsen - Total Coverage - MAT TY Period Ending: 31/12/2021

Source: Nielsen - Total Coverage - MAT TY Period Ending: 31/12/2021

CLASSIFIED & CONFIDENTIAL

CLASSIFIED & CONFIDENTIAL

CLASSIFIED & CONFIDENTIAL

Source: Nielsen - Total Coverage - MAT TY Period Ending: 31/12/2021



GB 2022 **NPD**



Introducing: MONSTER KHAOTIC



Launch: Q1

Monster Khaotic is a tropical orange twist with Monster's Energy Blend. We lightened-up the flavour and adjusted the juice blend to create a taste that is better experienced than describe

For our new paint job, we called on long-time friend and legendary street artist RISK. His iconic West Coast style and vibrant presentation perfectly captures the spirit of Khaotic



INTRODUCING **ULTRA WATERMELON**

SUMMERTIME IN A CAN, TO ENJOY ANYTIME!

Ultra Watermelon is summertime in a can so you can enjoy it anytime.

Zero sugar, easy-drinking refreshing flavor with the explosive Monster energy blend to light-up those hot summer nights.

Unleash the Ultra Beast!

Launch: Q1



INTRODUCING

ULTRA GOLD

GOLD. The color gold is the color of **success, achievement and triumph.**

Pineapple. The **fruit of the Gods.**

With zero sugar, easy-drinking **ULTRA GOLD** has the heavenly fresh flavour of biting into a perfectly ripened golden pineapple.

Unleash the Ultra Beast!

Launch: Q1



GB 2022 **MARKETING PLAN**



GB MARKETING 2022 OBJECTIVES

BUILD BRAND EQUITY

CONTINUE TO BUILD **BRAND EQUITY** THROUGH CREDIBLE AND MEANINGFUL ACTIVITY TO OUR CORE TARGET AUDIENCE



INCREASE ROS

INCREASE ROS BY **RECRUITING NEW CONSUMERS** & **STIMULATE CONSUMPTION FREQUENCY** WITH EXISTING FANS



MEAN MORE TO OUR EXISTING FANS

A ROSTER OF HERO'S

WITH ONE OF THE STRONGEST ATHLETE ROSTERS ACROSS THE GLOBE, INCLUDING THE LIKES OF **LEWIS HAMILTON** AND **SAM PILGRIM**, WE HAVE A **20+ STRONG ROSTER OF ATHLETES** CONTINUOUSLY BUILDING OUR CREDIBILITY WITHING THEIR SCENES AND REACHING A HUGE AUDIENCE - **25,000,000+**!

EVENTS

OWNING LIVE EVENTS ACROSS GB:

- **BRITISH SUPERBIKE**
- **THE RETURN OF THE ISLE OF MAN TT**
- **F1 @ SILVERSTONE**
- **MXGP (TBC)**
- **MOTOGP @ SILVERSTONE (TBC)**
- **UFC (TBC)**
- **SPEEDWAY OF NATIONS**
- **BATTLE OF HASTINGS**



THE WORLDS' GREATEST ROSTER

Lewis Hamilton
24mill

Nyjah Huston
5mill

Chloe Kim
0.8mill

Rose Namajunas
2.2mill

Joanna Jedrejczyk
1.8mill

Rayssa Lea
6.8mill

Maud Le Car
0.3mill

Post Malone
22.4mill



REACH AND RESONATE WITH GEN-Z

THE SENDERS CLUB

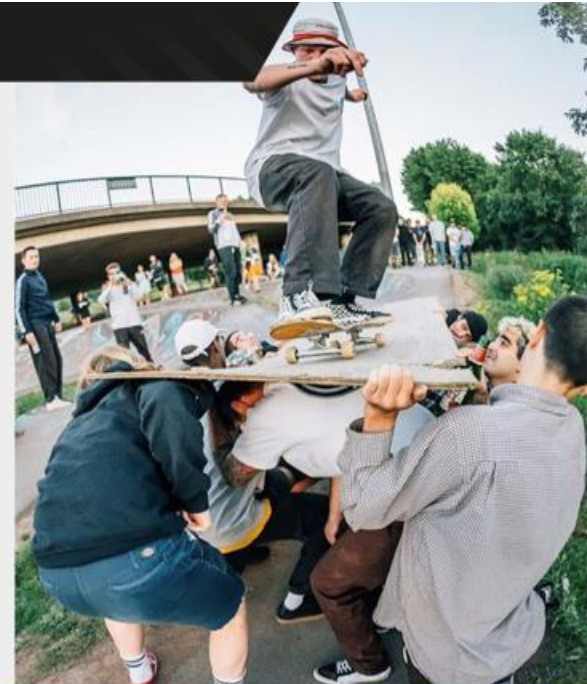
PROGRESSING THE SENDERS CLUB TO REACH MORE STUDENTS AND RECRUIT NEW FANS TO THE BRAND THROUGH A BIGGER STUDENT AMBASSADOR PROGRAM

MONSTER ROOTS

CONTINUE SUPPORTING OUR SCENES THROUGH EVENT SUPPORT, STOCK DROPS AND MEDIA PROJECTS - ALL REVOLVING AROUND OUR TARGET SCENES

NSE

TAPPING INTO THE HEART OF THE GRASSROOTS GAMING SCENE BY A CONTINUE PARTNERSHIP WITH THE OFFICIAL UNIVERSITY GAMING LEAGUE - NSE



 = HFSS Compliant

Monster Energy's Big Bets for 2022



Core

Flavour Full Sugar

Lo/No Cal

Stimulation

Performance

Mid Tier £

Additional Opportunities



Q1 Q4 Q4 Q4



Q1



Q1 Q1



Available now



Q2



Q2



Other Overlays Across the Year are Available



Slimline Chillers



*NPD Launch dates are subject to change



2022 *Proposed Execution Plans*



2022 Monster HE Tuco Activation

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



January Ultra allocation supported with consumer promotion & Tuco Incentive

Instant Win Kits



Sampling at Key University Campuses & Instant win kits



Monster Range allocation supported with consumer promotion

MEC Sampling – Monster Trucks – Gaming Camps – Senders Club -



On Pack Promotion product allocation – Bespoke HE incentives & Retail Incentives



Meal Deal Support Available all year



Planogram Monster Equipment



G9



G11
























GS4



MEC Vendor



Planogram Main Chiller

Tuco Retail	All MEC PLATFORMS						
Tuco Restaurants	5 SKUS						
Tuco Grab & Go	4 SKUS						
Tuco Coffee Shops	3 SKUS						
Tuco Bars	3 SKU						





Tuco Sampling



New Trucks!!
Louder sound system
Bigger street impact



Sustainability

TUCO



Sustainability – Burning Platform

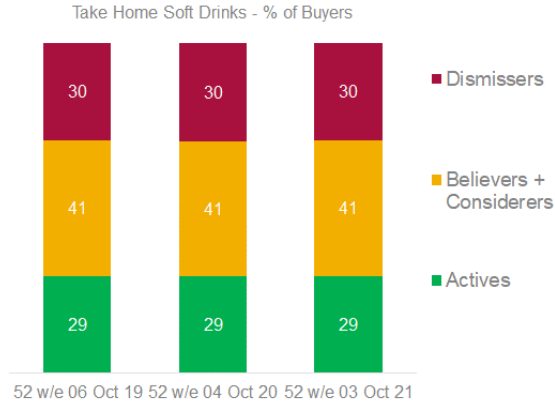


Companies and brands that are able to attract sustainable shoppers will be rewarded



Almost 1 in 3 Soft Drinks shoppers are “Eco Active”

Defined on outlook



If Eco Actives continue growing at the rate they have been growing over the past two years, 62% of the GB population will be and Eco Active by 2030.

Predicted annual category loss by 2031
FMCG categories at risk from under-index with Eco Actives in 2021



2022 Focus areas



SUSTAINABILITY- Phase 1 : POS kits, digital still & animated banners

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

We're new bottles made from old plastic.

100% recycled plastic

Get yours today!

Coca-Cola

We're new bottles made from old plastic.

100% recycled plastic

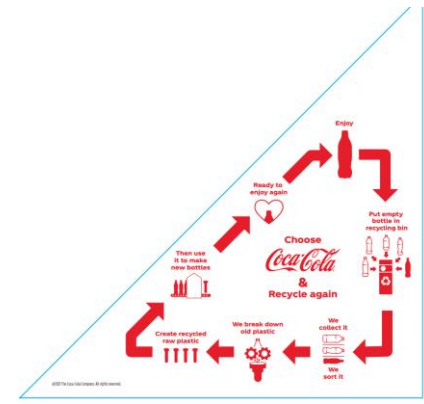
Get yours today!

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola



**Did you know?
Our bottles are now made from
100% recycled plastic***

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola

**Always refreshing.
Now 100% recycled.**

100% recycled plastic

Coca-Cola



COCA COLA W&I 100% RPET POS KITS
Stock Code: **CC460COC21K6B**

COCA COLA 100% RPET W&I MINI COOLER FIN (SGL)
Stock Code: **CC400COC21P0E**

COCA COLA W&I 100% RPET POS COOLER VINYL (PK2)
Stock Code: **CC013COC21P1Z**

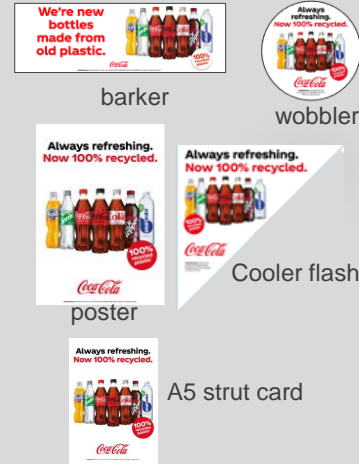
COCA COLA W&I 100% RPET PULL UP BANNER (SGL)
Stock Code: **CC007COC21P8Z**

1080px x 245px,
588px x 119px,
1080px x 1920px,
1920px x 1080px, 7 & 9 inch screen

W&I LOS – Sustainability



POS kit



COCA COLA W&I 100% RPET POS KITS

Stock Code: **CC460C0C21K6B**
CCE042CC460C0C21K6BFSRA



COCA COLA 100% RPET W&I MINI COOLER FIN (SGL)
Stock Code: **CC400C0C21P0E**



FSDU



Counter unit and inserts

Pre Shop



1. Digital banner 1920px X 1080px (static)
2. Digital banner : 1080px X 1920px (static animated)
3. Digital banner for app/ client home page : 588px X 199px
4. GIF/ tile for social media/app (static/animated)

At points of purchase / fixture



1. Poster : at entrance of canteen/restaurant
2. Dairy mini fins: in diary deck
3. Wobbler /barker : on soft drink fixture /dairy/cooler
4. Cooler flash corner: on cooler door
5. Strut card :by counter (hot food or deli) / check out
6. FSDU : if allowed on site near fixture (limited stock available)

2022 Focus areas

SUSTAINABILITY- Phase 2 : Theatre Arch and recycling bins



Where /how to use :

- Restaurant /canteen foyer
- Breakout areas in client
- For experiential/ sampling
- Trade show

- Restaurant /canteen, by checkout/near soft drinks fixture

Criteria to be reviewed/ agreed

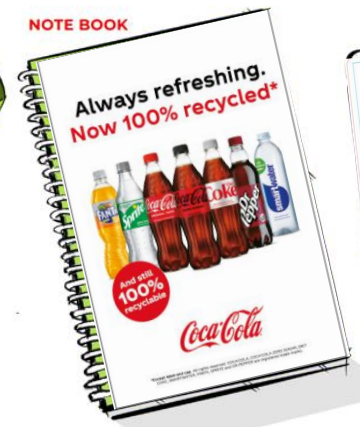
- Restaurant /canteen foyer
- Customer to have core range
- Build relationship with customer.
- Max 2 per site

- Restaurant /canteen foyer
- Customer to have core range listed, red score of above xx

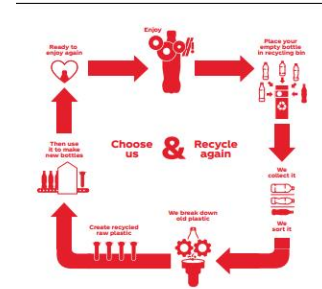
2022 Focus areas

SUSTAINABILITY- Phase 2 : Merchandise

Original concept visuals below but , we will develop those 3 items with the 100% Recycled PET toolkit



Toolkit



Did you know?
Our bottles are now made from
100%
recycled plastic*

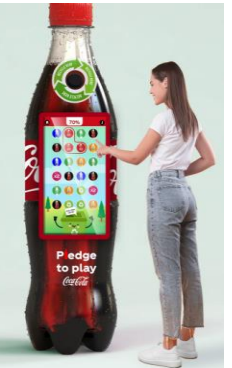


2022 Focus areas



SUSTAINABILITY - Phase 3 : engagement /education/ interaction :Pledge to play game

Creative concepts for a pledge to play game that will be easy for our audience to play but still fun and competitive. Which will educate the audience about the recycling process and the 100% recycled bottles while they enjoy the game.



GAME START SCREEN EXAMPLE

TITLE SCREEN & LEADERBOARD

Each of the concepts featured will include a title screen which rotate through recycling facts, product range and also a prompt for the player to start the game.

On completing their game the player will be able to input their name or view the score board before playing again.

PLAYER JOURNEY

- 1 PRESS PLAY FOR NEW GAME
- 2 PLAY THE GAME & SCORE POINTS
- 3 AT EACH STAGE THEY LEARN RECYCLING FACTS
- 4 ENTER BEST SCORE & PLAY AGAIN

TITLE START SCREEN

SCORE BOARD

High-Score	
Danny	2400
Sarah	2350
Veronica	2100
Matt	1500
Carl	1400
Mary	1200

Play again

GAME CONCEPT ONE

READY, AIM, RECYCLE!

GAME MECHANIC

A simple throwing game which uses physics to mimic the aim and power to throw the bottle into the 3 featured bins. The game will be on a timer and it is a race to recycle the most bottles possible in the time.

Similar to a basketball hoop game. Practice will improve their score while encouraging repeat play. Raising awareness of the brands 100% recycled bottles and the recycling process.

EXAMPLE GAME TEMPLATE

A version of the throwing template will be developed and branded saving on expensive development time.

GAME PLAY

STAGE COMPLETE

GAME CONCEPT TWO

'100% CHALLENGE' PUZZLER

GAME MECHANIC

Players must reach a score of 100% on each stage by matching 3 or more bottles of the same brand.

Which will then display a 'stage complete screen' that explains the steps of the recycling process.

Creates great brand recognition and re-inforces the message of 100% recycled bottles at every stage.

EXAMPLE GAME TEMPLATE

A version of the matching puzzle template will be developed and branded saving on expensive development time.

GAME PLAY

STAGE COMPLETE

The game is activated once the bottle is dropped into the slot to encourage recycling

GAME CONCEPT THREE

JUMP TO IT! COLLECT & RECYCLE

GAME MECHANIC

The game character jumps from one ledge to another collecting branded bottles only as they go. With special recycling power-ups and avoiding plastic that isn't 100% recyclable.

The game controls are a simple left and right so it's easy to master.

At the end of each stage a screen will explain part of the recycling process or fact.

EXAMPLE GAME TEMPLATE

A version of the 3D puzzle template will be developed and branded saving on expensive development time.

GAME PLAY

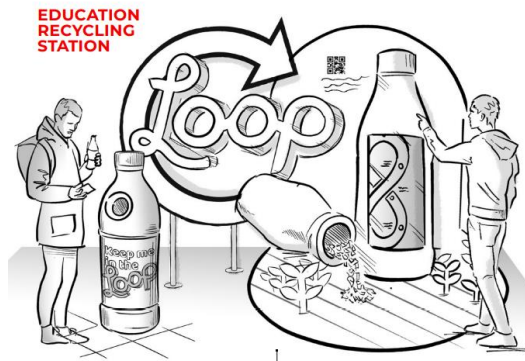
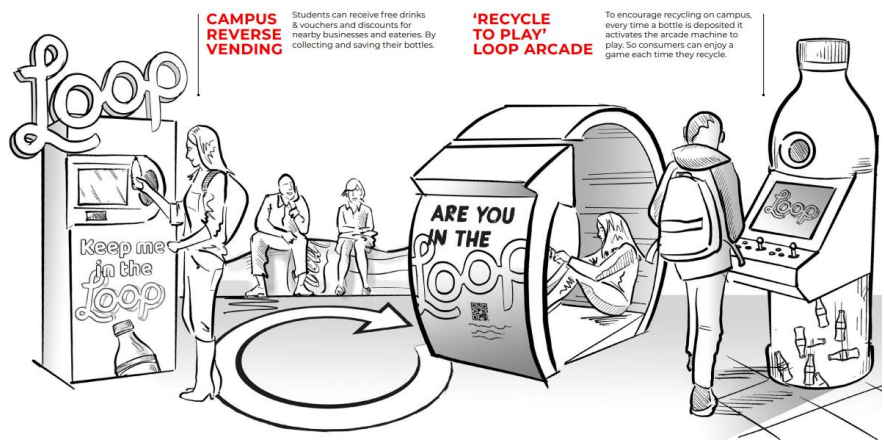
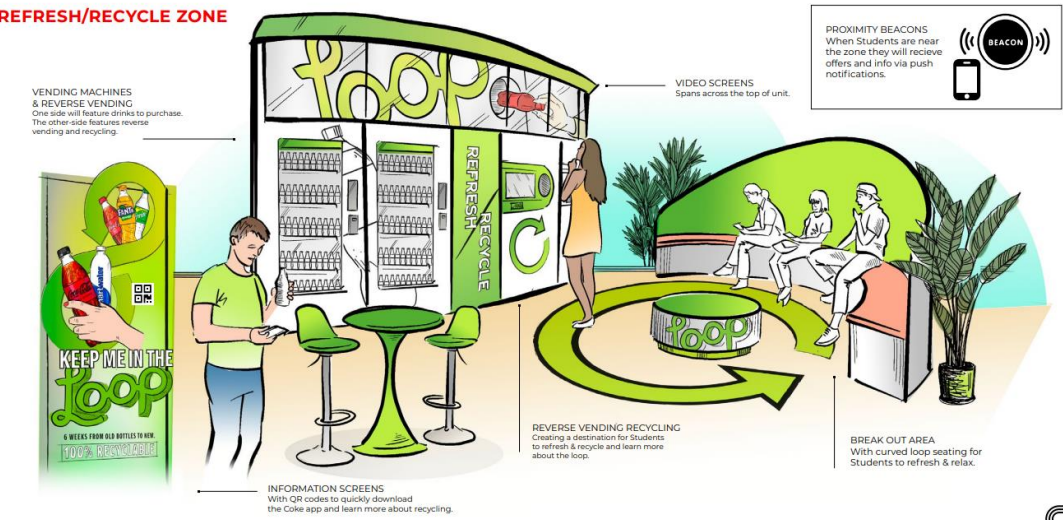
STAGE COMPLETE

2022 Focus areas



SUSTAINABILITY - Phase 4 :Higher Ed recycling zone concepts

Visuals of original concept below (not approved by KO)



Visuals of further key viz concepts to avoid using the 'Loop' (Also not approved by KO)



<p>REFRESH, RECYCLE, REPEAT.</p> <p>FROM YOU TO NEW IN 6 WEEKS.</p> <p>KEEP COMING BACK FOR MORE!</p> <p>DON'T WASTE A GOOD THING!</p> <p>Supporting the From used to new in just 6 weeks</p>	<p>HERE TO REFRESH ANOTHER DAY</p> <p>ALWAYS BACK FOR MORE</p> <p>SEE YOU SOON...</p> <p>HI, I'M BACK AGAIN...</p> <p>Supporting the From used to new in just 6 weeks</p>
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2022 Focus areas

SUSTAINABILITY - VENDING



