

**TUCO Scottish Regional Meeting**  
**Thursday 9<sup>th</sup> November 2023 at 10:30 am**  
**Advanced Research Centre, University of Glasgow**

## M I N U T E S

<b>Attendees:</b>	Ian Macaulay [Chair]	Edinburgh
	James Adams	Ayrshire College
	Matt Gilmour	Glasgow
	Judith Hoyle	TUCO
	David Kerr	Strathclyde
	Louise MacFarlane	APUC
	Calum MacLachlan	Aberdeen
	Nicola Mellor	TUCO Category Manager
	Michael Robinson	Dundee and Angus
	Pam Watson	Glasgow
	Lawrie Wilkinson	Fife College
<b>Via Teams:</b>	Amy Irvine	Strathclyde
	Sarah McLoughlin	TUCO Academy
	Laura Shaw	Strathclyde
<b>Apologies:</b>	Andy Anderson	APUC
	Richard Canale	Ayrshire College
	Gareth Davies	Forth Valley College
	Elaine Hutton	Ayrshire College
	Steven McKay	St Andrews
	Robert Myler	Forth Valley College
	Graham Paterson	Strathclyde
	Alan Riddell	St Andrews
	Ester Vasallo	Forth Valley College

### 1. Welcome, Introductions and Apologies

Ian welcomed everyone to the meeting. Apologies are as above.

### 2. Presentation by Simon McLeod of Kellanova

A copy of the presentation is attached to these Minutes.

### 3. Minutes of the Previous Meeting

These were taken as agreed.

#### 4. TUCO Framework Update (Nicola)

Procurement reports available on our website include the UKUPC Impact Report, which goes across all the UK regional purchasing consortia, supplier market reports and TUCO Intelligence Q3. Value for Money Reports for members are out now.

Regarding tender activity

**Hot Beverage** has just finished evaluation on the SQ and is due to start on 1<sup>st</sup> March 2024.

Any contracts due to terminate between 6<sup>th</sup> January and 1<sup>st</sup> March should be extended.

**Convenience Retail** is out to tender in the new year. Kim Ashley has asked members for any suggestions for inclusions on this.

**The DipChem** schedule is due to be issued late November.

**Fruit & Veg** - Ian advised that University of Edinburgh will be moving the whole of the Fruit and Veg contract for Edinburgh over to APUC from TUCO following a desk top exercise

**Food Waste** is extended until October 2025.

**Alcohol** – returns are due back from suppliers on 8<sup>th</sup> December so the current agreement will be extended. Price increases in August took into account the duty changes.

**Catering Light and Heavy** went live in July for 4 years. IVL Engineering has asked to be removed from the agreement. Ian asked why we do not have either Meiko or Hobart listed under **Refrigeration** as they are the two biggest companies. They do not seem to be on any public sector frameworks.

**Grocery, Frozen and Chilled** has 10 lots listed but only lots 1 – 4 apply to HE and FE, full details available under frameworks on TUCO web site

**EPOS** – Fidelity Systems have been added in September.

**Kitchen Equipment Maintenance, Deep Cleaning and Ducting** – this is now live.

**Milk, Dairy and Bread** – Fresh Pastures went into liquidation in July.

**The Greenhouse Gas Calculator** is a new DPS and due to go live in November.

Contract review meetings have been held throughout the year.

Tender Working Parties – we have volunteers for every region and are well represented in Scotland. Ian asked Nicola for an updated list for Scottish members.

#### **Brand Owners**

We have a new Account Manager for Vegetarian Express – Bushra Al-Salehi.

Twinings and Pukka Tea have some good new teas and tea recipes with food pairing.

McCains have funds available for members wishing to run promotions around their new cheese products.

Unilever – Ben & Jerry's are looking to provide support to members on their Ben & Jerry's Scoop Shop.

CCEP – we have circulated the presentation made at a regional meeting by Adam Bostock. Ian remarked that the post-mix has gone up from £42 to around £80. Coke have not given the same price to everybody. You can no longer buy it direct you now have to purchase it via your distributor.

Nicola advised that Kim Ashley is writing an article for the magazine about the cocoa supply chain so would any members have any questions for suppliers such as Cadbury, Tony's Chocolonely etc.

Ian asked if some justification can be proved why Monealez (Cadbury) moved away from Fair Trade to their own certification - Cocoa Life, and is it as good in respect of paying growers a premium?

At the joint SE/SW Regional Meeting we had a presentation from the Alcohol Free Drinks Company who have a large range of products.

TUCO currently have a survey out to collect information on the number of food outlets within institutions post-COVID. Nicola urged members to complete this.

Calum asked about the Butchery framework and if it is being extended. The first extension period is from 1<sup>st</sup> January for 2 years. He also asked if the White Label is available for members to use.

## 5. APUC Framework Report (Louise)

**Fruit & Veg** – new contact went live on 20<sup>th</sup> June with 5 geographical lots. There are 2 new suppliers on Lots 3, 4 and 5. They have carbon emissions of each product line which are updated as seasonal produce changes. The price of potatoes has gone up 72% since the framework went live.

**Fresh Butcher Meat** went live on 5<sup>th</sup> August with one new supplier on there – Aberdeenshire Larder. They have included carbon emissions per product.

**Bakery Products** – there is a 6-month extension on the current framework while they re-evaluate the basket of goods. They are introducing a lot for specialist bakery items. The tender will be going out next week before Christmas.

**Dairy Products** – has just been extended for one year to October 2024. There have been some issues with Graham's on deliveries. APUC have had discussions with them on this as have the NHS and the Prison Service. They have managed to negotiate a decrease in price on butter.

**Fresh Fish and Seafood** Green's have requested to be removed. There has been a price increase in August from Campbells Prime Meat, Campbell Brothers and George Campbell and Sons.

**Janitorial Products** – they have had substantial price decreases from Bunzl and there will be some more coming up.

Ian asked for Breadwinner to be added to the bakery framework.

There is an update to the government's Border Target Operating Model. This covers the flow of goods from the UK to Northern Ireland. Goods for NI only will have to be labelled "NOT FOR EU".

There is a shortage of citrus fruit from Spain due to the dry weather. Scottish farmers are having problems with veg crops due to flooding. Both the Italian and Greek governments are altering their allergen information on dry pasta. APUC are working with Food Standards Scotland on problems with orange juice.

Louise explained the principles of desktop evaluation on a combination of direct awards and mini-competitions.

APUC have a catering lot on their PPE framework.

## 6. TUCO Board Update

TUCO have commissioned Campus Life to create a video to encourage people to take up careers in the sector. This will be white labelled so members can brand it themselves for use within their own universities. Hoping for it to be finalised in December with it being available to members early next year.

There is progress with the plans for setting up the TUCO Foundation. A lawyer with specialist knowledge in the field attended the last board meeting and provided an update on the work so far and answer questions around the proposal and any potential risk. Ultimately, the Board were supportive of the Foundation application moving forward.

Litmus Partnership are currently conducting their research into member engagement and will report to the Board in December 2023.

Manish Shah reported that he held their first face-to-face Regional Chefs' Forum meeting at the Summer Conference and the first survey had been subsequently sent out. It was felt that the response to this survey was disappointing and the team are reviewing the survey and would re-circulate. It would be appreciated if we would engage our chefs to respond to the future survey to help maximise the impact of the Forum.

Financially, TUCO had adjusted the forecast for Quarter 1 accounts and are forecasting a better than budget financial out-turn and the board are considering options for investment for the future. The Conference plays an important role in TUCO's finances, however the spend on agreements has increased massively and has grown our income, and this coupled with a reduction in expenditure has resulted in the better than expected position.

Total membership has grown over the last quarter with 6 new members.

Alan Riddell's term of office ends this year, and a new member will be appointed to the board from December 1st.

Chefs' Competitions – this will be held during the first week of April in Warwick.

Regional Chairs – Scotland has a a new Deputy Chair with Steven McKay from St Andrews.

Chefs' Forum – Dougie Shewan would join on behalf of Aberdeen.

TUCO Board Non-Executive Directors – for any future opportunities arising Calum would highly recommend being on the TUCO Board.

## 7. TUCO Academy Update

Both Sarah and Camilla had been visiting a number of universities over the past couple of months delivering compliance courses at places such as Edinburgh, Reading and Staffordshire. They have already delivered 50 courses in the last 6 months which is comparable to the whole of the previous 12 months. Other soft skill courses available are:

- Finance for Non-Financial Managers
- Report Writing
- Professional Development

These courses are open to anyone within our member institutions, not just the Catering Department.

David from Strathclyde recently took part in the Upskill case study to try to help with leadership issues, but it wasn't pitched at the right level. We have instead come up with a webinar system 'Management Essentials' this is geared to lower level managers, supervisors and team leaders and will be a program to help them with soft skills and improve their confidence. There has been feedback recently about a lack of middle managers as a result of the changes in the last few years and there is a level of lower managers who need additional support to give them more empowerment. It is a 6 module system of 2.5 hours every 2 weeks and will be CPD accredited. There is also a number of one-to-one coaching sessions at a slightly higher cost.

We are working with HSI and the Vegetarian Society on more plant-based projects. Next week we have a course on Visual Merchandising in Manchester which will be repeated in London in April.

### *Study Tours*

Two bursary places are available for every study tour.

- Food To Go In Leicester and Frankfurt in April
- Colombia Coffee Tour 4<sup>th</sup> – 11<sup>th</sup> May 2024
- South Korea 18<sup>th</sup> – 26<sup>th</sup> May Student Services Conference with food trends in South Korea
- CIA Menus of Change June 2024 – 10 people have already expressed an interest in this
- London Street Food
- August/September – wine, beer and olive oil tour in Italy
- July – NACUFS Conference in Kentucky

### *Webinars*

- Plastics Legislation Update
- Net Positive

The Academy Steering Group met at the end of September for the first time since COVID.

Our Winter Conference 2023 will be held on Wednesday 6<sup>th</sup> December at the University of Kent with a networking dinner on Tuesday 5<sup>th</sup>. The theme will be the Cost of Living Crisis. It will include a talk from Rafael Mutu from Kent on 'Gleaning' which is the use of excess produce from local farmers.

We will also have a presentation from The Flygerians on Nigerian street food and they will also be making the canapes for the dinner the previous evening. As always, a study tour will follow the conference.



The University Caterers Organisation

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#### **8. Sustainability**

A study tour is planned to Forest Green Rovers, who eat only plant-based food and have a green stadium. The Greenhouse Gas Calculator framework will go live during the first quarter of next year. NetPositive – we now have 71 of our suppliers on there with 82% of those being SMEs. The MSC Audit took place last month

#### **9. Any Other Business**

As there was no further business, the meeting was duly closed.

#### **10. Date for Next Meeting**

Thursday 26<sup>th</sup> February 2024 at the University of Edinburgh.

TUCO PRESENTATION



*K*ellanova



## Our Vision

To be the world's best performing snacks-led powerhouse, unleashing the full potential of our differentiated brands and our passionate people

## Our Purpose

Creating better days and a place at the table for everyone through our trusted food brands



## UK WIDE FIELD SUPPORT

1 X FIELD SALES MANAGER  
1 X FIELD SALES LEAD  
6 X MSO/FOOD SERVICE BDE'S  
6 X RTM BDE'S  
2 X MSO FSR'S

...AND GROWING!



# Where it all started...



Founded in  
1906

William K Kellogg, a philanthropist and visionary vegetarian who believed that a plant-based diet was the right diet



1922

Overseas expansion in to UK & Europe



1930s – 1980s

Numerous iconic foods launched from the 1930s to the 1980s



1998

Portable foods factory opens in Wrexham in 1998, showing our commitment to our snacking business



1998

Nutri-Grain launches in UK

# 100 years of making every day better



1998

Kellogg's started to support school breakfast clubs in Britain



2012

Kellogg acquired Pringles



2019

Re-design of our cereal packs with the addition of **NaviLens** signposting to support the visually impaired



2021

Wellbeing Manifesto was unveiled, a visionary 10 year plan



2021

Mr P gets a rebrand



2023

Our Away From Home acceleration plan to bring greater value to partners and customers in the market to **make every day better**

# We stand up to our responsibility

We are committed to improving our foods so that they are better for **people**, the **planet** and the **community**



## People

### To date...

- Removed 9,000 T of sugar
- Coco Pops by 50% since 2017
- Last 20 years – reduced salt by 60%
- Increased amount of Vit D in cereals

**10 year plan to continue to tackle salt, sugar, make kid's cereals better, increase fibre and address carbon footprint**



## Planet

**With the world's population set to increase to 9 billion by 2050, everything we take from the planet's resources we must put back**



## Community

**We have donated 100m servings of Kellogg's products to children and families in need and continue to do so**

# In the UK, **1 in 9** kids start the day without breakfast

- School is a social environment where kids can access food without financial constraints
- Enabled support for >3,000 Breakfast Clubs in the UK since 1998 - Cash grants, free bowls, food and activity resources
- Twice termly newsletter activity kits

## **We are expanding efforts**

- Plan to support 50% more schools through the Grants Programme than we did in 2022
- Launching a brand new Secondary Schools Network



**Kellanova** AWAY  
FROM  
HOME

# THRIVE 25

Serving snacks and cereal  
to more people, more  
often, more profitably for  
mutual business growth

.....

There are up to **308m incremental** eating  
occasions for Kellogg's to play for in the **AWAY  
FROM HOME** market across snacking and cereal.



# Six focus environments

**308m** incremental eatings for Kellogg's to play for

- Hyper targeted national account strategy in focus environments
- Improving presence through organisations (e.g. TUCO)
- Sharpening strategic focus with national wholesalers, Brakes included

## Pubs & bars

15.4m snacking eatings

## Leisure

50.8m snacking eatings

## Further education & Universities

76.7m snacking eatings

**Kellogg's** AWAY FROM HOME

**THRIVE 25**

## Hotels

(& accommodation)

9.5m snacking & 40.5m cereal eatings

## Workplace

79.1m snacking eatings

## Grab & go retailing

(Travel & c-store)

35.6m snacking eatings

Kellanova is one of the UK's largest manufacturers of snacks and cereals, with 2022 UK sales of more than £1 billion

We have an unrivalled understanding of the categories we operate in and a huge ambition to grow in the away-from-home market.

We're here today to show you our commitment to grow these categories.

We are Pringles



We are Cereal Bars



We are Cereals





# Workplace & Universities

# Top FE & University SKUs

Rankings take into account multiple measures including sales contribution, incrementality and relevancy to environment/mission.



Weighted dist.  
**5%**

**1** Sour Cream & Onion  
12 x 1 x 40g



Weighted dist.  
**6%**

**2** Original  
12 x 1 x 40g



Weighted dist.  
**6%**

**3** Salt & Vinegar  
12 x 1 x 40g



Weighted dist.  
**4%**

**4** Texas BBQ  
12 x 1 x 40g



CEREAL BARS



Weighted dist.  
**13%**

**1** Rice Krispies Squares Chewy Marshmallow  
30 x 28g



Weighted dist.  
**8%**

**2** Rice Krispies Squares Totally Chocolatey  
30 x 36g



Weighted dist.  
**15%**

**3** Coco Pops Cereal & Milk Cereal Bar  
25 x 20g



Weighted dist.  
**4%**

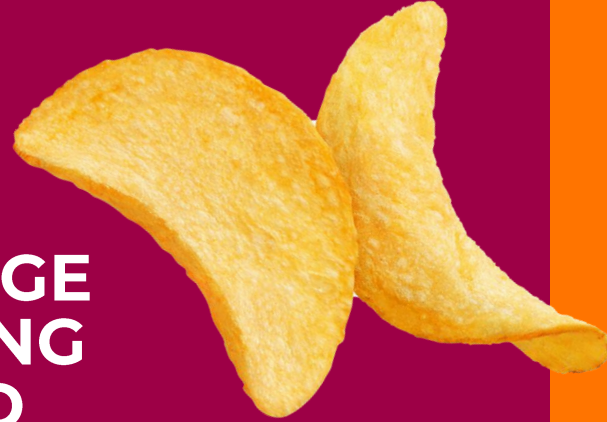
**4** Nutri Grain Raisin Breakfast Bakes  
11 x 45g



Make snacking  
sociable &  
shareable

Source: \*IRI Value Sales 52 w/e 2021 \*\*MA Tracker, Q4 2021, 4753 consumers, \*\*\*Mintel - What the 2022 consumer trends mean for food and drink - *Enjoyment. Everywhere*

We are the  
**#1 LARGE SHARING BRAND**  
with £260m RSV\*



**HIGHEST LOYALTY**

in the  
large sharing  
category\*\*



**67% OF CONSUMERS**  
believe pringles  
are great for  
sharing



**62% OF CONSUMERS**

Say Pringles stands out as the most  
fun snacking brand\*\*\*

# Make more from less space with Pringles



Competing brands	Case size	Space (m <sup>3</sup> )	
Pipers	24	933	<b>37% less space</b>
Tyrells	24	1090	<b>46% less space</b>
Kettle	18	1037	<b>44% less space</b>
McCoys	26	1076	<b>46% less space</b>
Real	24	942	<b>38% less space</b>



**Example:**  
40g Pringles maximise space by holding +37% more units than Piper bags in the **same** space

Further optimised by use of counter tops space saving point of sale...



Small can magnetic hanging unit



Counter top gravity unit



Parasite units

**3 x longer shelf life**  
18 months shelf life  
Vs 6 months standard

# MOVEMBER



SCAN MY  
**MO**  
TO HELP A BRO



PRINGLES  
ORIGINAL

SCAN MY  
**MO**  
TO HELP A BRO



IN PARTNERSHIP WITH  
MOVEMBER

e-NAX 9

# THE WHY

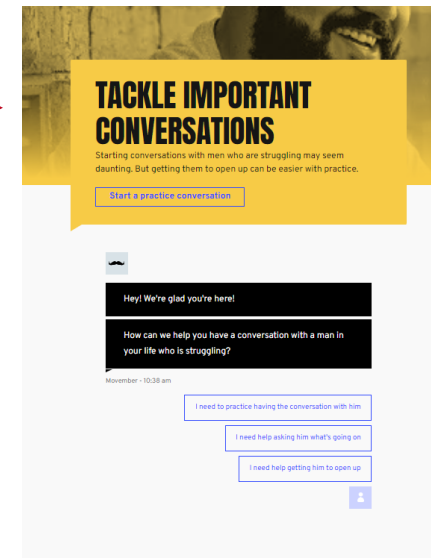
**MOVEMBER'S WORK IS INCREASINGLY IMPORTANT, WITH THE WORLD LOSING ONE MAN TO SUICIDE EVERY MINUTE.**

**SINCE 2020, PRINGLES & MOVEMBER HAVE JOINED FORCES TO DEMONSTRATE THE VALUE OF MEANINGFUL CONVERSATIONS, TO ENCOURAGE PEOPLE TO TALK WHEN TIMES ARE TOUGH.**



# THE AMBITION

HELP TO START OVER 18 MILLION CONVERSATIONS AROUND MENTAL HEALTH.



# Foodservice

**BUY 4 CASES**  
TEXT PRINGLESMOVI  
TO 82727 & RETAIN RECEIPT

CHANCE TO  
**WIN £1000**  
& GIVE £1000

WE'LL DONATE A  
FURTHER £1,000 TO  
MOVEMBER ON BEHALF  
OF EACH WINNER




TM, © 2023 KELLOGG Europe Trading Limited. Business owners and employees of registered customers of BFS Group Ltd (Bifoot) only. GB only. Entrants must be 18+. Open from 00:01 01.09.23 to 23:59 30.11.23. Purchase required. To enter prize draw: Purchase 4 x cases of any qualifying 40g Pringles products listed in the full terms and conditions, from Bifoot in-store and text PRINGLESMOVI followed by a space and your full name to 82727. Winners will be drawn at random from all valid entries received during the promotional period stated by an independent adjudicator. There are 5 x £1,000 cash prizes to be won, awarded via BACS payment to winners. In addition, Kellogg's will also donate £1,000 to the Movember charity on behalf of each winner. Max 1 entry per person. Retain receipt. Exclusions apply. By texting, you consent to the processing of your personal data. Standard network rates apply. Please seek bill payer's permission. For exclusions, full terms and conditions and information on how your personal data will be compliantly handled visit <https://www.pringles.com/uk/psandcs.html>. Kellogg Marketing and Sales Company (UK) Limited will donate £5,000 to Movember Europe Charity Reg No 1137948 as a result of this promotion. Promoter: Kellogg Marketing and Sales Company (UK) Limited.

IN PARTNERSHIP WITH  **MOVEMBER®**



REACH OUT WITH **ALEC** MOVEMBER®



**A**  
ASK  
START BY ASKING HOW THEY'RE FEELING.

**L**  
LISTEN  
GIVE THEM YOUR FULL ATTENTION.

**E**  
ENCOURAGE ACTION  
HELP THEM FOCUS ON SIMPLE THINGS THAT COULD IMPROVE HOW HE FEELS.

**C**  
CHECK-IN  
FOLLOW UP AFTER YOUR CHAT.

TO FIND OUT MORE VISIT [MOVEMBER.COM/PRINGLES](https://www.movember.com/pringles)

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# 1. Snacking brands with mass appeal

## Did you know?

Kellogg's accounts for 6 of the top 10 best-selling cereal bars within foodservice

(Source: IRI Salesout data last 52 weeks to 6th Jan 2023)



The #1 sharing brand with £260m RSV and highest loyalty in the sharing category



(Sources: IRI Values Sales 52 w/e 2021; MA Tracker, Q4 21, 4753 Consumers)



High protein taste led £1.5m snacking brand for 18 - 35s, primed for unlocking new snacking experiences



(Source: TBC)



The £36m permissible treat brand for 16-24 y/o with +30% value sales growth



(Source: IRI UK Wholesome Snacks P12 YTD)



Everyday affordable branded treats, with wide appeal, £14.5m value and double-digit growth



(Source: TBC)



The original morning fuelling, slightly less naughty, snack bar with £12m brand growing +21% value sales vs year ago



(Source: IRI UK Wholesome Snacks P12 YTD)



For people on a journey for a healthier lifestyle with £6m core business in the UK



(Source: TBC)

# CRUNCHY NUT<sup>®</sup>

## Nut Butter Bar



High protein taste led £1.5m snacking brand for 18 - 35s, primed for unlocking new snacking experiences

### STRATEGIC RATIONALE

Leverage the strength of taste led brands to drive into new categories, occasions and experiences

### CONSUMER TARGET

18 – 35s, comfortable classics, snack evangelist

### OCCASION TARGET

Breakfast at work, mid-morning and mid-afternoon snack

### REASONS TO BELIEVE

Made with Real Nut Butter. 40% nuts.  
High in Protein. Suitable for Vegetarians.  
Halal - HFA Approved.  
Great for Coffee Shops, QSR, Canteens etc

# Rice Krispies SQUARES



The £36m permissible treat brand for 16-24 y/o with +30% value sales growth

## STRATEGIC RATIONALE

Snacks tailored to teens and young adult occasions with a differentiated, more permissible treat. Uniquely crispy, chewy, gooey Squares snacking experience provide our consumers with momentary breaks away from adulting.

## CONSUMER TARGET

16-24 y/o, snack enthusiasts

## OCCASION TARGET

Mid-morning snack with a halo to afternoon snacking occasion

## REASONS TO BELIEVE

Exciting taste and texture combinations  
Kellogg's largest cereal snack brand in the UK  
Driving new news and excitement with flavour rotations consumers love, while also tapping into new occasions beyond breakfast  
Vibrant, distinctive, disruptive packaging

# NUTRI-GRAIN®



Regaining leadership in calorie-controlled snacking with £12m brand growing +21% value sales vs year ago

## STRATEGIC RATIONALE

Our brand heartland in regaining leadership in calorie-controlled snacking

## CONSUMER TARGET

Families

## OCCASION TARGET

Mid-morning, helps fuel your busy morning

## REASONS TO BELIEVE

- A permissible treat
- Source of fibre and wholegrain
- Baked with wholegrains wheat & oats
- No artificial colours or flavours
- Source of B Vitamins & Iron
- 25% of your daily Calcium
- School Food Complaint
- Can be served as part of a school lunch (ex NI and ROI)

\*Source: IRI UK Wholesome Snacks P12 YTD

SPECIAL



The Original



For people on a journey for a healthier lifestyle with £6m core business in the UK

### STRATEGIC RATIONALE

Our brand heartland in regaining leadership in calorie-controlled snacking

### CONSUMER TARGET

People on a journey for a healthier lifestyle, all adults 26+

### OCCASION TARGET

Early morning bite, breakfast at work, morning snack

### REASONS TO BELIEVE

- High in fibre
- Made with wholegrains (wholewheat, whole oats)
- Source of B-vitamins (B3, B6, B9)
- No artificial colours, flavours or preservatives
- Under 100 calories

# Kellogg's®

CEREAL & MILK BARS



Everyday affordable branded treats, with wide appeal and £14.5m value, growing double digits

## STRATEGIC RATIONALE

Enable an everyday affordable proposition to leverage broad appeal brands

## CONSUMER TARGET

18 – 35s, comfortable classics, snack evangelist, parents of kids 5– 9 permissible

## OCCASION TARGET

Early morning bite, breakfast at work, morning snack

## REASONS TO BELIEVE

Source of fibre, calcium and vitamin D  
No artificial colours, flavours or preservatives  
Under 100 calories

# 1. Value for experience through #1 cereal brands



The **No.1 kids cereal brand in the UK**, worth over £44m<sup>1</sup> and consumed by over 4m households every year<sup>2</sup>



**No.1 functional health brand** in the UK, worth over £47m<sup>1</sup>. Bought on average 5 times a year – more than any other cereal brand<sup>2</sup>



**No.1 taste brand** within cereal for the last 5 years – one box bought every second!<sup>1</sup>



Worth over 50m in the UK<sup>1</sup>, bought by over 1 in 6 households every year<sup>2</sup>



Worth over £31m in the UK and still seeing double digit growth (+10%)<sup>1</sup>



Key brand with young families – worth over £40m<sup>1</sup>



Worth over £11m<sup>1</sup> and purchased by 900k households every year<sup>2</sup>



Leading cereal for digestive wellness, worth over £16m<sup>1</sup>



Highest fibre per 100g of any high fibre cereals

# The right cereal portion range

Rankings take into account multiple measures including sales contribution, incrementality and relevancy to environment/mission.



Coco Pops  
40 x 35g



Special K Original  
4- x 30g



Crunchy Nut  
40 x 35g



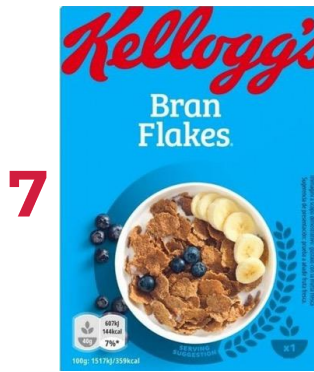
Corn Flakes  
40 x 24g



Frosties  
40 x 35g



Rice Krispies  
40 x 22g



Bran Flakes  
4- x 40g



Fruit 'n Fibre  
40 x 45g



All Bran  
40 x 35g



Frosties  
35 x 35g



# The right bag packs and bulk packs range

Rankings take into account multiple measures including sales contribution, incrementality and relevancy to environment/mission.

## Bag Packs



1

Special K Original  
1 x 4 x 450g



2

Crunchy Nut  
1 x 4 x 500g



3

Corn Flakes  
1 x 4 x 500g



4

Coco Pops  
1 x 4 x 450g



5

Rice Krispies  
1 x 4 x 400g



6

Frosties  
1 x 4 x 500g

## Bulk Packs



1

Corn Flakes  
7kg / 10kg



2

Rice Krispies  
7kg / 10kg



3

Frosties  
7kg / 10kg



4

Bran Flakes  
7kg / 10kg



5

Coco Pops  
7kg / 10kg

Point of sale &  
looks of success

# Snacks and cereals that sell themselves, with a little help

63% of UK snack eaters buy snacks on impulse\*, it's never been more important to dial up visibility

## Pringles



Small can magnetic hanging unit



Counter top gravity unit

Parasite units

## Cereal Bars



Small can magnetic hanging unit



Parasite units



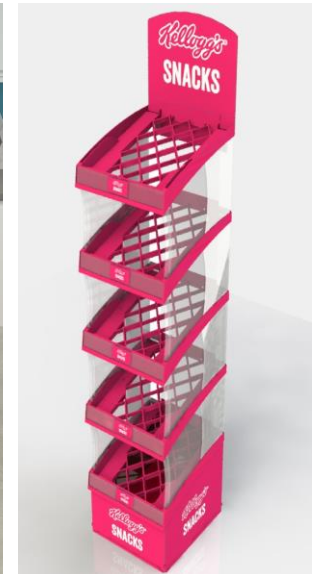
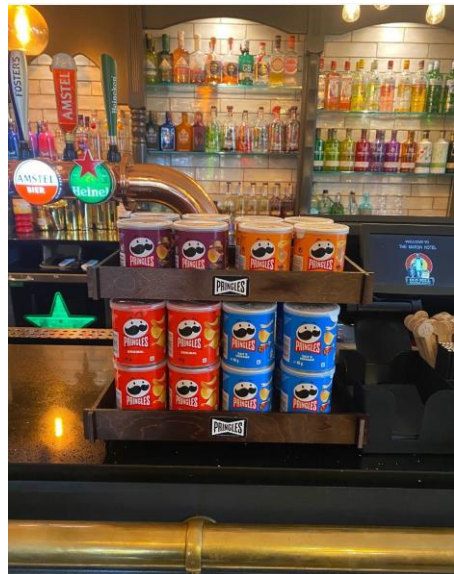
Counter top gravity unit

## Cereals



Cereal portion pack counter top unit

# Kellanova



# Local Support

## Samples / Point of Sales



Amazon  
Vouchers -  
Incentive



Joint Business Plans

# Field Sales Support / Events





Your clients' away from home resource to maximise sales from every environment and occasion

### What you'll find...

- Industry-leading guidance to maximise category sales
- Kellogg product information
- Planograms appropriate to your outlet location and size
- Profit on return (POR) calculator
- FREE POS ordering form

[www.kelloggsvantage.co.uk](http://www.kelloggsvantage.co.uk)

New improvements due 2024



Rice Krispies  
**SQUARES**



**4<sup>th</sup> Biggest Brand**

**In wholesome snacking in UK**



**#1**



**#2**



**#3**

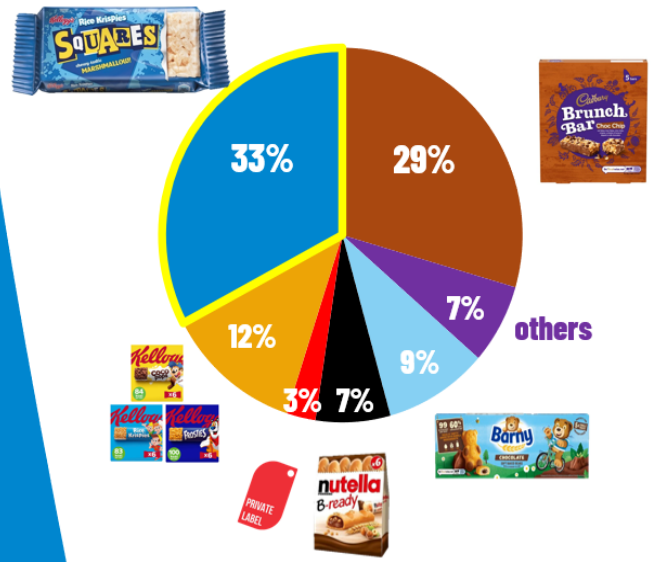


**#4**

**Available in Single format, 4ct & 8ct**

Rice Krispies  
**SQUARES**

**LEADER**  
OF THE  
TREAT SEGMENT  
**OVERTAKING**  
CADBURY BRUNCH



**INTRODUCING...**



**WORK IN PROGRESS**

**SOS**  
**July 2024**

# Cheez-It 2024





THE UKI IS  
CRAVING AN  
AUTHENTIC  
CHEESE  
SNACK...

INTRODUCING  
**CHEEZIT**



AVAILABLE IN 3 DELICIOUSLY CHEESY MORISH FLAVOURS



CHEEZ-IT

£14,000,000

MARKETING PLAN



# CHEEZ-IT IS A HUGE SUCCESS IN AMERICA



CHEEZ-IT IS BIGGER THAN PRINGLES IN THE US!

CHEEZ-IT  
\$1  
BILLION

PRINGLES  
\$700  
MILLION

MARKET LEADER

DOUBLE-DIGIT GROWTH

46% PENETRATION



GROWING  
16%  
YTD IN US



STOOD THE TEST OF TIME

CHEEZ-IT IS EVERYWHERE

## THROUGH THE DECADES

<p><b>1921</b> The Green &amp; Green Company brings Cheez-It into the world, measuring approximately 1" x 1" in size. Exact birth time not recorded.</p>	<p><b>1932</b> Sunshine Foods acquires the Green &amp; Green Company, and with it comes Cheez-It. Moonshine, America's Earliest hit sale across the Atlantic!</p>	<p><b>1986</b> Cheez-It reveals to the world their secret of how they've been making their crackers so delicious: It's all in the 100% real cheese!</p>	<p><b>1996</b> Knebler acquires Sunshine Foods. Frosted lips take the world by storm.</p>	<p><b>2000</b> The world celebrates a new millennium. Cheez-It parties like it's 1999.</p>	<p><b>2001</b> Kellogg's acquires Knebler, and Cheez-It comes along for the ride.</p>	<p><b>2014</b> Cheez-It Grooves launches in the US, and fans level-up their snacking game with bold flavour you can see and taste.</p>	<p><b>2015</b> Cheez-It US gets a makeover with fresh, new packaging. Cheez says he feels 20 years younger.</p>	<p><b>2019</b> Cheez-It Snapp'd launches in the US and is delightfully than a crave-ably crispy.</p>	<p><b>2021</b> Cheez-It celebrates a century of absurdly cheesy, uplifting satisfaction.</p>	<p><b>2024</b> The European Union flag.</p>
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OUR  
BIG, CHEESY  
AMBITION

TO BE  
**KELLOGG'S NEXT  
ICONIC BRAND**  
IN THE UK & IRELAND

**5%**  
SHARE OF CRISPS  
& SNACKS

**#1 CHEESE SNACKING BRAND IN THE UK & IRELAND**

BRAND WORTH  
**£100m**  
BY 2028  
RSV

To put this into context, that's bigger than...



£60.5m



£89.4m

# FORMATS TO WIN BY CHANNEL AND MEET KEY OCCASIONS



FORMAT	40g		65g	120g	150g
<b>Channel &amp; Category</b>	Foodservice & Major Mults (Meal Deal focus)		Convenience (Savoury Snacking)	Ireland LS UK Discounters & Co-op	UK Major Mults (Large Sharing)
<b>Occasion / Focus</b>	Lunch	Lunch Alternative		Evening We	Evening We
<b>Messaging</b>	"Grab bag"		PMP	-	-

# RTM - PUSH

## PRE-LAUNCH: TEASE COMMS

PR, trade media launch event, C-talks.

## LAUNCH: DIGITAL AND IN DEPOT

Comms channel domination and depot and online takeovers, Sampling

## REPEAT: ENCOURAGE RE-STOCK

Distribution incentives, portfolio deals with Pringles



## A GOLD-STANDARD LAUNCH PLAN IN

# QUICK SERVICE RESTAURANTS

## PUBS — PUSH AND PULL

## INCENTIVISED TELESALES: DRIVE DISTRIBUTION

Trade press, Distribution incentives, B2B

## EXCLUSIVE OVERLAYS: DRIVE TRIAL

Incentivise consumers to try Cheez-It whilst driving excitement around the brand

## POS: KEEP CHEEZ-IT FRONT OF MIND

Bespoke POS in Beer drip trays, Beer mats



# HFS - PULL

## FEET ON THE STREET: FIELD SUPPORT

Display to win incentives

Target convenience stores and encourage to stock up

## MESSAGING TO ALIGN MISSIONS AND

## MINDSETS: Occasion led toolkit

Remain competitive at fixture

## POS: BOLD AND BRANDED — CHEEZ-IT IS UNMISSABLE

Bespoke POS toolkit to leverage the best of our brand identity — Flatpack, Window posters, wobblers



# SHOWSTOPPING POS FOR EVERY ENVIRONMENT

