

Bread & baked goods



From the Nation's fastest growing major bread brand¹



Britain's fastest growing major white bread brand²

Britain's favourite wholemeal bread³

Bringing 'Best of Both' for 20 years

Britain's favourite seeded loaf⁴

Sources:¹NielsenIQ Scantrack Epos, Total Coverage/GB, Unit % Chg YOY, 52 wks to 9th October 2021 Major Bread Brand defined as greater than 3% of Pre Packed Bread Category Unit % share for same time period as analysis. Excluding Private Label
²NielsenIQ Scantrack Epos, Total Coverage/GB, Unit % Chg YOY, 52 wks to 9th October 2021, Major Bread Brand defined as greater than 3% of Pre Packed Bread Category Unit % share for same time period as analysis. Analysis across all white breads available in Pre Packed Bread category. Excluding Private Label
³NielsenIQ Scantrack Epos, Total Coverage/GB, Unit Sales, 52 wks to 9th October 2021, analysis across all brown/wholemeal breads available in Pre Packed Bread category. Excluding Private Label.
⁴NielsenIQ Scantrack Epos, Total Coverage/GB, Unit Sales, 52 wks to 9th October 2021, analysis across all branded Bread with Bits products available in Pre Packed Bread category. Excluding Private Label

Hovis

Innovating to boost growth

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Hovis Bakers Since 1886™

↙ Hovis was the best-performing brand in bread during the last 12 months¹ through a combination of enhanced consumer product experience, distribution gains and the fact that, in times of difficulty, it is normal consumer behaviour to revert to brands they trust and products they can count on, says Alistair Gaunt, commercial director at Hovis.

During this same period, Hovis became the number one bread brand in impulse², as well as experiencing significant levels of growth both from Hovis Soft White (+7.9m loaves vs the previous MAT) and Hovis Seed Sensations (+5.6m loaves vs MAT)³. For both of these products, more shoppers bought them more frequently over the last 12 months compared to the previous 12 months⁴, notes Gaunt.

In April 2021, the company launched the new Hovis Bakers Since 1886 range, which includes Premium Burger Buns, Cheese-Topped Rolls, and white and seeded half cobs, supported by renowned British chef Tom Kerridge as its brand ambassador. The Hovis Bakers Since 1886 range taps into occasions such as barbecues, more special brunches and at-home lunches and dinners, and supports consumers looking for more elevated occasions, he says. “We see continued evidence of consumers looking for more premium products in spite of some shoppers being more careful with their spend. The Hovis Bakers Since 1886 range has quickly gained traction, being listed in all major retailers within 15 weeks of initial launch⁵.

“Earlier this year, Hovis partnered with Tom Kerridge to help celebrate the new Hovis Bakers Since 1886 range



“In times of difficulty, it is normal consumer behaviour to revert to brands they trust and products they can count on”

in a number of different ways – from showcasing the tasty Premium Burger Buns in a national alfresco dining roadshow, to encouraging the nation to bring back the beloved toastie using the brand’s delicious new loaves in a sponsored podcast feature,” he reveals.

Kicking off the campaign, Kerridge starred in Hovis’ new TV advertisement to support the launch of the range, appearing on screens across the country in May and June, as part of a multi-million pound marketing campaign.

“As evidenced from independent research⁶, consumers’ trust in the Hovis brand, due to the high quality of products offered, is one of the key reasons why they keep coming back to our brand,” says Gaunt. “At Hovis, we pride ourselves on delivering high-quality delicious bakery products to suit all tastes and to provide consistent quality shoppers can trust, as demonstrated by the ongoing success of our core portfolio.

“Our new Hovis Bakers Since 1886 range continues to demonstrate our long-term investment in innovation, dating back over 130 years.”



Source

¹ NielsenIQ Scantrack, Total coverage, excl. discounters, year-on-year change in unit sales of pre-packaged bread, MAT to 11.09.21, excl. private label and brands with < 3% unit share over the same time period
² NielsenIQ Scantrack, total impulse, unit sales of pre-packaged bread, MAT to 11.09.21, excl. private label
³ NielsenIQ Scantrack, total coverage, excl. discounters, unit sales of pre-packaged Hovis bread by variant, MAT to 12.09.20 and MAT to 11.09.21
⁴ NielsenIQ Homescan, total GB, consumer KPI trees, 52 w/e 11/09/21 vs 52 w/e 12/09/20
⁵ NielsenIQ Scantrack, Top 5 retailers, excl. discounters, weighted distribution, weekly data to 11.09.21
⁶ Walnut Brand Tracking research, March 2021

Analysis



Premium push

Shoppers are looking to enhance their increased at-home experience with premium bakery items

Goods such as bread & bakery have taken on renewed vitality and importance during the past 20 months as consumers relied on the category to provide variety and a staple offering for the vastly increased number of at-home mealtimes during the pandemic.

Prior to 2020, bread & baked goods had been in year-on-year decline, according to bakery brand Hovis, writing in a recent Category Management supplement for The Grocer and Convenience Store. “However, 2020 saw value growth of 3.3% with high demand continuing in 2021¹,” it says.

Recently valued at £3.9bn¹, the UK

bread and bakery category has seen “impressive” growth during the past 18 months, while other bakery products have seen 4% growth year-on-year and are now worth £2.3bn². Pre-packed bread is purchased by 97% of UK households³, reckons Hovis, with pre-packed sliced bread now worth £1.7bn⁴.

Now, in-home consumption, which played such a huge role during the lockdowns, is likely to continue to prevail as flexible working becomes the norm, says Darren Littler, innovation director at Warburtons. Wrapped bakery played a key role in this and he feels shoppers will be looking to bring “more premium and quality products into their home meal occasions”.

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Analysis

Most recently, Warburtons launched its White and Wholemeal Pittas, which Littler says are ideal for barbecues and get-togethers at home due to their versatility and ease of use.

“In particular, we saw the biggest rise in people eating more bakery products at lunchtime,” adds Carl Pickett, category development controller at Warburtons. “As people continue to work from home, we expect this trend will continue.”

With a good portion of 2021 also being spent in and out of lockdown and seeing pandemic restrictions, the habits that emerged in 2020 are going to be around for a good while yet, agrees St Pierre Groupe founder Paul Baker.

“Consumers are still looking for ways to treat themselves well at home. The move towards premiumisation hasn’t slowed and brands like St Pierre give consumers an opportunity to trade up and elevate their everyday meals – using brioche instead of their usual bread carrier.”

“The pandemic has driven huge shifts in consumer habits and those changes will impact the retail sector across the board for months to come,” agrees Chris McLaughlin, commercial director at St Pierre Groupe, speaking on behalf of Baker Street. “For the bakery sector in 2021, measuring up to 2020 – the year in which Brits fell back in love with bread – has been tough. Key to growth has been in identifying the subcategories that carry opportunity. As a result of doing so, Baker Street is up 9% in the last 12 weeks⁵, set against a backdrop of many traditional bakery suppliers struggling to hit the heady levels of last year.”

The Baker Street Drive Thru range of Classic Burger Buns and Original Hot Dog Rolls, launched into Tesco in April this year, capitalised on the ‘fakeaway’ trend, driving growth for the brand with its first permanent major multiple listing, adds McLaughlin. “The packaging design really delivers cues of a fast-food restaurant experience, which was timed perfectly during a pandemic where people couldn’t get their usual fast food fix.”

Rebecca Dunning, trade marketing manager at La Lorraine Bakery Group points to the trend towards sandwich carriers and on-the-go products, such as brioche buns, sourdough loaves, crystal rolls and baguettes. “Sweet



on-the-go products snacks, such as our Belgian sugar waffles, are also proving popular,” she says.

The company has been watching the rise of meals at home carefully, which inevitably spiked during the pandemic but have remained popular as people take the opportunity to increase the quality of their home dining and fakeaways, she adds. “With this in mind, La Lorraine has launched Baked By You, a loaf that can be baked off at home for quick, fuss-free and high-quality bread that is both fresh and tasty. It’s ideal for the retail market, but also foodservice and ritual hybrid models, and we’re incredibly excited by its potential,” she says.

The bake-at-home market has increased significantly as a result of Covid and sales are continuing to grow, confirms Stéphanie Brillouet, marketing director – Northern Europe & North America at DéliFrance. Consumers who previously enjoyed their baked goods

out of home were initially looking to replicate that experience at home and were seeking indulgent moments – an important driver in the bakery category, which has driven sales for chocolate viennoiserie and filled croissants, she adds.

“Our research shows 28% of consumers⁶ increased their home-based pastry consumption during the pandemic and we’ve focused on developing a quality bake-at-home range and a selection of pre-packed viennoiserie to meet the sustained demand,” adds Brillouet. “Our range offers a selection of options for consumers to continue to enjoy these at-home experiences, from shared breakfasts to snacking moments that have become increasingly popular.”

Meanwhile Hovis’ research shows that a whopping 57% of the population have a burger or grill night every few weeks⁷, reveals commercial director Alistair Gaunt. In April, the company



Engaging directly with consumers

As a family business, direct communication with consumers is really important to Warburtons, says innovation director Darren Littler. The company uses social media to share product updates, recipe inspiration or campaigns such as its Inflatagels and Crumpet Slippers activity.

Warburtons also recently launched a direct-to-consumer website for its gluten-free business to further tap into this personable approach, says Littler. “This means consumers can purchase the full range of our gluten-free products all in one place,” he says.

“Social media is incredibly important, particularly when we are essentially trying to reach two audiences,” says La Lorraine trade marketing manager Rebecca Dunning. “It’s important to maintain the balance between helping B2B customers to envisage our products in their store, restaurant or café, while also generating consumer demand – and social media is a hugely useful resource to help achieve that. B2C has been less of a focus for Panesco and La Lorraine, but it’s high on the agenda for Donut Worry Be Happy, with plenty of creative opportunities to drive interest.”

With social media recognised as a vital part of any marketing mix, St Pierre Groupe founder Paul Baker says it is essential to the brand but adds that direct-to-consumer sales are not key to its business. “For many food and drink brands, retail is still the key route-to-market. Consumers use social media to verify the brands they see via various marketing campaigns and on-shelf in stores,” he says.

A social media presence, consistent with all other digital channels and communications activity, is used for modern consumers to assess whether they

want to engage with a brand, he adds.

Hovis commercial director Alistair Gaunt says the company’s social media strategy will continue to be an integrated part of its business model going forward. “We’ve had a great response to some of this year’s activities, including Hovis-sponsored recipe podcasts for our new Hovis Bakers Since 1886 campaign and in our support of the Full Time Meals campaign, featuring chef Tom Kerridge. We will continue to look for inspiring ways to use social media to engage with our consumers and as a platform to share exciting NPD and wider activities.”

launched the Hovis Bakers Since 1886 range, including half cob loaves “perfect for a brunch or more special sandwich” and premium burger buns to tap into the grill night occasion.

Health in mind

Communicating the health benefits of breads to shoppers will continue to evolve, with a particular focus brought to fibre and gut health, according to a report by Mintel⁸.

“A big trend that we are seeing in the bakery category – and beyond – is that consumers are becoming more and more health-conscious,” says Warburtons’ Littler. “In some bespoke research, led by Warburtons, consumers identified three claims that they actively look for: ‘low/no added sugar’; ‘containing natural ingredients’; and ‘high in fibre’. Providing products which appeal to those looking for healthier alternatives is a continued area of focus for us. We

recently launched to Half White Half Wholemeal loaves, which are fortified with one-third of your daily vitamin D allowance in just two slices.”

While there is no precise definition of what constitutes ‘clean label food’, the concept of it comprises key issues that are becoming increasingly important in consumers’ mindsets as they relate this to health and wellbeing, says Délifrance’s Brillouet. “Our ‘Prove It’ bread trends research revealed that 40% of consumers want healthier bread options. Our Nordic loaf meets this consumer need, as it is not only nutritionally rich, but high in protein, fibre and omega-3, as well as being a source of vitamin B-9, iron, magnesium, phosphorous and zinc.”

With gut health and the immune system a growing area of concern, sourdough has risen to the fore as a highly digestible alternative, offering premium flavour and texture, she adds. So the company has created its own

mother dough or sourdough starter to allow it to produce high-quality sourdough products at scale to meet this demand.

“We’re very aware of the growing demand for speciality products, which includes rising number of vegetarian and vegan consumers,” says La Lorraine’s Dunning. “More than 90 vegan products across our Panesco, La Lorraine and Donut Worry Be Happy ranges cover everything from vegan Danish pastries to vegan donuts.

“Elsewhere we are giving retailers the opportunity to market the health benefits of superfoods, including beetroot, thanks to our new beetroot flavoured Lebanese flatbread, and multiseed naan bread, which is proven to aid digestion, among other benefits. Product highlights include the new multigrain Schiacciata Romana, new multiseed naan bread and tomato and pesto focaccia roll, pre-sliced and enriched with extra virgin olive oil.”

Analysis

Premium and indulgence

While white sliced bread still remains a favourite, with over 50% of category sales⁹, premium products in bread are growing their sales¹⁰, reveals Hovis' Gaunt. "An additional 10m loaves of premium pre-packaged bread were sold in the MAT year up to 11.09.21, up 2.1% or 7.2% compared to MAT 14.09.19. A major component of this is seeds and grains bread, which remains the "only major sector which is growing vs 2020"¹¹", he adds.

"Bread with seeds and grains is gaining thanks to number of changes in shopper behaviour: mainly shoppers buying it more often, but also buying more with each shopping trip and spending more per loaf¹²," he notes.

Opportunities for future growth also lie in premiumisation as consumers are looking for something special in their everyday meal occasions, trading up to products such as bloomers and seeded loaves, says Warburtons' Littler. Indeed, premium bread has grown ahead of the overall category in the past three years, according to Nielsen, creating an extra £63m in value¹³.

"Given the recent growth of premium loaves and the increase in in-home meal consumption, we would expect that premium bread will continue to grow," says Littler.

St Pierre Groupe's Baker points to the mix of indulgence and impulse buys that he feels will continue to colour the category. As many consumers have saved money with the various lockdowns and will enjoy spending additional disposable income on great food, those who have been hit harder by restrictions, job losses and the removal of furlough have less to spend and this will make them more discerning.

"The reality is that people will continue to look for ways to treat themselves well, at home, because they miss the luxuries of dining out or travelling. While things are opening up again, there are still barriers to a 'return to normal'."

There are myriad reasons why the at-home socialisation trend will remain key for some time, he adds. "Beyond consumers having different comfort levels, when it comes to 'returning to normal', there are financial factors at play. The housing market is set to record its strongest year since 2007



– that means millions of consumers are either saving money after a house move, have new homes in which to entertain guests or both! Staying home is the new going out."

The company has seasonal packaging going into stores with new designs for its Sliced Brioche Loaf and six-pack of Brioche Buns.

Continued at-home socialisation is also one of the driving factors behind the format of the Baker Street Christmas range, reveals McLaughlin. The brand has added Apple Stollen Bites, Stollen Cookies and Chocolate & Orange Cake Truffles to its Christmas markets-inspired selection this year and has also launched a larger 500g Stollen Loaf for the sharing audience.

La Lorraine is also tapping into the premiumisation trend with its new Rose rolls in pumpkin and salt & pepper flavours. The wheat rolls with a crackling crust are baked on stone for a premium finish, says Dunning.

International breads continue to be popular, which reflects the wider food trends, as people seek global flavours, she adds. "We're expanding our Italian breads and savoury snacks range, as well as introducing eastern flavours with our new Indian naans and Lebanese flatbreads.

"We're also introducing a new twists range, offering indulgent treats that can be baked in-store and eaten from breakfast to afternoon. We've reinvented the classic chocolate twist with two new flavour variations: double chocolate and apricot."

Future

Innovation and premiumisation will continue to drive the bread and baked goods category over the year ahead, says suppliers.

"Consumers are now often swapping bread for a bagel or a thin rather than always looking for the traditional bread offering," says Warburtons' Pickett.



Merchandising and ranging

“When it comes to merchandising, bakery is often neglected” says La Lorraine trade marketing manager Rebecca Dunning, “but we are keen to showcase the potential opportunity in creating an eye-catching display of breads, spanning different flavours, colours and stories. For example, consumers are drawn to authentic, artisanal breads and research shows they are willing to spend more on it – 79% are willing to spend more on handcrafted products, according to a Taste Tomorrow survey¹. “La Lorraine’s range of artisanal Levain

Sourdough breads provides the perfect opportunity to create eye-catching displays, while our durum grain breads are available with shelf-edge strips, wobblers and leaflets to educate customers on key USPs.”

“It is important to future-proof the bakery category to open up more space and range to key growth areas, such as other wrapped bakery, but also more premium breads and seeded loaves,” says Warburtons category development controller Carl Pickett. “These areas offer more opportunity to excite and inspire consumers and they are likely to spend

more time browsing the fixture as a result.

“Bakery products such as crumpets and teacakes are among the most impulsive products in grocery, which means there is lots of opportunity to drive visibility through secondary display, particularly as upcoming HFSS legislation will restrict other categories from doing so,” he adds.

As bread with seeds and grains is in “long-term growth” and an area where consumers are prepared to pay moreⁱⁱ, retailers should dedicate more space to this sector, says Hovis commercial director Alistair Gaunt. “Consumers choose the type of

bread (for example, bread with seeds and grains, white bread) first, before brand or slice thickness, so merchandising the fixture according to dough type, with clear signage to call out the different types would be sensible practice.”

The HFSS measures will be some of the strictest marketing restrictions in the world and will have an impact, particularly on the sweet treats sector, of which donuts represent a large proportion, says La Lorraine’s Dunning. “We’re in the process of fully understanding what the changes will mean for our online advertising strategy.”

“They are also looking for premium products, be that in bread or other wrapped bakery, and these two trends are driving much of the innovation in the category.”

Innovation is hugely important, says Warburtons Littler. Apart from the new Pitta products, the company has added two new products to its gluten-free line-up – White and Brioche Square Rolls – and has more exciting innovation in the pipeline for 2022, he adds.

“There is still so much potential in the bread and baked goods market and our most exciting prospect is our ability to spot opportunities and be able to deliver at scale – both key ingredients for a successful bakery offer in retail,” says La Lorraine’s Dunning.

“From flatbreads and naans, to Swedish rye and Italian focaccia, we’re giving retailers the platform to innovate beyond the traditional croissants and baguettes that are commonplace on UK store shelves and tap into

the rising demand for sophisticated foreign cuisines. The challenge for us, like others in the sector, will be raw material and energy costs. The key will be working smarter to deliver the same output, while mitigating the impact of rising costs.”

Délicrance’s Brillouet agrees that growth of speciality bread will drive innovation and more development, particularly with premium breads. “I anticipate further innovation with sourdough and seeded NPD to drive wellness, which will remain a priority for consumers,” she says. “Vegan bakery will only continue to grow as a trend and, we’ll see more creativity here, too. But, of course, all of this will need to come with consideration around HFSS legislation, logistics and the cost of raw material challenges.”

Consumers are increasing their repertoire of bakery products, says Hovis’ Gaunt. “The ubiquitous nature of bakery and its ability to meet many

different occasions and needs puts it in an amazing place to continue to grow by inspiring consumers with products that delight them, while being HFSS-compliant where possible.

“This allows us to predict that baked goods will continue to grow for many years to come.”

Sources

- ¹ Nielsen Scantrack, Total Coverage, Total Bakery, Value Sales & Value % change, MAT 2021, 2020 & 2019, 17.06.21
- ² Nielsen Scantrack, Total Coverage, Total Other Bakery, Value % change Y/A and Value Sales, MAT last 3 years, 17.06.21
- ³ Nielsen Scantrack, Total GB, Total plant bread, Penetration 52 w/e 17.06.21
- ⁴ Nielsen Scantrack, Total Coverage incl. discounters, 52 w/e 17.06.21
- ⁵ Nielsen, L12 weeks to 25.09.21
- ⁶ Délicrance ‘Prove It’ viennoiserie report, 2020
- ⁷ Hovis/Zinklar, BBQ and grill research, N=300, May 2021
- ⁸ Mintel, The Future of Bread, Bakery and Cakes, 2021, stats provided by Hovis
- ⁹ Nielsen IQ Scantrack, Total Coverage, excl. discounters, Unit sales of pre-packaged breads by major dough type (i.e. dough types with >3% unit share over MAT to 11.09.21), MAT to 14.09.19, to 12.09.20 and to 11.09.21
- ¹⁰ Nielsen IQ Scantrack, Total Coverage, excl. discounters, unit sales of pre-package premium bread MAT to 14.09.19, to 12.09.20 and to 11.09.21 (see 9)
- ¹¹ Nielsen IQ HomeScan, Total GB, consumer KPI trees, 52 w/e 11.09.21 vs 52 w/e 23.09.20
- ¹² Nielsen Scantrack, Total Coverage/GB, Premium Plant Bread, Value Sales YOY, 52 w/e 17.06.21
- ¹³ Nielsen Scantrack, Total Coverage/GB, Premium Plant Bread, Value Sales YOY, 52 w/e 17.06.21

Merchandising panel

- ⁱ Taste Tomorrow, ‘Consumers Crave for Craft’
ⁱⁱ (see 12)

Baker Street

Quality, without the waste

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Baker Street

 Baker Street is a brand in growth. Given the context of 2020's record bakery sales followed by 2021's battle for bakery to keep momentum, Baker Street's 9% growth in the last 12 weeks¹ is no mean feat, says owner St Pierre Groupe. Securing its first permanent listing with retail giant, Tesco, and extending its seasonal range for 2021 – both in terms of listings and products – have ensured the brand is on track for its fifth year of double-digit growth.

As part of St Pierre Groupe, Baker Street benefits from a huge amount of insight, aiding the brand to serve its retail partners with a collaborative and agile approach, notes Chris McLaughlin, commercial director. “Growth in bakery is being driven by innovation in rolls and baguettes, which is up almost 10% year on year²,” he says.

“Baker Street’s Drive Thru range of Classic Burger Buns and Original Hot Dog Rolls launched into Tesco in April this year, capitalising on the ‘fakeaway’ trend and driving growth for the brand with its first permanent major multiple listing. Since launch, with a consumer audience still keen to recreate family favourites at home, we have sold more than 25 million burger buns across the Baker Street range – that’s more than one bun every second.

“The range is a great example of how we work in collaboration with retailers, too – taking feedback from our retail partners on how design cues on our Drive Thru packaging could capture new consumers,” he adds. “As a result, we developed a range that offers great-quality shopping basket staples, with all the benefits of long life.”

Consumers are more aware than ever of food waste and its impact, but



“Growth in bakery is being driven by innovation in rolls and baguettes, which is up almost 10% year on year²”

availability and shelf-life are a constant challenge for retailers, too. McLaughlin continues: “The Baker Street range guarantees a minimum 35-day life from delivery to depot – meaning retailers can keep their shelves stocked when there’s a sell-out and, more importantly, avoid throwing profits away when sales haven’t performed as they forecast.

“Our extended-life proposition, whether applied to sliced bread, burger buns or hot dog rolls, ensures on-shelf availability, reduces the risk of wastage and offers a quality product. Generally, wastage in bakery for retailers runs at between 8% and 15% – a phenomenal and unnecessary risk for retailers, when there is, frankly, a better way.”

In 2021, the brand increased its marketing spend, supporting its listings with out-of-home advertising, consumer PR campaigns and social media activity. Plans for next year will follow suit, it says.

“Next year, we will also review our Rye Breads range as a post-pandemic focus on health grows. There is NPDP planned for the seasonal range and some of our products, such as our Jumbo Hot Dog Rolls, will be brought into the ‘Drive Thru’ range, further bolstering brand awareness with UK consumers.”



Source

¹ Nielsen, Value Sales, L12 weeks to 25.09.21
² Nielsen, Value Sales, Category MAT to 25.09.21

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Délifrance

At Délifrance, we take pride in our bakery expertise, from grain to product, says Stéphanie Brillouet, marketing director.

“It’s our heritage, passion and exacting standards of taste and quality that makes us who we are and enables us to supply baked goods to the UK’s major supermarkets and hospitality businesses,” she says.

Insight and innovation

“Délifrance is driven by insight and innovation to create delectable products from bread through to viennoiserie.

“While the pandemic has brought about challenges that have affected the growth of the industry – with sales still below what they were two years ago on some products – and raised enhanced hygiene concerns with in-store bakery (ISB), we have taken the time to focus our efforts on delivering products that meet



“It’s our heritage, passion and exacting standards that make us who we are”

consumers’ new habits and needs,” explains Brillouet.

Product investment

“We’ve invested in developing our speciality breads, bake-at-home and prepacked viennoiserie offerings to ensure we can work closely with retailers of all sizes as an ideal partner, providing scalable solutions.”

Délifrance
LIVE EVERYDAY DELICIOUS

The ideal bakery partner

Using our heritage, artisan techniques, baking tradition and exacting standards of taste and quality, we help our customers around the world attract, satisfy and delight consumers at every moment of the day.

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La Lorraine Bakery Group



Elevating bakery standards

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Panesco
La Lorraine
Donut Worry Be Happy

As one of the market leaders in frozen bake-off products in Europe and the UK & Ireland, La Lorraine Bakery Group's (LLBG) bake-off products – across its Panesco, La Lorraine and Donut Worry Be Happy brands – not only provide grocers with consistent quality and a fuss-free service, but can also be prepared in just the right quantity needed, it says.

From breads, rolls and flatbreads, to donuts, pastries and global specialities, the range offers a host of solutions to elevate in-store bakeries and to complement 'on the go' offers. But that's not all, explains Rebecca Dunning, trade marketing manager for LLBG. "It's important to support our customers beyond just supplying products," she says. "Panesco, for example, is all about innovation, providing inspiration for B2B customers to support their vision. La Lorraine is focused on product knowledge derived from our heritage. And Donut Worry Be Happy is our newest brand, and probably most exciting in terms of appealing to a wider demographic. Together, this is an incredibly valuable combination of high-quality products, in-store support and added value USPs."

LLBG is now growing its existing Italian breads and savoury snacks range, as well as introducing new Indian naans and Lebanese flatbreads. Other highlights include new double chocolate and apricot twists and two new premium stone-baked Rose rolls – pumpkin and salt & pepper.

La Lorraine
Baking passion



The classic chocolate twist your customers know and love reinvented

in two new flavour variations:
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St Pierre Groupe

The power of brioche

DETAILS

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Jen Danby
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KEY BRANDS

St Pierre

St Pierre, the European bakery and brioche specialist, has continued its upward trajectory this year, says the company. In the UK alone, the brand is seeing growth of 88% year on year¹. It maintains the title of number one brioche brand in America, but now lays claim to the same title in the UK¹, giving it a global brand value in excess of \$200m².

In 2021, the brand deepened UK distribution via Tesco stores nationwide, added new listings with Sainsbury's, Morrisons and Co-op, among others, and was shortlisted as Brand of the Year at The Grocer Gold Awards.

The brand's core range of products includes Brioche Burger Buns, Seeded Brioche Burger Buns, Brioche Hot Dog Rolls and Sliced Brioche Loaf. While it maintains national listings of its six product-strong individually wrapped range, the brand plans to maximise opportunities for its core products over the coming year.

Paul Baker, founder of St Pierre Groupe, which owns the brand, says: "As a market leader specialising in brioche, we have seen huge growth in the category, which now stands at almost £90m in UK bakery³. Consumers are finding new flavours more accessible; they are keen to explore new menu ideas and our brioche products offer consumers great versatility.

"People are more open than ever to the idea of going 'gourmet' at home, particularly as they continue to do more home cooking than ever before – and St Pierre offers a simple way to elevate their meals.

"Staying home is the new going out," adds Baker. "The past two years have taught consumers how to make the most of at-home events and next year



“We have seen huge growth in the brioche category, which now stands at almost £90m in UK bakery³”

will be about 'levelling up' – taking hosting to new levels.

"We invest heavily in recipe development to encourage people to recreate favourites, elevated by brioche," he notes. "Those recipes gain traction with our audience, help to drive sales via in-store communications and consumer-facing PR and advertising. As a result, we've helped to establish brioche on the menus of millions."

Brioche on menus is not restricted to at-home cooking either, he says. Foodservice sales of its products are also seeing strong growth, with further plans to develop this arm of the business in 2022.

Brand investment in marketing grew in 2021 and will be further increased for 2022. Baker adds: "So much of our success is in our quality products. We've built a brand around that quality and that requires effective marketing. Plans for multi-channel, consumer-facing campaigns are well underway for 2022."

Source

¹ Nielsen, Value sales 52 weeks to 25.09.21
² Internal sales data, October 2021
³ Nielsen, Bakery Category data, 25.09.21

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- Global brand value in excess of \$200mn

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*Source: Nielsen Value Sales w/c 25th Sept L12 weeks

Warburtons

Focused on growth trends

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KEY BRANDS

Warburtons

While not without its challenges, the past year has been great for the bakery category, with continued strong performance for wrapped bread, says Darren Littler, innovation director at Warburtons. However, it is the other wrapped bakery (OWB) sector – rolls, pittas, crumpets, bagels etc – that continues to outperform the category with solid growth, he notes.

Key trends – such as the drive for OWB, health and premiumisation – have been prevalent in the category and are set to continue. “With consumers’ diets, lifestyles and requirements constantly changing, the key to success in the market is focusing on these growth areas and innovating effectively in these spaces,” says Littler.

Key category NPD

This year, Warburtons launched White and Wholemeal Pittas, further tapping into the growing trends for OWB, as well as the requirement for healthier alternatives. The business also continues to strengthen its gluten-free range, providing “tasty, high-quality products to suit all diets and lifestyles”. Earlier this year, Warburtons launched White and Brioche Square Rolls into its gluten-free range, creating growth in a previously underperforming area. “There is more exciting innovation to come across both core and gluten-free ranges in the years ahead, so this is one to watch out for,” reveals Littler.

To further tap into the growth of other wrapped bakery products, Warburtons has continued to invest heavily in this growth area by setting up a new plant for crumpet production and a new thin bagels line at its sites. “This shows our continued commitment to the category and ensuring that the business is set up for long-term success to meet the demands of consumers’ changing needs,” he says.



“The ‘other wrapped bakery’ sector – rolls, pittas, crumpets, bagels etc – continues to outperform the category with solid growth”

“It has been a busy year for Warburtons, which also ran another unmissable marketing campaign across platforms including TV, social media and out-of-home, with the one-and-only George Clooney taking centre stage. However, the real star of the show was the brand’s classic white Toastie, showcasing the business’ commitment to quality and the simple pleasures of toast – something people continue to enjoy no matter what the circumstances or changing landscape, he adds.

Broad product offer

“Quality underpins everything we do at Warburtons, and we are proud of every single one of our 70-plus products,” says Littler. “From our fresh loaves to our melt-in-the-mouth crumpets and our brand-new soft pittas – there’s something to suit all tastes and requirements.

“We never rest on our laurels, though, and as a business we continue to consistently drive category growth through innovation in key growth areas such as other wrapped bakery, health, and the drive for premiumisation.

“We continue to work closely with our customers to support the category and ensure the bakery fixture is merchandised effectively to maximise sales. We are also always looking at ways in which we can diversify and improve our range, so as always there will be more exciting things to come.”

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* Based on NielsenIQ RMS data for the Wrapped Bakery Category for the L52week period ending 24.09.21 for Total Coverage inc discounters, Unit Sales (Copyright © 2020, NielsenIQ).

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