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**The Grocer Guide to...**

**The  
Grocer**

# Breakfast & brunch





## Analysis

# Rising to the occasion

As the UK shakes off the confines of lockdown, on-the-go breakfasts are regaining momentum. But suppliers are finding that some habits acquired during the past couple of years are here to stay

 Research from a somewhat unlikely source – Lakeland Furniture – conducted with 2,041 over-16-year-old consumers in the UK early last year, focused on how many skip breakfast (presumably to discover who might or might not be in the market for the furniture company's breakfast bar stools!). However, the study revealed that cereal (29% of respondents), toast (21.5%) and porridge (14%) still form the staple breakfast diet in the UK<sup>1</sup>. Fruit, bread, pastries and even 'the leftovers from the previous day's dinner' come much further down the league table.

Interestingly, those who skipped breakfast (11%) could be a real target area for category suppliers looking to persuade them that there is really something for everyone at the breakfast table – whether at-home or on-the-go.

Moreover, in terms of identifying further opportunity, those who do skip breakfast tend to be youngsters, 16- to 24-year-olds (16.7%) or 45- to 54-year-olds (14%), reveals Lakeland.

Whatever the statistics might show, however, the breakfast occasion has undoubtedly changed over the past two years and interest in breakfast, particularly to maintain stamina throughout the day, has grown. While the on-the-go breakfast market suffered from various lockdowns, it is now beginning to pick back up again. However, the trend of breakfast being enjoyed more with the family during the week (as hybrid working becomes the norm) or as a weekend brunch social occasion is now an established custom – and one that looks likely to continue to thrive.

"The strict lockdowns over the past

two years have undoubtedly changed consumer consumption habits long term," says Rhiannon Heap, senior brand manager at New York Bakery Co. "In-home eating occasions are up and, even now with the return to work, an increase in hybrid working means that working from home is much more a way of life than ever before. We don't foresee this changing anytime soon."

This has resulted in increased users (1.9m, +11.6% YOY<sup>2</sup>) and occasions (181m, +12.5% YOY<sup>2</sup>) for the company, as consumers continue to seek "more variety and more inspirational breakfast and brunch options", she says.

"We're seeing consumers reigniting their love of bakery products in general and, as a result, the demand for differentiated, more exciting baked goods, such as bagels for breakfast or brunch, remains high," she adds.





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Indeed, morning goods are now worth £1.13bn<sup>3</sup> to the bakery category, with 4% growth<sup>3</sup> in the last year, driven by branded products, demonstrating that consumers are still looking for quality and comfort in the wake of the pandemic, says St Pierre Groupe founder Paul Baker. Within that, he says the St Pierre brand is bucking the trend in bakery, with sales up 84% year on year and 181% in the last two years<sup>4</sup>.

“The trend for indulgence or elevating morning meals is clear, as more ‘traditional’ options like crumpets and sliced bread have shown decline in the last year,” he adds.

With post-lockdown, on-the-go impulse occasions recovering, this is helping to drive more sales in snacks like healthier biscuits\*, cereal bars and on-the-go biscuits for the breakfast

and brunch occasions, says Mondelez International trade communications manager Susan Nash. “For example, the latest sales figures for belVita and Cadbury Brunch Bar are showing growth at 21% and 4% respectively<sup>5</sup> following the increase in the on-the-go occasion, with new belVita Baked Bar proving a hit with consumers.

“With shopper habits continuing to evolve, it’s important retailers carry a strong range of both on-the-go and single-serve products to suit more impulsive shoppers now out and about and in offices again, as well as larger formats and multipacks for sharing or in-home occasions.”

While lockdowns saw a boom in breakfast cereals, with many people eating at home and using cereal as a snack throughout the day, when consumers were able to escape the

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house more, it wasn’t surprising that there was a slight dip in cereals sales, acknowledges Mark Perry, head of category & in-store at Weetabix.

“Some still enjoyed a bowl of cereal at home or at work, but for others they returned to previous behaviours such as picking up a snack bar or breakfast drink on their travels. As a result of this, both categories are showing signs of long-term growth<sup>6</sup>, and our sales team are focused on ensuring key products are visible in key travel hubs and convenience locations.

“Cereal is still the number one breakfast product – it offers great value for money, which will be important to shoppers in the months ahead.”

## Health to the fore

Most suppliers agree that the focus on health and wellbeing has had a definite



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impact on the breakfast & brunch category – and this is only going to grow.

“The last 18 months have been challenging for everyone,” says Lewis Black, marketing director at health & nutrition specialist Naturya. “As people have become more aware of their health and wellness, they’ve actively sought out products that help them conveniently attend to their health needs. Naturya is a powerful player within the superfoods category, delivering double-digit growth YoY<sup>7</sup>. The brand is a natural go-to for a quick and convenient, great-tasting boost to smoothies, porridges, and a range of other meal occasions.”

He points out that the company’s convenient breakfast products, such as Overnight Oats, Chia+ and Keto Porridge, were all developed with taste in mind so that consumers don’t have to compromise when it comes to indulgence versus the healthier choice.

“The healthier biscuit category\* is returning to growth following the pandemic, with more consumers showing a renewed interest in their wellbeing,” agrees Mondelez’s Nash. “Consumer demand for healthier options is more prominent in the mornings, when they seek out more functional benefits and attributes, and look for treats to keep them going. This makes a strong range of healthier biscuit\* breakfast options an important part of any retailer’s range. However we also know that while consumers look for ingredients such as oats and other wholegrains<sup>8</sup>, they will not compromise on taste.”

While Mondelez’s belVita was originally launched as a breakfast brand, its popularity means the company has extended its usage into mid-morning and mid-afternoon snacking occasions, with the launch of belVita Baked Bars in flavours including Dark Chocolate & Hazelnut and Cranberry & Hazelnut.

As all of its Weetabix-branded kitchen cupboard classics are high-fat sugar and salt (HFSS)-compliant, it will be business as usual for the company [when the relevant legislation comes into force later this year], says Perry. Health and enjoyment are not mutually exclusive as evidenced by the company’s Weetabix Melts and Oatibix Nutty Crunch, he notes, so the company will continue to invest in store



promotions as well as out of home and on TV and social.

For breakfast bakery, the key is to have a varied offer of seeds, grains, and doughs that provide a range of perceived health benefits, such as high in fibre, says New York Bakery Co’s Heap. “As a brand we are very conscious that health & wellness and taste should not be mutually exclusive. We believe in giving consumers the option to choose a ‘better for you’ product without having to compromise on taste, quality or experience.”

The most recent SKU joining its Thins range is its Wholemeal & Rye Bagel Thins. However, Heap notes that the complete bagel portfolio targets both the need for indulgence and health & wellbeing.

### Standing out in a competitive arena

Strong branding and continued investment have been key to keeping breakfast & brunch brands front of mind for busy consumers.

“Weetabix has invested £14m in marketing spend in the past 12 months

(up 40% on the previous year and more than four times that of 2018),” reveals Perry. “We started the year with our ‘New Year. New you-a-bix’ TV advert, showing the numerous tasty and healthy ways to customise the brand.” In the year ahead, Weetabix will have on-pack football campaigns as part of its partnership with the FA, as the UEFA Women’s Euros and first-ever winter FIFA are due to take place. In addition, a new TV advert for Oatibix will air in the spring as part of a wider £2m marketing programme, with ambitions to grow the brand by over 30% by 2023.

“Impactful and insight-driven marketing is key when it comes to our brands, and we invest significantly in making sure consumers know about our products and their benefits in order to drive sales for retailers,” says Mondelez’s Nash. “The belVita range, for example, was supported through three campaigns and sampling in 2021.” This support will continue through 2022 with multi-channel activity to support both the core range





## Going to work on... a plant

With the flexitarian, vegan and plant-based trend at an all-time high, it's no surprise that this demand is also shaping some product development in the breakfast and brunch category, says New York Bakery Co senior brand manager Rhiannon Heap. Bagels give consumers a lot of flexibility, as they can be topped and filled with a huge variety of food – everything from vegan to meat products, she says, and the company shares a topping inspiration for a variety of trends across its social media platforms.

“The trend for vegan or flexitarian diets is definitely having an impact on the category, but it's not as significant as it clearly is in ‘more obvious’ sectors,” says St Pierre Groupe founder Paul Baker. “In a croissants market worth £95m<sup>i</sup>, vegan products only account for £1m – but that does represent a 43% uplift year on year<sup>ii</sup>. This is the case for pain au chocolat products, too, where in a £42m category, vegan products only account for £653,000 of value sales<sup>iii</sup>. Yet, this is also on the up by 14% on last year.”

While there is a clearly a demand there, for St Pierre it's about accessibility, he notes. “Our croissant and pain au chocolat products will be moving to a vegan formulation this year – in fact the process is underway – but this isn't because we are answering to a trend as much as it's about a new recipe that further improves our product quality. Experimentation led us to a new recipe which not only improves the product but also means they can now be enjoyed by a broader audience. It's a win-win.”

The rise in consumer demand for plant-based and vegan products has resulted in a significant uplift for Naturya as every product the company develops is always 100% vegan, says marketing director Lewis Black.

“Our award-winning breakfast range has recently launched to capitalise on this demand, but hot on its heels is a range of vegan pestos and lentil spreads plus savoury meat-free mixes, which will all be available in Holland & Barrett from the end of April,” he reveals.

and drive trial of the newer belVita Baked Bars, she adds.

Strong branding to create on-shelf standout is a key strategy used by some suppliers. “Recent consumer research reiterated how iconic, strong and instantly recognisable our brand is on-shelf,” says Heap from New York Bakery Co. “Our logo is intrinsically linked with New York and our brand, and is therefore a real signpost for on-shelf navigation.”

Last year the company also launched its ‘New York or Nothin’ advertising campaign and continues to elevate content on social media through a series of videos to capture attention and build its audience's brand love. It will expand on the campaign theme this spring in the UK, showing consumers how they can really elevate their daily breakfast experience, she adds.

At St Pierre Groupe, Baker says the branding is designed to offer on-shelf standout. “Our distinctive orange and authentic quality make us instantly recognisable both in and out of pack,”

he says. “Our marketing is about driving trial because our product quality mean people will come back time and again.”

In addition, the company's breakfast repertoire is expanding and around 25% of its UK marketing budget last year was spent on supporting breakfast and brunch occasions. “From our consumer advertising in national media to YouTube adverts, Instagram and Facebook ads, as well as influencer collaborations and even on-pack serving suggestions, the brand is inspiring shoppers to try something new with a store cupboard staple.”

At Naturya, Lewis says the company is fortunate that consumers recognise how synonymous the brand is with “being the natural healthier choice”. “To ensure we're continuously educating consumers about the benefits of superfoods, we're focused on how we help make people aware of nature's most powerful foods and educate them both on-shelf and online with the products they need to support their health requirements.”

### Treating, indulgence and socialising

Apart from a keen focus on health & wellbeing, consumers are still using breakfast and brunch occasions to indulge and treat themselves in an affordable way, as well as using these opportunities for further socialising.

New York Bakery Co's Heap cites both premiumisation and innovation as two big trends for 2022. “We will also see the consumer demand for different doughs, seeds and grains continue, as well as the need for full-on flavour indulgence for that in-home treat or socialising occasion,” she says.

In terms of premiumisation, the company upgraded its Sourdough Bagel to a 3 Grain Sourdough in November last year. Meanwhile, as regards innovation, its focus is on health & wellness, moving to preservative-free on its Bagel Thins and identifying opportunities that its HFSS-compliant range brings, with an eye on flavour indulgence.

“Premiumisation and indulgence are trends that have been in growth now for more than two years,” says



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St Pierre Groupe's Baker. "In fact, the pandemic accelerated the adoption of people treating themselves well, since food was one of the only ways in which they could do so at home, for so long. Breakfast as an occasion also grew substantially and combining those two trends is driving our NPD. Kantar reported last May that, in the 12 months previous, Brits ate an extra half a billion breakfast meals, so catering to a wider range of tastes is key."

Last year, St Pierre launched its Sliced Brioche Loaf and, this year, will launch a brioche bagel, which it says was first-to-market in the US and is driving growth Stateside. "Bagels have been in growth for some time – supermarket sales of bagels have nearly doubled since 2017, growing 85% and worth more than £164m in 2021<sup>9</sup>. We are offering a new way to elevate your breakfast, brunch, or lunchtime with a soft brioche bagel. Available pre-sliced in packs of four, we're confident it will further St Pierre's growth this year."

While certain staple flavours such as chocolate, berry and banana will always be popular, Naturya's Black says consumers are shifting more towards exciting new flavours, "such as our Coconana Chia Overnight Oats, made with organic banana and coconut milk powders. With a greater focus on the healthier choice and consumers looking for natural solutions for this, we're about to launch a range of superfood-boosted hot beverages with Holland & Barrett in April, including a matcha latte and superfood coffee," he says.

Chocolate orange has been a big flavour across FMCG in the past couple of years, says Weetabix's Perry, with the company launching Weetos Orange Chocolatey Hoops last month.

"The 'natural and wholesome' cereal segment has continued to grow in the past year as well as cereals that score high on shoppers' taste tests. We also know that oats are recognised as a signpost for healthy eating. It was therefore the perfect time to introduce our new Oatibix Nutty Crunch."

### Trends for 2022

Depending on where their products sit in the breakfast and brunch occasion, suppliers are focusing on a variety of trends to meet different consumer need states. In addition, they are facing



into a year where inflation is likely to hit consumers' purse strings and HFSS legislation will bring both challenge and opportunity in equal measure.

"The first trend to highlight is the idea of Brits 'falling back in love with food'," says St Pierre Groupe's Baker. "Multiple lockdowns have increased consumer engagement with food – from confidence in cooking to experimenting with new flavours. Consumer expectations are therefore higher than ever before, and brands have to ensure that their products can consistently deliver the high quality consumers are accustomed to."

"The second key trend to highlight is around 'nostalgia'. Throughout the pandemic, shoppers embraced nostalgic recipes in search of comfort in uncertain times. Now, consumers are experimenting with new twists on old

classics. For breakfast, that has seen an increase in chilli, spice and adding a little 'kick' to the start of the day, since we're more likely to be cooking than ever before."

"Finally, there has been a substantial rise in 'dinner parties' and the excitement at being able to get people back together means that breakfast and brunch is a growing 'in home' social occasion. Recreating restaurant quality at home has been a major trend over the past two years, but we'll see this move into weekend brunches at home with friends, as people review spending habits in the wake of the pandemic."

Adding fresh inspiration to breakfast and brunch occasions, with flavour extensions driving excitement and category growth in cereals and porridges will be a key trend across the months ahead, says Naturya's





Black. “Low-carb and low-sugar will continue to be ever prominent,” he adds. “Shoppers will also increasingly look for natural benefits as part of the package – making our Keto Porridge the perfect disruptor in the cereal aisle. Convenience will continue to be a major focus in the category and for us at Naturya, we’ll also be looking to complementary categories at breakfast that could do with getting the superfood treatment.”

Meanwhile, the inflationary pressures of the market, which are already taking their toll in the UK this year, cannot be ignored.

“With the increasing cost of living, we’ll see more people trying to cut back on out-of-home social occasions, instead opting to replicate them at home,” says New York Bakery Co’s Heap. “This could include making

breakfast and brunch at home even more of an experience. And more premium products within the breakfast/brunch categories will play a big part in this.

“Also, the introduction of HFSS regulations will likely heighten consumer awareness for product ingredients. Therefore, we predict a rise in consumers opting for healthier lifestyles and actively searching for products that they feel good about eating. With daily routine fatigue a challenge, consumers are craving variety within their day-to-day lives,” she adds.

“Convenience will remain a crucial factor for successful breakfast and brunch products,” says Mondelez’s Nash “With the return to offices and city centres in full swing, consumers’ breakfast routines are as busy as ever and they’re looking for ‘grab and go’ options they can eat on the move, on their commutes or at their desks. Single format biscuits and bars like belVita and Cadbury Brunch should be sited alongside other morning categories such as coffee and newspapers to help drive sales in the first few hours of the day. Larger packs and multipacks can be ranged elsewhere in-store at the main fixture as an offering for those shoppers who prefer to stock up once a week or less.

“Health and wellbeing also remains as important as ever across many occasions and categories; in fact the healthier biscuits\* category is growing by 9%<sup>10</sup> as consumers show a renewed interest in these options following the pandemic.

“Finally, we know that shoppers are now also more conscious of where things come from and the packaging they come in. In fact, 90% of consumers are equally or more concerned about environmental issues since the pandemic<sup>11</sup>. We have made some big commitments as a business, such as setting an ambitious target of 100% recyclable packaging by 2025.”

Weetabix’s Perry cites value for money, taste and health as the three drivers impacting the breakfast category in the year ahead.

“Cereal is a really cost-effective meal – approximately 25p a bowl. As a major player in the category, it’s our role to showcase the value of cereal – through both quality and taste, but

also by showcasing our sustainability credentials and adding excitement to the sector through innovation and marketing campaigns. Taste continues to be a driver of cereal purchases, so we will continue to add exciting new flavours to the channel, that also deliver best-in-class nutritional.

“Consumers are still looking for healthy options in the morning, although perhaps not every day. On top of this, HFSS restrictions will pose a challenge for many of our competitors, and we’ve seen that they have responded with reformulations and NPD. Ultimately, this renewed focus on health for all food and drink categories is a positive for everyone.”

The demand for food and drink that contribute to a healthy immune system has been on the rise, with the pandemic fuelling this trend, he adds. “We know that 67% of shoppers globally are interested in products that support immune health<sup>12</sup> and we introduced the Weetabix On The Go Plus Immune Support breakfast drink earlier this year. It’s high in fibre, high in protein (19g per bottle), fortified with vitamins and minerals including Vitamin D, and is available in three on-trend flavours: Chocolate Brownie, Berry Burst and Vanilla Maple.

Indeed, the companies that offer healthy, flavourful, convenient, premium, affordable and, at times, indulgent look set to win in the breakfast and brunch space over the year ahead. Innovating in the plant-based space and keeping a weather eye on TikTok and Instagram will also help companies to identify new ingredients and flavour trends as they arise. Meanwhile, targeting gaps in the market to convince breakfast skippers that this is the most important meal of the day, will help suppliers to ensure continued success in a growing sector of the market over 2022 and beyond.

#### Sources

<sup>1</sup> <https://www.lakeland-furniture.co.uk/blog/post/breakfast-statistics>

<sup>2</sup> Kantar, data 52 w/e 23.01.22

<sup>3</sup> Nielsen, Value sales w/e 15.01.22

<sup>4</sup> Nielsen, Value sales w/e 15.01.22

<sup>5</sup> Nielsen, Total Coverage, value sales L12 weeks to 12.02.22

<sup>6</sup> Nielsen, 2021

<sup>7</sup> Toluna, 300 UK adults, November 2021

<sup>8</sup> Harris Interactive research by The Grocer, August 2020

<sup>9</sup> Kantar, 12 months to May 2021

<sup>10</sup> See 5

<sup>11</sup> BCG.com, : Sustainability Matters Now More Than Ever for Consumer Companies

<sup>12</sup> FMCG Gurus, Top 10 Global Trends 2021

#### Going to work on a... panel

<sup>13</sup> Nielsen, Value sales, w/e 15.01.22

<sup>14</sup> As defined by Nielsen



## Mondelēz International

## Get set for breakfast success

## DETAILS

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## KEY BRANDS

belVita  
Cadbury Biscuits  
Mikado  
Oreo  
Ritz  
Barny  
Cadbury  
Cadbury Dairy Milk  
Green & Black's  
Trebort  
Maynards Bassetts  
Halls  
Toblerone

During the pandemic we saw a shift in the breakfast occasion as shopper dynamics changed, says Susan Nash, trade communications manager at Mondelēz International. "On-the-go breakfast purchases dropped as shoppers stocked up on bigger packs they could enjoy at home," she notes. "As restrictions have eased, however, we've seen the impulse occasion has begun to recover and categories like healthier biscuits\* and cereal bars are back in growth."

## Wellbeing focus

The healthier biscuit category\* is up 9% following the pandemic<sup>1</sup>, as more consumers show a renewed interest in their wellbeing. "In the mornings, consumers seek functional benefits and attributes to keep them going, including authentic ingredients such as oats and other wholegrains<sup>2</sup>. However, they will not compromise on taste," says Nash.

"Brands such as belVita – up 21%<sup>3</sup> – offer shoppers these functional benefits but with the great taste they demand," she says. "In fact, belVita scored highest<sup>4</sup> in taste credentials within healthier biscuits\*. belVita's proposition can help keep consumers going<sup>5</sup>, with a recipe made with five different wholegrains and gently baked to preserve its nutritional qualities, including fibre and magnesium<sup>6</sup>".

belVita, originally launched as a breakfast brand, created a new biscuit occasion at breakfast, explains Nash. "However, consumers find belVita delicious at other times of the day, too. In response, belVita has extended



**“In the mornings, consumers seek functional benefits and attributes to keep them going, including authentic ingredients such as oats and other wholegrains<sup>2</sup>. However, they will not compromise on taste”**

beyond breakfast with the introduction of belVita Baked Bars.”

## Taste must excel, too

Elsewhere, for shoppers looking for a breakfast or brunch biscuit but with a more indulgent chocolate hit, Cadbury Brunch Bar Chocolate Chip contains oats and excels on taste, reveals Nash. "Another option for these shoppers is Cadbury Nuttier – an indulgent snack bar combined with authentic whole ingredients (40% fruit and nut content) and often enjoyed later in the day. They deliver functional attributes and, importantly, taste delicious, bringing new shoppers into the category.

## Sustainability matters

"Finally, shoppers are more conscious of product provenance and packaging, with 90% of consumers equally or more concerned about environmental issues since the pandemic<sup>7</sup>. We've set an ambitious target of 100% recyclable packaging by 2025. And 12 years ago, we developed Harmony, a charter of best practices in wheat-growing. Today, over 50% of the products in our UK biscuit range are made with sustainably-sourced wheat.

"If retailers can meet these key trends and demands through their breakfast offering in 2022, they'll be set up well to help maximise sales in this category."

## Source

- <sup>1</sup> Nielsen, Total coverage, value sales L12 w/e 12.02.22
- <sup>2</sup> Harris Interactive, research by The Grocer, Aug 2020
- <sup>3</sup> Nielsen, Total coverage, value sales L12 w/e 12.02.22
- <sup>4</sup> BGS UK Healthier Biscuits EDD 2020
- <sup>5</sup> Magnesium contributes to normal energy-yielding metabolism.
- <sup>6</sup> belVita Breakfast Biscuits have a high content of digestible starch, which is slow-release carbohydrate. Consumption of foods high in slow digestible starch raises blood glucose concentration less after a meal compared to foods low in slow digestible starch
- <sup>7</sup> Bcg.com, Sustainability Matters Now More Than Ever for Consumer Companies

\*As defined by Nielsen





# POSITIVE ENERGY STARTS HERE



## belVita

**The No.1 Healthier<sup>^</sup> Biscuit<sup>\*</sup>**  
Highest repeat rate in the category<sup>\*\*</sup>





Naturya

# Breakfast with benefits

## DETAILS

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## KEY BRANDS

**Chia+ Pudding** – creates the perfect chia pudding in minutes or makes a great addition to smoothies, cereal and porridge

**Keto Porridge** – a great source of iron, magnesium and calcium, these blends make delicious keto-friendly breakfasts that are low in sugar, yet rich in nutrients

**Organic Overnight Oats** – contain organic gluten-free oats and added superfoods to help lower cholesterol; can be made instantly or left overnight

➡ Harnessing the power of nature's most nutrient-dense foods to create award-winning superfood solutions, Naturya is a powerful player within the superfoods category, delivering double-digit growth YoY, and achieving prompted brand awareness levels exceeding those of major competitors<sup>1</sup>, says the company.

Specifically, Naturya's latest innovation comes in the form of a backed-by-science 'breakfasts with benefits' range. Naturya's Organic Overnight Oats (available in 3 flavours), Chia+ Pudding (5 flavours) and Keto Porridge (4 flavours) are added-value, nutrient-dense and convenient breakfast products that are set to help retailers capitalise on the explosion in demand for products containing superfoods in 2022 and beyond.

Lewis Black, marketing director at Naturya, says: "Our recent consumer research highlights the huge size and scale of the superfoods opportunity. Half of all consumers want to see a greater choice and variety of superfoods in stores and, with breakfast the most important meal of the day, consumers really saw the advantage of superfoods within porridges and cereals."

Although breakfast is already known to replenish our glucose levels, giving us energy to function and focus throughout the day, Naturya says it can deliver so much more if bolstered with superfood nutrition. Powerful, natural ingredients, such as chia, flax and hemp seeds, mean Naturya's new range offers several important health benefits, including boosted energy and immunity. "We asked people to



“Our recent consumer research highlights the huge size and scale of the superfoods opportunity”

list the benefits for eating a balanced diet filled with superfoods and the top results were stronger immunity (68%), better digestive function (64%), boosted energy (60%) and healthier cholesterol levels (48%),” says Black. “Consumers are looking for products that meet these needs throughout their day but particularly at breakfast.”

The brand's new breakfast range, boasting six Great Taste Award stars, is perfectly placed to meet this growing consumer demand for breakfast foods with 'benefits upon benefits', he adds.

## Boost breakfast profits

“More than seven in 10 consumers (73%)<sup>2</sup> recognise that superfoods are a convenient way to boost the nutritional value of meals,” concludes Black. “And with 77% of consumers prepared to pay a price premium for superfood-enriched products<sup>3</sup>, there is significant incremental growth to be realised.”



## Sources

<sup>1,2</sup> Toluna, 300 UK adults, November 2021



# BREAKFAST WITH BENEFITS



Help energise  
the body



Help maintain normal  
Blood Cholesterol



Support the  
Immune System

Superfood boosted breakfasts with added health benefits



Discover more  
at [naturya.com](https://naturya.com)





## New York Bakery Co.

# A whole new experience

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## KEY PRODUCTS

**New York Bakery Co.**  
– Bagels  
– Bagel Thins  
– Gluten Free Bagels  
– Deli Bagels

 Dating back more than 600 years, the concept of breakfast is certainly not new. However, after two years of on-and-off lockdowns and working from home, the importance of breakfast has changed yet again.

Breakfast has become more important in everyday life as people seek a better work-life balance. It's either 'a moment for me to start the day right', or 'a moment with family before the day starts'. However, breakfast can be so much more than these – it can be a real experience.

"With consumers now much more consciously making time to eat breakfast, the occasion is booming and can mean big business for retailers," says Rhiannon Heap, senior brand manager at New York Bakery Co. "Fundamental to this evolving occasion are bagels, demonstrating further growth of 2.3% year-on-year on top of the category's biggest growth year ever in 2020<sup>1</sup>.

"As with all categories, the key to growth is encouraging new consumers into the category and the New York Bakery Co. brand. The challenge, then, is how to ensure shoppers keep New York Bakery Co. in their weekly repertoire.

"For New York Bakery Co., the answer is twofold: authenticity – highlighted through its Masterbrand campaign 'New York or Nothin'; and innovation – such as last year's launch of Bagel Thins Wholemeal and Rye and the more premium Deli Bagels range. Both SKUs have contributed to driving growth alongside our core range, resulting in strong distribution gains for the brand."



**“Consumers tell us they are bored of their usual go-to’s and crave a better breakfast experience. Breakfast can be exciting, especially when you have it the New York way”**

## What next for New York Bakery Co.?

This spring, bagel category leader New York Bakery Co. is taking its tongue-in-cheek 'New York or Nothin' campaign to a whole new level, telling consumers they can choose to do breakfast any old way or the proper New York way.

"Consumers tell us they're bored of their usual go-to's and crave a better breakfast experience," explains Heap. "Breakfast can be exciting, especially when you have it the New York way.

"Launching in April, our new 'Next Level' breakfast campaign will include an on-pack competition, which will bring unique New York breakfast experiences to 255 winning consumers.

"It will include five grand prizes to win a weekend stay in London, in a New York-style loft apartment where they will be served the ultimate bagel breakfast by a New York chef. Another 250 winners will win a Big Apple Breakfast hamper, allowing them to recreate the experience at home."

Kicking off on 4 April, the campaign will also include above-the-line, social media and influencer activation, a new brand ambassador and an experiential event for consumers to attend.

## Source

<sup>1</sup> Kantar data, 52 w/e 29.01.22



# THERE'S ONLY **ONE** WAY TO **BAGEL**



NEW YORK OR NOTHIN'



## St Pierre Groupe

# Bringing new life to breakfast

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**David Milner**  
CEO  
**Chris McLaughlin**  
UK Commercial Director  
**Jen Danby**  
Marketing Director

## KEY BRANDS

**St Pierre Brioche  
Burger Buns**  
**St Pierre Seeded  
Brioche Burger Buns**  
**St Pierre Sliced  
Brioche Loaf**  
**St Pierre Brioche  
Hot Dog Rolls**  
**St Pierre Brioche Baguettes**

St Pierre is officially the UK's favourite brioche, after a year in which the brand grew by 84% and secured listings across the major multiples<sup>1</sup>. It also continues to enjoy success overseas, claiming the title of America's favourite brioche brand<sup>2</sup>.

Its impressive growth in UK retail was driven by increased distribution with Tesco stores – adding Seeded Brioche Buns and Brioche Baguettes to the retail giant's shelves – as well as new listings with Sainsbury's.

St Pierre Groupe commercial director Chris McLaughlin says: "The pandemic drove significant shifts in consumer behaviour. Shoppers are now accustomed to restaurant-quality products in the comfort of their own homes. St Pierre is designed to 'make everyday magnifique' and British shoppers have embraced the brand, experimenting with bakery staples given new life thanks to the versatility of brioche."

The brand is heading into 2022 with new products to help retailers capitalise on the breakfast boom. McLaughlin adds: "This year, we'll be launching the St Pierre Brioche Bagel. Breakfast is booming, with Brits eating an extra 0.5bn breakfasts last year<sup>3</sup> and staples, like eggs and bacon, also up<sup>4</sup>. The appeal of a bagel is two-fold, though; an established part of the UK bakery repertoire, bagels are in growth and increasingly used for lunchtime occasions too. We have a unique proposition with our soft brioche bagel that offers something different while combining two growing markets."

The Brioche Bagel isn't the only growth driver for St Pierre, though. In April 2021, its Sliced Brioche Loaf launched in Co-op stores, and sales are up 28%<sup>5</sup>. Meanwhile, sales of the Brioche rolls range are driving growth, with sales up 133% YOY in a bakery



**“The brand is heading into 2022 with new products to help retailers capitalise on the breakfast boom”**

market that is largely static outside of branded goods<sup>6</sup>.

McLaughlin explains: "UK consumers have become more exploratory with at-home menus and that's key for St Pierre. Our best-selling products are labelled as 'burger buns', but consumers are not restricting themselves to the summer BBQ season – and our retail partners recognise this, with our rate of sale high year-round. We're excited for what 2022 will bring."

St Pierre plans several campaigns to support sales throughout the year and hopes its innovative and space-saving Eiffel Tower displays, already used in the US and Ireland and proven to increase sales by more than 50%<sup>7</sup>, will appeal to UK retailers. McLaughlin adds: "St Pierre is all about providing an experience – and that starts in the store. Communicating that St Pierre is an authentic brand, expert in brioche and an easy way to elevate everyday meals makes that experience accessible to the masses. If retailers can help bring shoppers along on that journey, then everyone wins."

## Source

<sup>1</sup> Consumer Sensory hall tests Jan 2022, St Pierre vs UK competitor brands and private label (brioche burger buns and brioche loaves sample 202)/Nielsen, Value Sales to 15.01.22

<sup>2</sup> St Pierre Groupe Internal Sales Data, February 2022

<sup>3</sup> Kantar, 52 w/e 17.05.21

<sup>4</sup> Waitrose Food & Drink Report 2021-22 (October 2021)

<sup>5</sup> St Pierre Groupe Internal Sales Data, February 2022

<sup>6</sup> Nielsen, Value Sales to 15.01.22

<sup>7</sup> St Pierre Groupe Internal Sales Data, February 2022







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\*Consumer hall tests Jan 2022, St Pierre vs. UK competitor brands and private label (brioche burger buns and brioche loaves) \*\*Nielsen Value Sales to Jan 15th 2022



## Tropicana Brands Group

# Start the day with juice

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## KEY BRANDS

**Tropicana**  
**Tropicana Sensations**  
**Tropicana + Fuel**  
**For Thought**  
**Naked**  
**Copella**

Even as we emerge from the pandemic, and many people are returning to the office or hybrid-working, consumers' morning routines continue to be impacted with a 'new' normal created where total breakfast in-home consumption occasions are above the pre-Covid average.

It's important, therefore, for retailers and suppliers to pay close attention to the evolving needs of consumers and offer a diverse range of options at breakfast time, says Caroline Wilding, UK head of marketing, juices at Tropicana Brands Group. "Juice plays a crucial role at breakfast," she says. "Counting as one of consumers' five a day and providing a source of vitamin C, it helps shoppers have a healthy start to the day, as well as tasting fantastic."

## Health is the priority

Shoppers are continuing to look for options that can help them manage their whole health, and this trend has increased substantially since the start of the pandemic. Especially when it comes to breakfast, health is the number one priority for shoppers buying drinks for breakfast occasions, followed by enjoyment and practicality<sup>1</sup>. Shoppers turn to chilled juice when seeking those additional health benefits more than any other drinks segment<sup>1</sup>.

Consumers have shown a particular interest in products that help improve mental focus, with online conversations around this up 16% year on year<sup>2</sup>. As the UK's biggest and most loved chilled juice brand<sup>3</sup>, Tropicana recognises how it can help retailers maximise the opportunity. Tropicana+ Fuel For Thought contains vitamins B3 and B6 to help do just that, tapping into the desire for healthy 'pick me ups' and made with apple, pineapple, banana, guava, lemon and lime.

Wilding comments: "Tropicana+ Fuel For Thought could not have come at a better time, as the functional juice space continues to see year-on-year growth of 20%<sup>4</sup>. This launch aims to entice younger shoppers to the category by filling an important gap in the market to aid mental focus<sup>5</sup>."



“Tropicana+ Fuel For Thought contains vitamins B3 and B6 to help improve mental focus, tapping into the desire for healthy ‘pick-me-ups’”

## Elevating experiences

Another key growth driver is consumers' desire for elevated experiences.

Despite many shoppers remaining conscious of money, there is still a demand for products that can bring some excitement and elevate everyday occasions.

"When it comes to breakfast, consumers are looking for moments of reward that make them feel good. Our ambition, as a brand, is to offer a range of uncompromising great-tasting juices that enrich the breakfast occasion to help consumers kick-start their day, so feel like they are thriving," adds Wilding.

"Orange juice is the most popular chilled juice flavour consumed at breakfast, and Tropicana is the No.1 branded chilled juice for orange juice. The brand is trusted by consumers in delivering flavour and quality, with juices made from 100% pressed fruits and with no added sugar; it is therefore well-placed to make breakfast and brunch occasions even more special."

## Source

<sup>1</sup> Kantar Usage, Total Drinks Servings %, 52 w/e 23.01.22

<sup>2</sup> Black Swan Trendscape Data, Dec 2021

<sup>3</sup> Savanta Most Loved Drinks Survey 2021; Kantar BMS 2021; Nielsen, Chilled Fruit Juices, Value Sales MAT 01.01.22

<sup>4</sup> Nielsen, Branded Functional Chilled Juice Category Data, w/e 26.02.22

<sup>5</sup> To support the claim that Fuel For Thought helps keep you focused, the product contains vitamins B3 and B6, which support normal psychological function



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## Weetabix Food Company

# Innovative, healthy cereals

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Head of Category & In-store  
**Gareth Turner**  
Head of Marketing

## KEY BRANDS

**Weetabix**  
**Oatibix**  
**Ready brek**  
**Alpen**  
**Weetos**  
**Weetabix Crispy Minis**  
**Weetabix On The Go**

➡ Cereal remains the most popular item on breakfast tables and big brands, including Weetabix, the UK's No.1 breakfast cereal<sup>1</sup>, continue to bring more people to the category, says Mark Perry, head of category & in-store.

"Cereal still leads the way when it comes to British breakfasts – it's versatile, great value for money and a convenient way to start the day," he notes. "It boomed during lockdown and the Weetabix Food Company portfolio is worth over £250m<sup>2</sup>.

"With many shoppers turning to cereal as a snack in the last two years, this helped to boost the 'tasty' cereal segment. This is why we've focused on enjoyable and appealing innovation that also offers strong health credentials, such as our Product of the Year-winning Weetabix Melts, as well as Oatibix Nutty Crunch and Weetos Orange Chocolatey Hoops.

"As shoppers get out and about more, they're returning to previous behaviours – picking up a snack bar or breakfast drink on the way to work or buying breakfast with their morning coffee – so, drinks and bars are again showing signs of long-term growth."

## Health and HFSS

"Health combined with taste has always been a focus for us at Weetabix, even more so with HFSS legislation on the horizon," adds Perry. "All our Weetabix-branded kitchen cupboard classics are already compliant, including our more indulgent products such as Weetabix Chocolate, Chocolate Crispy Minis and Weetabix Melts, as well as our on-the-



**"We've focused on enjoyable and appealing innovation that also offers strong health credentials"**

move favourites including Weetabix On The Go and Alpen Light bars.

## Big innovations

"Last year we unveiled our tastiest product yet, with the goodness of Weetabix and no red traffic lights – Weetabix Melts. The range already has a brand value of £3.5m<sup>3</sup> and has been purchased by over 650k households<sup>4</sup>.

"We have just launched Oatibix Nutty Crunch, a non-HFSS addition to the range, which is packed with delicious honeycomb pieces, honey-coated corn flakes and caramelised nuts, as well as being high in fibre, low in salt and made from 100% wholegrain flakes.

"Weetos welcomed 2022 with a new limited-edition flavour: Weetos Orange Chocolatey Hoops. Top of the ranking in product concept testing, this is set to tempt new shoppers to the category.

## Marketing

"We've invested £14m in marketing in the past 12 months alone and have new TV campaigns for Weetabix and Oatibix this summer, further on-pack activations for the Ready brek and Roald Dahl partnership, and on-pack football campaigns for Weetabix as part of its partnership with The FA.

"So it's business as usual for us in 2022 – with a HFSS-compliant range, we'll continue to confidently support in-store promotions, as well as out of home, on TV and social media."

## Source

<sup>1</sup> Nielsen, 52 w/e 11.09.21

<sup>2</sup> Nielsen, 2021

<sup>3-4</sup> Kantar, data to 28.11.21





# SORRY NO NEWS!



We can't tell you we're busy reformulating our recipes thanks to HFSS. Because the majority of our portfolio is already HFSS compliant and always will be.

Well, no news is good news.



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