

Cheese



Consistently Great Tasting

That's why we're still the UK's #1 cheese*

- Bigger than all other branded Cheddars combined*
- Bought by 45% of all UK households**

Saputo Dairy UK

Market-leading quality

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Vitalite Dairy Free
Alternative to Cheese

➔ A perennial favourite, cheddar remains pivotal to pre-packed cheese category health and has posted strong two-year growth at £120m+ incremental value vs pre-pandemic sales¹.

In an increasingly tough competitive landscape, Cathedral City proudly remains the UK's No.1, valued at £292.7m¹. Voted top chilled/frozen food brand in YouGov's Brand Index² for the fourth consecutive year, it has grown share in a contracting branded block sector and has outpaced sector growth in sliced, grated and snacking¹.

Andy Saitch, cheese business unit director, says: "We've worked hard this year to deliver consistently great quality at great value for our consumers, while also maintaining our focus on renovation and innovation to meet their evolving needs.

"We've continued to back our Lighter range, growing share within reduced-fat cheese. As the pace of life has re-escalated, we've expanded our range of convenient formats, fortifying our popular Extra Mature variant with extensions into 'Grated' and 'Minis'. Most recently, we have collaborated with Iceland on an exciting range of exclusive Cathedral City branded frozen food products.

"We've also maintained an emphasis on environmental sustainability," adds Saitch. "Through our 'Cheese Packaging Recycling Programme' we've collected over 590k units of cheese packaging waste, while 2021 has seen the introduction of up to 80% recycled content into Cathedral City Slices trays, transition of our Snack Pack trays to widely recycled PET and a relaunch of Cathedral City Nibbles in a new outer bag that can be recycled with plastic bags at large supermarkets.

"We'll continue this focus into 2022, strengthening our proposition and distinctiveness through an exciting calendar of marketing activity that reinforces our taste and sustainability credentials."

Portfolio play

Saputo Dairy UK's premium Cornish cheddar brand, Davidstow, has also had



“We've worked hard to deliver consistently great quality at great value for our consumers, while also maintaining our focus on renovation and innovation to meet their evolving needs”



a strong year, posting the highest growth of any branded cheddar block to reach £10.7m¹, with household penetration at an all-time high¹, reveals Saitch. "Success has been achieved through distribution gains, underpinned by an intelligent promotional plan and always-on marketing."

Beyond cheddar, Saputo has continued to develop its range of dairy-free alternative to cheese products under the Vitalite brand. In June 2021, Vitalite unveiled a new mozzarella-flavour product for foodservice, followed in October by a grated extension to its retail range. The company has ambitions to grow both reach and range in 2022 to further capitalise on the dynamic growth of plant-based, dairy-free and vegan diets.

Saitch concludes "As the UK's leading branded cheese manufacturer, we remain committed to driving long term category growth. With a range that addresses consumers' varied needs for health, convenience and value we are perfectly placed to lead the way as the market evolves in 2022."

Source

¹ IRI SIG Grocers + Kantar Discounters, 52 w/e 25.12.21. Two year growth stated vs equivalent 52 w/e Dec 2019
² YouGov, FMCG/CPG Ranking 2021; Chilled & Frozen Food

* Saputo Dairy UK is the trading name of Dairy Crest Ltd

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Analysis

Covering all bases

Whether it's for snacking or indulgence, hot meals or meat alternatives, cheese suppliers are covering myriad consumer occasions. But the past year has seen several challenges... and more lie ahead



As the UK market returns to a near normal, with the promise of all Covid restrictions being lifted soon, cheese suppliers are finding they need to meet numerous consumer occasions, with convenience and indulgence being two of the key drivers.

Yet shopper focus on health and wellbeing, as well as the ongoing trend to flexitarian and vegan diets are also having an impact on retailers' stocking decisions and, with increasing inflation, value for money will also play its part in the year ahead.

"Over the past 12 months, with the pandemic still restricting everyday life, we have seen consumers continue to upgrade everyday occasions with affordable luxuries, such as speciality cheeses, in a bid to brighten up daily life," says Lactalis UK & Ireland group marketing director Heloise Le Norcyc-

Trott. "As a result, the speciality cheese category has grown by 12% year on year, way ahead of everyday cheese up 1.6% and total cheese rising 6.3%¹. The top performers in this category include speciality cheddar, mozzarella, goat's cheese, as well as British and continental blue cheeses. In particular, brie is in 7.3% growth and camembert +5% growth YOY¹. Despite shoppers beginning to go back to pre-lockdown behaviours², we expect speciality cheeses to continue to fare well even after 'normal life' returns."

"Within the cheese market processed cheese is growing at 2.8%³, and brands are playing a huge part in this," says Mondelez trade communications manager Susan Nash. "In fact, Mondelez International's contribution to the category is growing ahead of the market at 4%³. During times

of uncertainty consumers seek out recognised brands they know and trust, that deliver on familiarity and taste."

Butlers Farmhouse Cheeses owner Matthew Hall says products with a purpose and provenance are a trend the company expects to continue this year. "The pandemic accelerated a heightened consumer awareness and desire for quality, British-made products, as they realised that what they needed could be provided by home-grown and small producers – at their local farm shop or fine food deli. Consumers are continuing to support local makers as we emerge from the harder Covid restrictions.

"Consumers are also recognising the important part they have to play in dictating what is available to them when they shop," he adds. "We are seeing it in the growth in speciality cheeses;



12%

Year-on-year growth in speciality cheeses¹

Kantar, 52 w/e 12.07.21

1KT

Volume switch from cheddar into recipe type cheeses⁷

Kantar, 52 w/e 16.12.21

14%

Volume growth of dairy-free alternatives to cheese⁹

IRI, 52 w/e 25.12.21

42.3%

Growth in hot eating cheese category

52 w/e 09.10.21 vs previous 2 years

people have become more adventurous with their cheese choices as usage occasions have soared – they want to explore something different or a little bit special which, in turn, is driving retailer behaviour on what to stock.”

Wyke Farms managing director Rich Clothier notes the company has seen robust growth both in the UK and export markets over the past year. “After an initial check post-Brexit, we saw sales in the EU return to normal quite quickly. We have incurred extra labour costs, vet inspection costs and additional transport costs to service the market, but volumes have remained strong and loyalty from customers has been consistent.”

The pre-packed cheese market has continued to post over 12% volume growth versus pre-pandemic⁴, says Saputo Dairy UK. However, as the

early Covid dynamic saw everyday block cheese surge ahead, it made last year a particularly challenging one for the sector (-8% volume vs a year ago, compared to +6.5% volume versus two years ago⁴). “The outlook has been brighter for convenient product sectors – sliced, grated and snacking – which have all posted positive growth, fuelled by greater mobility and the pace of life creeping back to pre-pandemic norms.”

In fact, the company reveals that with consumers increasingly searching for products that can help them save time in meal preparation, both the sliced and grated sectors have seen year-on-year growth in excess of 6% (volume and value) in the latest year⁵.

Quick and easy meal solutions have formed an important part of the consumer agenda over the past two years, says Lisa Thornton, head of

marketing at Primula, which enjoyed 10% growth⁶ in 2021 as its squeezable tube format stays relevant. This will be equally valid as the world returns to the new normal and people face the pressures and time constraints of day-to-day life, she adds.

Also, growing concern around finances and inflation, leading to tighter spending mean that its new formats, launching in 2022 – Burger Cheese, Cheese ‘n’ Jalapeño and Cheese ‘n’ Sriracha – can help create a great out-of-home experience for shoppers by offering a simple way to add extra flavour to their meals.

“As we continue to adapt to changes in our daily routines, quick and easy-to-use product formats are growing in popularity,” agrees Violife UK & Ireland head Victoria Slater. Whether it be Violife’s grated range for a quick and

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easy lunch, or snack-formats like our Smoky Cheddar Flavour Slices, ease of use reigns supreme. With many now returning to the office and taking their lunch/snacks for the day with them, consumers are continuing to purchase the majority of their food from the supermarket. With more vegan snacking and ready-to-use formats available, consumers are more easily able to explore flexitarian options as part of their diet."

Home cooking and hot meals

Variety is the spice of life, so the saying goes, and nowhere has this proven more true than in the home cooking arena for the cheese category.

"With more than 1KT of volume estimated to have switched from cheddar into recipe cheese types in 2021 versus 2020⁷, there is still strong consumer demand for cheese as a cooking ingredient," says Lactalis' Le Norcy-Trot. "This includes cheeses such as mozzarella, halloumi, ricotta, feta and mascarpone, which are being used in a higher percentage of occasions, further highlighting that consumers continue to be more adventurous in their cheese purchasing and cooking. Of the continental cheeses, mozzarella and salad cheese were top performers in 2021, with sales growing by 5% and 17% respectively⁷, ahead of total cheese and recipe cheese."

In the respective lockdowns people have looked to entertain at home with more premium goods, says Wyke Farms' Clothier. "So sales of our vintage cheddars have been extraordinarily strong, both through retail and online. People seem to be looking to cook nicer 'restaurant-type' food for their friends in the home. This is a trend that we anticipate will continue post-Brexit and Ivy's Reserve Vintage Cheddar will be ideal to target this growing area."

At Bel UK, senior brand manager for Boursin and Port Salut Celia Leroyer notes that, to capitalise on the home cooking trend and cater to consumers seeking ingredient inspiration, the company jumped on the viral TikTok #BakedFeta trend earlier in the year, persuading consumers and journalists that it would be much 'Better with Boursin'. "As a result key media featured our upgraded version, and brand mentions across key social channels increased by 105%, with



#Boursin soon tallying up 13.8m views on TikTok.

"We also tapped into the hot cheese trend, launching Boursin Hot Cheese Bites in October. With 61% of consumers having used cheese as an ingredient in a hot meal⁸, the launch caters to consumer appetite for cheese as a main meal component – suitable from a formal party nibble to a casual meal accompaniment or savoury treat."

The increased interest in home cooking and healthier food means that Eatlean is continuing to see growth in its added-value products, such as grated, reveals business unit director Barrie Saxby. "More and more people are looking for easy solutions and this is where we are focusing our NPD over the next 18 months."

Meanwhile, particular consumer interest in the vegan or flexitarian trend has seen consumers replace traditional dairy cheese with vegan cheese-alternatives, says Violife's

Slater. "To meet consumer demand for new flavours and formats, last year Violife launched its new indulgent Le Rond Camembert Flavour as well as the award-winning Smoky Cheddar Flavour Slices." As well as meeting increased demand for vegan cheese alternatives, they also serve the "adventurous foodie", she says.

Plant life

Indeed, there has been a notable increase in the number of suppliers – even traditional dairy-based companies – investing in the dairy-free alternatives and plant-based segment.

In the latest 52 weeks, sales of dairy-free alternatives to cheese have grown by 14% volume (+13% value), significantly ahead of total cheese⁹, driven by ongoing influx of new customers into the sector, says Saputo Dairy UK. Emilie Grundy, marketing controller, plant-based at the company, notes: "In today's



Tapping into consumer snacking

“Snacking cheese makes for a great savoury addition to a retailer’s on-the-go fixture and we have continued to innovate and invest within the category to create excitement for consumers at lunchtime, as consumption habits have evolved,” says Mondelez trade communications manager Susan Nash.

“Last year, Dairylea tapped into shopper needs for a wider range of... family treats with two additions: Dairylea Snackers Mini Fingers, which combines Dairylea cheese and crackers with Cadbury Mini Fingers to make a snack pack, while

Dairylea Filled Crackers contain individually-wrapped portion packs of crunchy wholegrain crackers with a cheesy filling. Both launches provide growth to the category by meeting demand for snacking and on-the-go options, with Dairylea Snackers seeing growth of 37%, and overall Dairylea kits at 22%.”

“The demand for our snacking nets has been strong, with growth last year of 5.7% value and 7.1% volume,” says Norseland marketing manager Lisa Harrison. “Frequency is key to growth in this market, with almost one in five shoppers buying adult snacking cheese.” The company

offers snacking cheeses under its Ilchester, Applewood and Marmite Bites ranges.

“Within our NPD pipeline, snacking has been identified as an innovation platform and area for growth, both from the point of view of traditional in-home snacking and on the go,” says Eatlean business unit director Barrie Saxby. To address this the company launched its Nibbles range in January 2021 and expanded its snack bar range to include Eatlean Tasty, its more mature offering.

Violife UK & Ireland head Victoria Slater agrees that snacking and easy-

to-use formats have become increasingly important to consumers. “For those snacking at home, new and exciting flavour profiles, in addition to grated formats, have been consistently popular as they can be served straight from the fridge to add to any meal,” she says.

With consumers looking for healthy grab-and-go snacking options, Bel UK, which notes it is the UK’s No.1 snacking cheese brand¹, launched Babybel Plant-Based. This, it says, is set to unlock incremental sales, following “overwhelming consumer demand for a vegan-friendly Babybel”.

landscape, to win shoppers over, dairy-alternative products have to meet consumers’ expectations on taste and product quality – areas where dairy alternatives have not always measured up. Dairy-free alternative to cheese products, in particular, have long had a reputation of being inferior to their dairy counterparts. We see tremendous opportunity for growth within this sector by changing consumer perceptions of how great a dairy-free alternative to cheese can be.”

The vibrancy and demand in the plant-based sector are reflected by the performance of established brands. First launched in 2019, Vitalite Dairy Free Alternatives to Cheese have delivered 130% volume and revenue growth in the latest 52 weeks and are now valued at £1.4m¹⁰,” says Saputo Dairy UK. In June, the company added a new mozzarella-flavour dairy-free alternative product to the brand range, available to foodservice operators and

manufacturers, followed by a grated SKU joining the line-up in October, initially launched into Sainsbury’s.

Meanwhile, Violife’s Slater confirms that the dairy-free cheese category has experienced strong growth over the past year (+13%¹¹) as the demand for plant-based foods has increased, in combination with greater offerings in the market. “Over the last 12 weeks, the category is still growing by 3.1% and Violife is growing even faster at 4.2% YoY¹¹,” she notes.

“Plant-based alternatives have never been in higher demand,” agrees Mondelez International’s Nash. “This year Veganuary exceeded last year’s total sign-ups with more than 600,000 consumers having attempted to follow a plant-based diet. Driven by this ongoing and increasing trend, Philadelphia launched its first plant-based soft cheese alternative this January... aiming to reach younger audiences who follow flexitarian lifestyles.”

At Bel UK, Oliver Richmond, brand manager for Babybel, says: “Off the back of the launch of Babybel Plus, which caters directly to the increased appetite for more functional foods, we recently launched Babybel Plant-Based... catering to the vegan, vegetarian and flexitarian market and made using ingredients verified by the Vegan Society.”

In addition, he says, the company’s first range of plant-based alternatives to cheese, Nurishh has reached the top five in the sector¹² just a year after launch, with its Plant-Based Alternative to Camembert version being the star product in the indulgence segment with a 34% share¹³.

With 14.2% of adults (7.2 million) in the UK now following a meat-free diet¹⁴, Primula Perfectly Plant, endorsed by the Vegan Society and due to be launched this year will be the first vegan spreadable cheese alternative developed in a fully recyclable tube,

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says Harrison. “When tested, eight out of 10 people preferred Primula Perfectly Plant to other non-dairy cheese products on the market¹⁵, giving Primula a real taste advantage, she says.

With the pandemic making people focus on their health and wellbeing, this helped fuel the increase in demand for plant-based alternatives, which are lower in calories and fat content, says Lisa Harrison, marketing manager for Norseland’s brands Ilchester, Applewood, Mexicana and Jarlsberg. “Our plant-based cheese range has experienced significant growth as people have found themselves having to cook nearly every meal at home.”

In particular, the demand for grated cheese prompted the company to launch Applewood Vegan Grated, which it says is now the second-fastest growing cheese in the category¹⁶.

Challenging marketplace

The past year has not been without its challenges, however, as both Brexit red tape and growing inflation have taken their toll, with an ensuing impact on costs and prices.

“Across the industry, many are continuing to feel the impact of Brexit, with increased producer costs and staff shortages across the supply chain,” says Primula’s Harrison

“The haulage and workforce crises have certainly hit the wider Joseph Heler business, requiring us to be agile and dynamic in the way we work,” says Eatlean founder George Heler. “Thanks to this resilience we have continued to navigate these challenges and maintain our upward trajectory.”

“Like everyone, the last 12 months have been considerably impacted by the challenges of leaving the EU and the ongoing impact of Covid-19, but we have also seen this as an opportunity,” adds Eatlean’s Saxby.” Following the UK’s departure from the EU, it was no longer viable to sell directly to EU consumers due to the costs and processes applied at consignment level. This meant all existing direct-to-consumer sales ended overnight. Up to this point 20% of our D2C sales were coming from the EU,” he reveals.

“To overcome this, we launched our (already planned) Spanish e-commerce platform in April 2021. By launching eatlean.es, we can now deliver a broader range of Eatlean products to

complement the core range available in Spanish supermarkets and fitness stores. The same principle has been applied in recently rolling out our EU e-commerce site.”

The Brexit effect has caused consumers to increasingly seek out British produce, including cheese, says Lactalis’ Le Norcy-Trott. The company has been soft cheeses in Somerset for 40 years, with its products from the Lubborn Creamery therefore positioned to meet the growing demand for British products.

In a wider sense, the company tackled the Brexit situation by creating a cross-functional Lactalis UK & Ireland/ Lactalis Group comprising colleagues from supply chain, marketing, quality, IT, finance, sales, HR, sites and logistics, plus other Lactalis subsidiaries across Europe. “To manage the implications on labelling, flow of goods, border controls and tariffs in a timely fashion, our team developed scenario plans and

worked through evolving government Brexit policy,” she says.

Norseland’s Harrison says the company is fortunate in that it makes its dairy cheese in the south-west of England and uses milk from British Red Tractor-approved suppliers, so Brexit wasn’t really an issue for the company. However, it has seen some suppliers increase their prices. “But we are working closely with them to ensure that we continue to keep up our product supply to the retailers,” she adds.

Wyke Farms’ Clothier reveals that the company has also had to change some of its working practices, with people based at home and working remotely to maintain the integrity of its production areas. “There have been labour challenges, but we have managed to supply what customers need and the whole team have stepped up to help. As we go forward, it is clear that the availability of labour will be an ongoing challenge. We continue to invest in our





Healthier options in sight

There has been a growing awareness of the benefits of eating well and with greater control over food preparation in the home over much of the last two years, the crisis may well have tipped good intentions into action for many, says Saputo Dairy UK.

“We’re seeing this playing out both in relative growth of reduced fat alternatives within cheese (YOY contraction behind the wider category in the latest 52 weeks^a), and in ongoing momentum of the dairy-free cheese alternatives sector, which is now worth over £41m^a.”

Calorie reduction remains for many

a popular way of managing weight and is increasingly a focus for legislative bodies. Within prepacked cheese, lighter everyday cheese products, are now valued at £106.5m^a and bought by over four in 10 UK households^b.

“A focus on leading healthier lifestyles continues to grow in prominence, with cheese snacks often viewed by consumers as ‘better than other categories,’” says Mondelez trade communications manager Susan Nash. “Pack formats can help them to manage portion control.

“Many of the Dairylea snacking products, including

the portable format of Dairylea Filled Crackers, moved to under 100kcal in line with its commitment to bring snacks that are typically bought for families under this threshold. So, in 2021, Dairylea removed over 2 billion calories from its range.”

The trend for healthier food shows no sign of abating, says Eatlean business unit director Barrie Saxby. While cheese isn’t directly affected by the upcoming HFSS legislation, he says, Eatlean can still have a positive impact in bringing cheese-based ready meals into line with the new regulations.

Eatlean prioritised

the launch of its more mature Eatlean Tasty cheese by further reducing the calorie and fat content to sit between the wider half-fat cheese range and its original 3% fat Eatlean.

For many people, ‘healthier’ now means closer to nature, unadulterated and pure, says Wyke Farms MD Rich Clothier. “Traditional farmhouse cheeses such as Wyke Farms have a remarkable story to tell in this environment and we will be focusing on conveying the natural processes used to make our cheddar, as well as offering organic cheddar for these groups.”

sites with more automation to increase productivity and upscale labour. We believe that this will be the key going forward in a post-Brexit world.”

Despite a minor impact around Brexit, Clothier says the only other challenge has been “quite serious inflationary price increases”. “Managing this inflation and not allowing it to get out of control will also be key going forward.”

Meanwhile, the challenges around Covid have increased the polarisation of wealth and the issue for retailers will be how to navigate affordable offerings for people, at the same time as offering very premium items for affluent shoppers, he adds. “The retailers and brands that manage to navigate this puzzle well will definitely be the ones who succeed.

“We are seeing groups of shoppers who may be more cash-rich post-Covid, having not spent money on holidays and travel and remain secure in their jobs. These groups have money to

spend on food and entertaining and are looking to be excited and delighted by new premium type offerings to enjoy with their friends.

“Sadly, there will be people who have lost jobs and have changes in circumstances that have led them to be significantly financially challenged. This group will be looking for more affordable offerings and ways to feed the family that are economically viable in an inflationary environment.

Saputo Dairy UK agrees that the mounting cost of living is widely expected to play the biggest influence on shopper behaviour in the coming year and may see a polarisation in purchasing as shoppers adopt a variety of tactics to manage their spend – from trading into products they perceive to offer value for money, to spending on small indulgences and more premium products, while cutting down on big-ticket items and dining out.

Neil Stewart, Cathedral City

marketing controller at Saputo notes: “With inflation climbing to its highest rate in 30 years¹⁷ and the cost of living – from buying groceries to heating our homes – rising sharply, consumers are once again becoming much more conscious of managing their grocery spend. Savvy shopping behaviours adopted during previous periods of economic uncertainty have seen shoppers both increasing emphasis on value for money and working harder to make their groceries last longer, turning to versatile, staple foods to fulfil more meal occasions.

“As food price inflation continues to unfold, we anticipate that this focus on ‘value through versatility’ will continue. Cheddar has a real opportunity to capitalise on this, helped by its breadth of formats (blocks, slices, grated and pre-packed snacks).”

Price pressures are coming to bear in the market, as Norseland’s Harrison reports that the UK dairy

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market is experiencing a notable rise in farmgate milk prices. “Over the past 12 months, milk prices have increased substantially, which has had a knock-on effect on the cost of goods, due to milk being our core component. We are trying to absorb as much of this extra cost as possible. However, we have no choice but to apply a price increase across the range, which does make the balance hard on value versus speciality.

“In addition, as with the rest of the market, we are experiencing considerable increases on several other key input factors, such as packaging, material, labour, transport and storage.”

Looking ahead in 2022

Following record-breaking grocery and cheese retail sales in 2020 and 2021, consumers are slowly returning to some of their old habits, while also consolidating some they have picked up during lockdown, says Lactalis’ Le Norcy-Trott. “So, understanding what drives shoppers to purchase is vital for brands and retailers to maximise cheese sales.”

Over 2022, she forecasts the key trends to be:

- Cheese as a source of protein, with consumers seeking it out as a meat alternative. “The hot eating cheese category is benefiting from this trend, showing growth of 42.3%¹⁸,” she says. “This is even faster than vegan cheese alternatives, which grew by 16%¹⁹.”
- Inflationary pressure, as the consumer price index grew by 3.8% in the 12 months to October 2021²⁰ and is expected to rise by up to 5% by spring this year²¹. “This will have a significant impact on the food and drink industry, as consumers, faced with high prices, tend to cope by trading down to cheaper products, switching retailers, buying more on promotion or simply buying fewer items.

“Another observed effect of inflation is that health becomes less important in consumers’ minds²². Ensuring mental and physical availability of cheese staples, as well as premium favourites, combine with continued innovation, will be key. Innovation which covers a wider range of needs (e.g. convenience, health, indulgence, etc) is known to drive price premiums, which consumers are willing to pay.”

- Premiumisation, although it might sound contradictory. “So while grocery



prices increase and dairy consumers might choose to purchase fewer units of cheese, premiumisation can still drive growth in the cheese market, she adds. “As time-pressed consumers go back to their places of work, they will be willing to pay a premium for products, which save them time and effort. This is evidenced by the rapid growth of sliced (+5.8%) and grated cheese (+12%), well ahead of total prepacked (+3%) and block cheese (-1.5%).”

Retailers should encourage exploration of and engagement with speciality cheese by making it easier to shop and inspiring consumers, says Hall at Butlers Farmhouse Cheeses. “A great cheeseboard needs the spine of a hard, soft and a blue cheese, so a packaged farmhouse cheeseboard fits all of these usage occasions and eliminates the need for the retailer to stock three separate products.”

2022 is going to be heavily influenced by the arrival of HFSS and the continuing consumer demand for healthier meal solutions, says Eatlean’s Saxby. “Eatlean as an ingredient offers a solution to manufacturers, often taking a ready meal from an HFSS score of 10+ to three or below.”

Saputo Dairy UK succinctly sums up the various factors facing the category

in the year ahead. “As the grocery sector continues to grapple with staff shortages due to Omicron absences, soaring input costs and ongoing Brexit impacts across the supply chain, and with HFSS implementation looming, 2022 promises another year of change and uncertainty for the industry,” says the company.

“For suppliers and retailers alike agility will be key in navigating the evolving marketplace.”

Sources

- ¹ Kantar 52 w/e 12.07.21
- ² Kantar, 52 w/e 12.07.21: Over the last 12 weeks, recipe declined -6.1%, speciality -0.4%, vs everyday at -13% and total cheese at -8.2%
- ³ Nielsen, MAT, w/e 01.01.22
- ⁴ IRI SIG Grocers + Kantar Discounters, 52 w/e 25.12.21 vs equivalent 52 w/e 2019
- ⁵ IRI SIG Grocers + Kantar Discounters, 52 w/e 25.12.21
- ⁶ Nielsen, units sold 52 w/e 02.01.22
- ⁷ Kantar, 52 w/e 16.12.21 vs previous year
- ⁸ Mintel, UK Cheese Market Report 2021
- ⁹ IRI, Total Grocers, 52 w/e 25.12.21
- ¹⁰ See 5
- ¹¹ IRI 52 w/e 01.01.22 YOY
- ¹² IRI Value Market Share, MAT 01.01.22
- ¹³ IRI, Value Sales, 52 w/e 01.01.22
- ¹⁴ <https://www.finder.com/uk/uk-diet-trend>
- ¹⁵ Primula research, conducted as part of its NPD process on 2021 final trial, using an internal panel and influencers
- ¹⁶ Kantar Worldpanel, 52 w/e 26.12.21
- ¹⁷ ONS, December 2021
- ¹⁸ IRI, Major Multiples, 52 w/e 09.10.21 vs 2 previous years
- ¹⁹ Kantar, 52 w/e 26.12.21 vs previous year
- ²⁰ ONS, Consumer Price Inflation, 17.11.21
- ²¹ Stated by Ben Broadbent, deputy governor for monetary policy, Bank of England: [the-guardian.com/business/2021/dec/06/uk-inflation-likely-to-exceed-5-in-2022-says-bank-of-england](https://www.theguardian.com/business/2021/dec/06/uk-inflation-likely-to-exceed-5-in-2022-says-bank-of-england)
- ²² Kantar, 52 w/e 31.10.21 and 03.10.21 vs previous year

Snacking panel

- ¹ IRI, Total Grocery & Discounters, CYTD 04.12.21

Health panel

- ² IRI Total Grocers EDC Products carrying any reduced-fat claim/ Dairy alternatives to cheese products 52 w/e 25.12.21
- ³ Kantar Worldpanel, 52 w/e 26.12.21

Butlers Farmhouse Cheeses

Elevating at-home occasions

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Kidderton Ash
Button Mill

➔ Blacksticks Blue, the “rebellious, contemporary farmhouse cheese with distinctive orange colour and crowd-pleasing taste” has shaken-up the category in recent years, says Butlers Farmhouse Cheeses. “Its bold, unique branding sets it apart on-shelf, and its unique mellow tang and versatility hook people once they’ve tasted it,” notes owner Matthew Hall.

Based in rural Lancashire, Butlers Farmhouse Cheeses is driving exploration and trial of Blacksticks Blue through products that help people get their fix whatever the eating occasion – be it a weekend get-together, a midweek treat or a gift for a loved one.

After its now-famous cheese Easter eggs and Blacksticks Blue brûlée dessert, Blacksticks Blue Mega Burger Slices have harnessed the growing post-pandemic trend for at-home entertaining. Handmade and sliced in thick rounds from baby wheels of Blacksticks Blue, those looking to



“Blacksticks Blue’s unique mellow tang and versatility hook people once they have tasted it”

elevate their BBQ with more than a processed slice can now do so with ease.

Matthew Hall, fourth-generation owner at Butlers Farmhouse Cheeses, says: “There is continued growth in speciality, British farmhouse cheeses. Shoppers want to be more adventurous and explore something that feels extra special. Retailers should encourage them to engage with speciality cheese, making it easier to shop, as well as educating and inspiring them.”

THE CHEESE ON EVERYONE’S LIPS

- 100% RECYCLABLE PACKAGING
- THE STAR OF BLUE CHEESE GROWTH
- CONTINENTAL IN STYLE. HANDMADE IN BRITAIN



Bel UK

Healthy snacking sales

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Celina Leroyer
Senior Brand Manager,
Boursin® and Port Salut®

KEY BRANDS

Babybel®
Boursin®
Port Salut®
The Laughing Cow®
Nurishh®

Currently enjoyed in 41% of all UK households¹, Bel UK has had a pivotal year, as a plethora of insight-led innovation has driven the transition from cheese to snacking brand, with a broader focus on fruit and plant-based options², says the company.

“Supported with significant marketing investment, the innovative product portfolio is set to unlock new usage occasions and drive value into the category,” it notes.

Planting the seeds of growth

With dairy-free alternatives to cheese growing faster than cheese³, Bel UK has innovated with a range of plant-based alternatives. “Just one year after launch, Nurishh, Bel’s first range of plant-based alternatives to cheese is already a top five brand⁴,” reveals Bel UK. “By inspiring consumers with delicious plant-based recipes, the versatile range, which includes a plant-based alternative to camembert, a mozzarella-style block, a cheddar & mozzarella-style grated blend and cheddar-style slices, has successfully driven distribution with further range extensions planned.

For those seeking more convenient plant-based grab-and-go snacks, Babybel, the No.1 snacking cheese brand⁵, recently launched Babybel Plant-Based. “With the same fun format but new paper packaging and green wax, the launch has driven consumer excitement as has the highly anticipated launch of Boursin Plant-Based Garlic & Herbs,” says the company, “As UK’s No.1 indulgence cheese brand and the fastest-growing major player in the category (+9% value



“With dairy-free alternatives to cheese growing faster than cheese³, Bel UK has innovated with a range of plant-based alternatives”

YOY⁶) Boursin has delivered a unique serving of plant-based indulgence for consumers seeking sophistication.”

Feeding innovation

Other insight-driven innovation includes the launch of Boursin Hot Cheese Bites, designed to cater to the 61% of consumers using cheese as an ingredient in a hot meal⁷, and The Laughing Cow Blends, to bolster its market-leading line-up, it says. “This category first from the No.1 cheese spread portion⁸ is a delicious blend of creamy cheese spread and chickpeas and herbs,” it adds.

Marketing to consumers

As the No.1 media investor within the cheese category⁹, Bel UK’s recent ‘Boursin Inspires, You Create’ campaign cemented Boursin’s position as the No.1 brand for aided awareness¹⁰ and unlocked new usage occasions.

Bel UK is also investing in causes that matter to consumers. The recent Boursin ‘You Create, We Donate’ partnership with FoodCycle fed communities over the festive period, while also providing helpful solutions to combat food waste.

Babybel will also continue its proud 22-year partnership with Comic Relief, with new packaging inspiring consumers to fundraise. The campaign has driven increased category value growth each year¹¹ with more than £1.5m raised over the 22-year period.

Source

¹ Kantar WPO, Weighted Penetration, Total UK, Bel Brands, 52 w/e 26.12.21
² Many of our Nurishh products are rich in Vitamin B12, which, as part of a varied, balance and healthy lifestyle, contributes to the reduction of tiredness and fatigue.
³ IRI, Value sales % change 2020 vs 2019 – +4.6% value sales in 2020 vs. 2019 compared to +13.5% for dairy cheese.
⁴ IRI, Value market share, MAT 01.01.22
⁵ IRI, Total Grocery + Discounters, CYTD 04.12.21
⁶ IRI, Total UK, Value Sales, 52 w/e 01.01.22
⁷ Mintel, UK Cheese Market Report 2021
⁸ IRI, Value sales, Total market, MAT to 01.01.22
⁹ Nielsen Ad Intel, Total cheese category, Jan 2021-Dec 2021
¹⁰ IPSOS Brand Health Tracker, Full Year 2021
¹¹ IRI, Total Coverage inc. Discounters, 4 w/e 20.03.21 – Babybel +660K vs previous 4-week period





GROW YOUR SALES

with a leading cheese media investor¹



No.1

indulgence
cheese brand²



No.1

cheese snack
brand²



No.1

cheese spread
triangles brand²



WELL LOVED,

and available
in slices!

...and introducing

nurishh



Nourish your sales with
our **NEW** brand.
100% plant-based
alternatives to cheese.



For more information visit
www.bel-uk.co.uk

1 - Nielsen Ad Intel Jan - Dec 2021
2 - IRI, Total UK, Value Sales, 52 w/e 01.01.22

Eatlean

Standing out from the crowd

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 Business Unit Director

KEY BRANDS

Eatlean

➔ The trend for healthier food shows no sign of abating and, with the incoming HFSS legislation around the corner, Eatlean continues to offer real solutions for those looking to improve their nutritionals, whether that be consumers at home or those within the manufacturing and ingredients sector, says business unit director Barrie Saxby.

“Eatlean expanded its retail listings in 2021, with significant international growth,” he says. “The focus for 2022 is to expand the brand’s reach. Sampling is a vital vehicle to tell its story, with new ‘Eat Awesome’ consumer messaging, focused on health and taste. Paralympic and Celebrity Masterchef champion Kadeena Cox will be working with the brand to develop cheese-based recipes.

“The new Eatlean Tasty range offers a great lower-fat option, from snack bars through to block and grated,” adds Saxby. “Eatlean Tasty reflects the desire for healthy, easy alternatives without compromising on flavour.”



“Eatlean empowers people to make better food choices”

“Eatlean empowers people to make better food choices,” says founder George Heler. “Our Eatlean Tasty range bridges the gap between half-fat cheddar and Eatlean 3% as a 10% fat offering, as we continually push boundaries on healthier alternatives. “Our expertise and innovation as a third-generation cheese-maker supports our drive to stand out from the crowd.”

PUT HEALTH ON YOUR SHELF



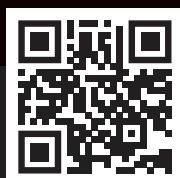
96%
 OF CONSUMERS
 WOULD BUY
 THIS CHEESE*

*EXIT POLL SURVEY OF 140 CONSUMERS, JAN 2022 - SCAN QR CODE FOR FURTHER INFORMATION

OUR NEW
10%
 FAT CHEESE

MULTI-CHANNEL
£250k
 BRAND INVESTMENT

SCAN ME.
 YOU KNOW
 YOU WANT
 TO



eatlean
 #EATAWESOME
 EATLEAN.COM

Norseland

Leading the way on plant-based

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KEY BRANDS

Applewood
Jarlsberg
Mexicana
Mexicana Extra Hot
Ilchester

➔ Norseland is the UK's leading speciality cheese company¹ and the first dairy business to launch a plant-based alternative to its market-leading dairy cheese brands.

Norseland's portfolio of cheeses include Applewood, the UK's No.1 smoky cheese², Jarlsberg, the UK's No.1 deli cheese with holes³, Mexicana, the UK's No.1 spicy cheese⁴, Mexicana Extra Hot – the much spicier alternative to Mexicana – and Ilchester, its blended and snacking cheese.

Vegan cheeze

Applewood Vegan was the first plant-based cheeze from an established dairy brand when it launched in October 2019, says the company. It is now available in block, slices and grated formats, and is multi-award-winning. Applewood Vegan Grated is now the second-fastest growing vegan cheeze in the category⁵.

Mexicana Vegan launched in 2020 and Ilchester Vegan Melting Mature



“Norseland was the first dairy business to launch a plant-based alternative to its brands”

and Ilchester Vegan Blue were unveiled in the summer of 2021.

New Marmite venture

Alongside the well-established Ilchester snacking nets, Ilchester teamed up with Marmite to launch the Marmite Cheddar Wedge, which is proving to be really popular with consumers, it says.

Source
¹⁻⁵ Kantar Worldpanel, 52 w/e 26.12.21

The UK's fastest growing cheese brand YOY + 44%!*

*NielsenIQ52 w/e 11 September 2021

Eurilait

Whipping up fresh sales

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KEY BRANDS

Paysan Breton
Soignon
Alfresco

➔ Eurilait is one of the UK's major suppliers of quality and innovative speciality cheese and dairy products, supplying the UK retail, industrial and foodservice markets. As a subsidiary of two leading and highly experienced French dairy cooperatives (Laita and Eurial), the company's products are "unrivalled in their quality and heritage", it says, as they come from a network of 20 certified creameries throughout western France.

Since Eurilait relaunched its Paysan Breton Luxurious Cream Cheese brand, sales have gone from strength to strength with the whipped French Sea Salt variant being the star performer, reveals commercial director Craig Brayshaw. "The relaunch was a great success and sales have grown 65% year on year¹ and are expected to grow further during 2022," he says.

The brand is now listed in Marks & Spencer, Waitrose, Ocado and Booths, alongside newly listed Sainsbury's. "Further growth is expected in the year ahead as consumers repeatedly give five-star reviews and repeat purchase rates are strong," says Brayshaw.

The challenge for Eurilait is always to encourage trial, but where the price promotions have proven successful and deliver an ongoing increase in the rate of sale, the company is also supporting the brand with investment in social media activity and consumer PR to drive awareness, engage with its target audience and build a passionate following for the brand, it reveals.

"The cream cheese category had been in stagnation for some time before any uplifts seen as a result of Covid; mid-tier brands were in decline while private-label growth was sluggish and there was a lack of choice for



“Being 100% natural and offering a superior, clean and fresh flavour, Paysan Breton has won favour with its whipped, light and airy, spreadable texture”

shoppers looking for a more premium offer," notes Eurilait. "Being 100% natural, and offering a superior, clean and fresh flavour, Paysan Breton has won favour with its whipped, light and airy, spreadable texture, that is perfect for dipping. It offers a luxurious experience, with the new variants providing fresh and natural flavours."

Also getting a facelift for 2022 is Eurilait's Alfresco range, supported in-store with bespoke promotional activity and shopper engagement to drive trial and sales. PR and social media activity will also create excitement around the range extensions. "The hot-eat cheese-based meal solution brand, Alfresco, is perfect for cheese-lovers looking for quick and easy meal options, as well as vegetarians and flexitarians seeking inspiration for meat-free choices," says Eurilait. "The range includes two authentic Cypriot Halloumi Fries, one Spicy and a Mediterranean variant, as well as a Greek Baking Feta with lemon and chilli oil. Both the Spicy and Mediterranean Halloumi Fries come in a new format, with 30% less packaging and 20% more cheese. Alfresco aims to bring the casual, relaxed dining experience that so many have missed, to enjoy in the home, all year round."



Source

¹ Internal sales data



Everyday Indulgence

- » Unrivalled fresh and natural flavour
- » Produced in Brittany to a traditional french recipe
- » Luxurious whipped texture



EURILAIT
YOUR SOLUTION FOR SPECIALITY DAIRY

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01749 838 100

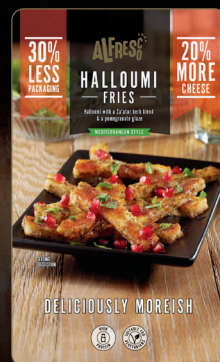
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EURILAIT
YOUR SOLUTION FOR SPECIALITY DAIRY

Lactalis UK & Ireland

Insight and innovation

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 Group Marketing Director

KEY BRANDS

Galbani
Président
Leerdammer
Seriously
Seriously Spreadable
Galloway
Orkney

“As an innovative and forward-thinking dairy company, investing in our award-winning cheeses is the key to our success,” explains Heloise Le Norcy-Trott, group marketing director for Lactalis UK & Ireland. “This is why keeping our market-leading brands, Président, Galbani, Seriously and new addition to the portfolio, Leerdammer, highly visible is a key priority for us in 2022 and beyond.

“Across the year, we’ll tap into a number of key consumer trends set to impact the category – including affordable luxuries, cheese being enjoyed as a cooking ingredient and cheese as a meat alternative.

Brand performances

“As the No.1 Italian cheese brand and No.1 mozzarella brand¹, Galbani benefited from consumers cooking more at home in 2021, with total value sales growing by 15%², predominantly driven by sales of Galbani Mozzarella and Galbani Burrata, which are great additions to pasta and pizza dishes,” she reveals. “As well as being more experimental in the kitchen, consumers have increased their demand for environmentally-friendly products. To capitalise on these trends, in April 2021 we expanded the Galbani range with the UK’s first mozzarella in a recyclable carton. Made with 100% Italian buffalo milk, Galbani Mozzarella di latte di Bufala 200g offers a creamy texture and delicious authentic taste.

“Despite ongoing market challenges, Président saw double-digit growth across all its cheese types including brie +38.7%, camembert +61.4% and emmental +29.7%³. As the No.1 French continental cheese brand⁴, Président taps into consumers upgrading everyday occasions with affordable luxuries, such as speciality cheeses.”

Consumers are increasingly seeking out cheese as a meat alternative, says Le Norcy-Trott. “The hot eating cheese category, which rose 30% in value and 20% in volume⁵, even faster than vegan cheese, is being driven by innovators Président Brie Bakes and Seriously Cheese Nuggets, which



“Across the year, we’ll tap into a number of key consumer trends set to impact the category – including affordable luxuries, cheese being enjoyed as a cooking ingredient and cheese as a meat alternative”

together represent the fastest-growing and top contributing brands⁶ to absolute value and volume growth in hot eating cheese.

“To support Seriously Cheddar, we launched a new national TV and video on demand (VOD) media campaign in 2021,” she adds. “The campaign, targeted consumers aged 45+ and helped to grow brand awareness and reinforce Seriously’s taste positioning.”

Finally, Lactalis Group bolstered its dairy offering through the acquisition of Leerdammer in September 2021, she notes. “We are delighted to have added the UK’s leading brand in cheese slices⁷, Leerdammer, to our collection.

“With a portfolio of household favourites across cheddar and continental, we are committed to working collaboratively with our retail partners to develop the category and drive continued growth.”

Source
¹⁻⁷ IRI, Major Multiples, 52 w/e 01.01.22



Leaders in Cheese



PRÉSIDENT
No.1
SPECIALITY
cheese brand*



GALBANI
No.1
RECIPE
cheese brand

SERIOUSLY
& PRÉSIDENT,
No.1
Growing brands for
HOT EATING



GALLOWAY
No.1
SCOTTISH
CHEDDAR brand



LEERDAMMER
No.1
NATURAL CHEESE
SLICES brand



SERIOUSLY
No.1
in frequency of
purchase in
CHEESE SPREADS



IRI Major Multiples 52 w/e 4th December 2021

*Speciality Cheese includes: Hard Continental, Soft Continental, Blue Cheese, Flavoured Cheddar, Flavoured Territorials and Excludes Mini Portions and Recipe Cheese (Mozzarella, Ricotta, Mascarpone, Feta, Halloumi and Hard Italian)

Mondelēz International

Lunch with leading brands

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KEY BRANDS

Dairylea
Philadelphia

➔ In a changing market it's crucial that retailers carry the right range of brands and formats to capture shoppers' attention, as consumers seek out brands they know and love.

With an established heritage and a wide portfolio, Dairylea and Philadelphia are household favourites and will continue to offer quick and great-tasting lunch solutions for consumers both at-home and on-the-go, providing meal-time inspiration when shoppers need it most, says Mondelez International trade communications manager Susan Nash. This means the company continues to grow ahead of the processed cheese category¹.

Dairylea is the No.1² processed cheese brand in the UK and in strong growth, offering tasty products across the spreads & portions, slices, parents to kids and snacking kits segments. With a heritage that spans over 70 years combined with an incredible 95% brand awareness³, Dairylea is one of the biggest brands in the UK⁴.

Philadelphia, the No.1 soft white cheese brand⁵ in the UK, has attracted new shoppers⁶ to the category over recent years, as consumers relied on its great taste and versatility during the Covid-19 pandemic, notes Nash.

All about plant based

This year, Philadelphia launched its first plant based soft cheese alternative, with a unique recipe combining oats and almonds into a delicious spread, as good as the original. "Available now and aimed at younger audiences following flexitarian lifestyles, the new product has been two years in the making, so the taste and quality Philadelphia is renowned for are not compromised."



Source

¹ Nielsen, w/e 26.12.20
² Nielsen, Total Spreads & Portions, MAT w/e 26.12.20
³ Kantar, Equity Deep Dive, Feb 2020
⁴ The Grocer Top 100 UK brands 2017
⁵ Nielsen, MAT, w/e 01.01.22
⁶ Nielsen, w/e 26.12.20



“ This year Philadelphia launched its first plant based soft cheese alternative, with a unique recipe combining oats and almonds”

Set on sustainability

“Last year we announced a move to recyclable packaging for Philadelphia Snack and Mini Tubs range and Dairylea, making the entire retail range of Philadelphia and Dairylea fully recyclable and labelled with OPRL – the UK's most recognised recycling label, to encourage consumers to dispose of our packaging in the most responsible and sustainable way,” says Nash. “This focus on sustainability is part of our ‘Pack Light and Pack Right’ strategy which supports our 2025 global goals to achieve 100% recyclable packaging.

“Also, from the end of 2022, Philadelphia will become the first major cheese brand to pioneer the use of chemical recycling – an important step in reduce our impact on the planet.

“To build on these credentials, last year Philadelphia launched its second campaign to fight food waste, ‘Love Your Ends’, continuing our environmental journey and helping retailers encourage their shoppers to reduce waste and to love their bread end slices with a little help from Philadelphia.

“This year both Philadelphia and Dairylea will continue to focus on key initiatives on food waste, packaging and animal welfare.”

GET SET FOR
LUNCH



**#1 SOFT WHITE
CHEESE BRAND
IN THE UK***



set
them
free
with dairylea



**#1 PROCESSED
CHEESE BRAND
IN THE UK***

Nielsen, Total Coverage, Value Sales, MAT data to 01.01.2022

Primula

New combinations for growth

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KEY BRANDS

- Primula**
– Original Cheese
– Cheese ‘n’ Chives
– Cheese ‘n’ Ham
– Cheese ‘n’ Prawns
– Light Cheese
– Cheese ‘n’ Jalapeños

KEY NPD

- Burger Cheese
– Cheese ‘n’ Sriracha
– Light Cheese ‘n’ Onion
– Perfectly Plant

2022 is set to be one of Primula’s most exciting and biggest years yet, as the brand looks to launch new flavours to the market, says head of marketing Lisa Thornton. “These will continue to engage new and existing customers with the joys of cooking and snacking with squeezable cheese, as well as continuing to donate all profits to good causes, which we’ve been doing for the last 60 years,” she says.

“We’ve been creating the nation’s favourite squeezable cheese since 1924, and Primula is the only major cheese spread brand driving growth in both value¹ and volume². Primula’s category growth demonstrates the nation’s continued love of quick and easy solutions to great-tasting meals, and that the brand’s unique format is as relevant today as it was nearly 100 years ago.”

As the company looks ahead to 2022, it is continuing to innovate to meet changing tastes and needs and has four new flavours launching from March: Burger Cheese (Morrisons and Sainsbury’s); Cheese ‘n’ Sriracha (Asda); Light Cheese ‘n’ Onion (Asda); and Perfectly Plant (Morrisons).

“One of the most exciting launches for us, is the limited-edition Burger Cheese that’s making an appearance just in time for BBQ season. Customers will be able to enjoy their favourite burger at home without the expense, as Burger Cheese offers an authentic burger cheese taste, ready to add with no mess (or drive thru) necessary.

“Other new products include Primula’s second light cheese launch in the form of Light Cheese ‘n’ Onion,” she adds. “Just as delicious, Primula’s light



“Primula’s category growth demonstrates the nation’s continued love of quick and easy solutions to great-tasting meals”

range comes with all the cheesy flavour our customers love but with 40% less fat and high in protein.

“Then there’s Cheese ‘n’ Sriracha, which also hits shelves in mid-March. This joins Primula’s other flavour burst tubes such as Cheese ‘n’ Jalapeños. One for the spice lovers, Cheese ‘n’ Sriracha will pack just the right amount of punch and adds depth and fun flavour to every dish you make.” explains Thornton.

“Primula continues to lead the way with its strong taste credentials – and that focus remains paramount as it enters the dairy alternatives market later this year with Primula Perfectly Plant,” she notes.

Additionally, in September 2021, Primula unveiled brand new, fully recyclable packaging. “Our famous squeezable tubes have previously featured an aluminium layer insert,” says Thornton. “However, we have worked with our supplier to produce sleek new tubes that can be widely recycled throughout the country.

“Sustainability and innovation are central pillars to Primula’s success, longevity and continued growth – an approach supported by a unique business mission of sustainably sharing all profits generated by the group’s operation with good causes through our owner the Kavli Trust.”



Source

¹ Nielsen, Total coverage, Value, Last 52 w/e 02.01.22
² Nielsen, Units sold 52 w/e 02.01.21



Squeeze
(YOUR WAY TO
**BIGGER
SALES**)

NEW




**Made in
BRITAIN**

**FASTEST
GROWING**
cheese spread
brand*

SINCE  1924
PRIMULA[®]

...all our profits go to good causes!

LIST NOW:
primula@kavli.co.uk

*Source: Nielsen, Total Coverage 52 week, w/e 02/01/22

Violife Foods

Make a change for the planet

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KEY BRANDS

Le Rond Camembert Flavour
Tex Mex Flavour Grated
Epic Mature Cheddar Flavour Block
Smoky Cheddar Flavour Slices
VIOLBLOCK
Viocreme

“An increasing number of consumers are switching to a plant-based diet due to environmental reasons,” says Victoria Slater, head of Violife UK & Ireland. “Violife, together with Quantis, has calculated the environmental impact of its products throughout their lifecycle. From how ingredients are grown, products created, transported, packaged, distributed and their packaging disposed of, the research shows that Violife products have less than half the climate footprint of traditional dairy cheese, and also use a quarter of the land to produce¹.”

As a result of these findings, market leader Violife² has launched its ‘Change Your Cheese’ campaign to welcome consumers to a world where simply changing dairy cheese to a vegan alternative, even for some meals, can reduce their environmental impact and encourages consumers to ‘Change Your Cheese, Change Our Planet’, she says.

Rethinking foodie moments

“Violife has re-imagined key foodie moments, such as dining out, indulging at the cinema and cooking at home, and introduces Violife’s ‘change’ meals, creatively switching out the word ‘cheese’ for ‘change,’” explains Slater. “Dispelling the myth that plant-based or vegan food will not taste or perform as well, Violife recreates delicious classics like the ‘Change’ Burger, Nachos N’ Change and ‘Changecake’, showing that you don’t have to be vegan to make a difference.”



Source

¹ Half of the climate impacts based on a 2022 lifecycle assessment by Quantis of 8 Violife alternative to cheese products compared to dairy cheese in the UK
² IRI, Violife has 55% of plant-based cheese market share, 52 w/e 01.01.22 YoY
³ IRI, Violife +10.6%, 52 w/e 01.01.22 YoY



“Our research shows that Violife products have less than half the climate footprint of traditional dairy cheese, and also use a quarter of the land to produce¹”

To kickstart this campaign during Veganuary, Violife, in conjunction with charity One Tree Planted, encouraged consumers to pledge their plant-based meals and achieved its goal of planting 10,000 trees with more than 1.6 million vegan meals registered.

New launches

“In addition to this campaign, Violife’s sales continue to grow³, thanks to its innovative NPD,” says Slater.

“Stand-out launches from the past year include the melting Le Rond Camembert Flavour and award-winning Smoky Cheddar Flavour Slices, meeting consumer demand for new flavours and formats that surpass their performance and taste expectations.

“Violife has also expanded its product range beyond vegan cheese alternatives to include an everyday essential – Vioblock – a new vegan alternative to dairy butter with a rich taste and soft texture, as well as Viospread and Viocreme, a vegan alternative to cream that cooks, bakes, tops and pours just like the original.”

Violife

100% Vegan

MAC N CHANGE, ANYONE?

More and more people are changing to a plant-based diet, at least some of the time! And with good reason.

Detailed research shows that in the UK our **VIOLIFE** 100% vegan alternative to cheese has less than half of the climate impact and occupies less than one third of the land compared to the same amount of dairy cheese*.

At the same time, we make sure you can enjoy all the delicious cheesy tasting food that you really like!

WE ARE PROUD TO BE 100% VEGAN, BUT YOU DON'T HAVE TO BE!

Just change to **VIOLIFE**, even for a day or two, to see how good it is – and do a little something to help change our planet.

Free From **DAIRY**
SOYA · GLUTEN · LACTOSE
NUTS · PRESERVATIVES

**CHANGE YOUR CHEESE
CHANGE OUR PLANET!**



VIOLIFEFOODS.COM

* Based on a life cycle assessment in 2022 by Quantis of 8 Violife cheese alternative products compared to dairy cheese in the UK. For more information see <https://violifefoods.com/change-your-cheese>

Wyke Farms

Building back better

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KEY BRANDS

Ivy's Reserve
 Wyke Farms

“When we say we are ‘building back better’ at Wyke Farms, it’s not just a PR soundbite,” says the company. “We are literally building our new and improved cheese dairy, which now meets the highest environmental standards of water and energy usage. It uses the latest heat and water recovery techniques and is powered with renewables generated on our farm.

“The new dairy will double our capacity and allow us to make more cheese using milk produced from Spring grass. While there are big changes ahead, we certainly won’t be changing our recipe, which is over 160 years old, with a guarantee that no other cheddar in the world can taste like Wyke Farms because we will always culture our own starters.

“In addition, ‘building back better’ took us on an evaluative journey to the foundations of our business, which is where we have focused our efforts over the past year. Our work with Promar International resulted in our market-leading ‘Environmental Pillar System’, designed to encourage and financially reward dairy farmers who show evidence of on-farm sustainable practice and reduced GHG emissions. We now have farmers in our low-carbon group, producing milk significantly lower than the UK average and 55% lower than the global average².

“Also, through our Green Deal, we are co-funding projects with farmers that deliver tangible environmental benefits, such as energy management surveys with recommendations for improvement, ruminant feeding trials and soil sampling programmes to measure carbon sequestration as soil health is critical to capturing carbon and achieving a net-zero future.

“Through nationwide lockdowns, people have become used to fine dining at home and enjoying the best foods from where they originated in the world. It doesn’t get more authentic than our award-winning Ivy’s Reserve Vintage cheddar produced to our grandmother Ivy’s family recipe in Somerset. That’s why this Vintage Reserve cheddar is winning fans not just in the UK, but on four continents.



“The new dairy will double our capacity and allow us to make more cheese using milk produced from Spring grass”

“Ivy’s Reserve Vintage, named after our grandmother Ivy Clothier, fits the current post-Covid trends. The brand has been relaunched to reflect the true provenance and heritage behind this cheese, originally made by Ivy for gifting to friends and family. The cheese bearing her name is now sold in 167 countries around the world.

“Shoppers around the world want to see the environmental impact of dairy reduced. So, we have partnered with the Carbon Trust to undertake a cradle-to-grave footprint analysis and the footprint of our premium Ivy’s Reserve Vintage Cheddar has been certified as carbon-neutral in accordance with PAS 2060, an internationally recognised specification that builds on the existing PAS 2050 environmental standard.

In addition, the Wyke Farms brand has undergone a pack refresh to better reflect its credentials. It includes an interactive QR code that scans through to a freshly launched website.

Source
¹ Ecoinvent Data 3.7.1.
² FAO: <http://www.fao.org/3/ca3165EN.pdf>

— THE —
WORLD'S FIRST
CARBON NEUTRAL
CHEDDAR.

*KIND ON THE PLANET,
DELICIOUS ON CRACKERS.*



We make Ivy's Reserve vintage Cheddar with 100% Green Energy from solar power and biogas generated on our Somerset farm. It's been winning awards for its taste for a century and now it's the first Cheddar in the world to be certified carbon neutral. Your customers will love it, and so will the planet.



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