

13 AUGUST 2022

The Grocer Guide to...

The  
Grocer

# Christmas





## Analysis

# Season to splash out

**Despite the UK's cost of living crisis and HFSS helping to spoil the in-store parade, consumers always find ways to indulge and celebrate at Christmas, even on a restricted budget, say suppliers – and they are pulling out all the stops to tempt in-store spend**



While the Christmas season may feel like a distant dream as the UK summer temperatures reach a record-breaking 40°C for the first time ever this year, suppliers from a broad sweep of different categories are already well down the road into their festive planning.

For some, it seems, the build-up to Christmas starts earlier and earlier, and consumers will be facing into the season with mixed feelings. Having finally lurched out of the pandemic lockdowns, the country has staggered into a cost of living crisis, with some dire predictions on energy bills over the winter. As such, consumers will be looking to hold onto their purse strings as the colder months approach.

But Christmas is Christmas, after all, and is the one time of year that UK consumers really go all out to celebrate

with family and friends – and after two years where they were rarely able to do so, this year will be no exception. That said, the focus is likely to be on smaller, more affordable treats and sharing products.

So, how did Christmas 2021 pan out for suppliers and what plans do they have for the one ahead?

“There was definitely a real sense of celebration last Christmas, as consumers indulged and enjoyed celebrating with family and friends over the festive season,” says Bel UK. “Reflective of this, we enjoyed 18% of our full-year sales in December as our versatile range inspired seasonal shoppers, unlocking special sharing and celebratory occasions throughout the key sales period. Retaining our position as Christmas winner for a third consecutive year<sup>1</sup>, we outperformed

the category, achieving the No.1 household penetration slot for the first time (13.5%)<sup>2</sup>.”

KP Snacks group sales director Andy Riddle agrees that there was a great deal of excitement at Christmas 2021 as loved ones were able to reunite for festive celebrations. “As the first Christmas with some sense of normality following Covid lockdowns, shoppers were especially eager to make the most of the occasion, entertaining friends and gathering with family,” he says, revealing that the crisps, snacks & nuts sector was “worth £328m in December 2021<sup>3</sup>, compared to £300.1m in December 2020<sup>4</sup>”.

After a challenging Christmas in 2020 as a result of the pandemic, the 2021 festive period was back to normal... almost, says Colin Taylor, trade marketing director at Fox's





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Burton's Companies. "More households celebrated Christmas together, one-third of shoppers wanted Christmas to be more extravagant, and we saw a 5% increase in frequency of purchase for sweet biscuits, as consumers returned to shopping around<sup>5</sup>. As a result, seasonal biscuits saw some recovery in performance," he says.

"In the 2021 Christmas season, shoppers bought £569m worth of sweet biscuits, with retailers selling 14% more biscuits than expected versus the annual average during the 'golden quarter'<sup>6</sup>," he adds. "In the 17 weeks to Christmas 2021, £114m worth of seasonal biscuits & assortments were sold in UK retailers, an increase of 4% on sales in the 2020 Christmas season<sup>7</sup>."

At Mars Wrigley, celebrations and gifting senior brand manager Emily

Owen notes that Christmas is the most important time for coming together with family and friends, with 76% of GB consumers shopping for the festive season, more than any other seasonal event in the last 12 months<sup>8</sup>, and marking a higher percentage than all other countries studied in the YouGov FMCG & Retail Report 2022. "Confectionery plays an incredibly important role during the Christmas season, with 71% making confectionery purchases for the event<sup>9</sup>," she says. "With nine in 10 consumers buying confectionery for Christmas<sup>10</sup>, ensuring that retailers stock consumer favourite brands and formats will be key to driving sales."

Mondelēz International is a key supplier come Christmas-time, pushing the category forward with the No.1 SKU in seven sub-categories, including tree

decorations, selection boxes, seasonal sharing, and advent calendars<sup>11</sup>, says trade communications manager Susan Nash. "2021 was another fantastic year of creating Christmas magic for retailers and their shoppers: our total seasonal sales and our festive biscuit range grew by over 6% and 3%, respectively<sup>12</sup>."

Meanwhile, at St Pierre Groupe, the Baker Street Christmas range, originally launched in 2020 and surpassing sales of £1m, was extended in terms of both products and distribution for Christmas 2021, with sales up more than 30%<sup>13</sup>, reveals commercial director Chris McLaughlin.

"Initial research demonstrated a huge opportunity for Stollen products and traditional Christmas flavours in new, accessible formats," he says. "Our research showed that products



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that could cater simultaneously to impromptu snacking and festive sharing occasions would be well received and first-year sales proved us right. So, for 2021, we added a new SKU of our innovative Stollen Bites and a Chocolate & Orange Cake Truffle. These snacking formats once again proved popular and contributed 55% of the full range sales during Christmas 2021<sup>14</sup>.”

### Cost of living crisis

Despite the successes achieved last Christmas, however, it is hard to ignore that the country is going through financial turbulence, with challenges to consumers' purse strings on a variety of fronts, including food inflation and energy prices.

“There's no doubt that this Christmas will be financially challenging for many consumers as the cost of living crisis leaves shoppers feeling the pinch,” says St Pierre Groupe's McLaughlin. “However, it's important to put that into the context of the past two years spent celebrating in different ways. Shoppers this year will be levelling up, wanting to show off new skills or appreciation for new flavours picked up over the past few years, but also impress guests to be the perfect host. “Pre-pandemic research showed that shoppers are looking for quality and authenticity when it comes to Christmas products and, if anything, a cost of living crisis makes shoppers more discerning with their spending – it doesn't necessarily mean they spend less,” he adds.

“Despite a challenging economic climate, insights show consumers are planning to splash out and spend more this festive season than in 2021<sup>15</sup>,” says Bel UK. “What's more, with Christmas having always been a time when consumers look to trade up, as they prepare to treat themselves and their guests, household name brands that cater to indulgence are sure to perform well.”

Mondelez's Nash agrees that “in these challenging times, consumers look for brands they know and can depend on to deliver great taste”, but also notes that, this year, “many shoppers will be seeking great value for money when it comes to selecting products to celebrate the season”.

As the cost of living rises and consumers cut back on their spending,



affordable treats will become even more important to consumers who are seeking to celebrate the festive season with loved ones, adds Mars Wrigley's Owen. “Despite this, gifting remains



the biggest shopper ritual for the festive season, whether this be to a family member, a friend or for a Secret Santa gift. Consumers will be looking for value and quality from their favourite brands when purchasing their [festive] confectionery products.”

As excitement builds for Christmas this year, shoppers will seek simple ways to make gatherings and evenings in feel more special, says KP Snacks' Riddle. “Over the Christmas period, shoppers are willing to spend more on higher-quality CSN products<sup>16</sup>,” he notes. The company is focusing on its Tyrrells 150g sharing packs, with the crisps pairing well with wines or gin. “With alcohol consumption rising over the Christmas period and 56% of consumers saying they like to consume





**£328m**

Value of the crisps,  
snacks & nuts sector in  
December 2021<sup>4</sup>

Nielsen

**£569m**

Value of the sweet  
biscuits sector in the 2021  
Christmas season<sup>6</sup>

Nielsen

**71%**

of consumers make  
confectionery purchases  
for the Christmas season<sup>9</sup>

YouGov

**£13m**

Value of cheese & berry  
combinations per year<sup>21</sup>

IRI

savoury snacks with an alcoholic drink<sup>7</sup>, Tyrrells are an excellent festive snack,” he adds.

While Christmas showed signs of returning to normal in 2021, there’s still headroom for growth this year, despite the macroeconomic backdrop, says Fox’s Burton’s Taylor. “Last year, 27% of shoppers still avoided making Christmas plans and the category was still lagging behind pre-Covid-19 levels – down 3.3% versus 2019<sup>18</sup>. However, we know that Christmas is a time when consumers allow themselves treats. Biscuit assortments are exactly that – a small treat that can be bought for your own household’s use or gifted to others for them to share.”

However, it will be essential to offer a breadth of range that caters for all,

with premium still key as shoppers look to trade-up and treat loved ones over the festive period, he adds. “But a good range of family favourites and nostalgic assortments will draw shoppers in.”

#### Favourite flavours

Orange, mint and dark chocolate are among the most popular flavours at Christmas, with flavour and variety remaining key drivers in chocolate and confectionery, says Mars Wrigley’s Owen. “Orange continues to be a popular flavour in chocolate, with the market seeing a 20% growth in orange chocolate<sup>19</sup>,” she says, adding: “The mint flavour has also been growing consistently YOY in all segments of confectionery but is growing fastest in traditional seasonal categories.”

Both Mars Wrigley and Mondelez point to the increasing popularity of white chocolate, which Mars Wrigley’s Owen says has grown by 73%<sup>20</sup>. The company is responding with a limited-edition SKU, Maltesers White, designed to bring in younger shoppers to the category, driving retail sales and wider category growth.

Meanwhile, Mondelez is rolling out a raft of new products, including Cadbury White Jingly Bells and a Cadbury White Hollow Santa. Also playing to the popularity of mint, the company will be introducing a Cadbury Dairy Milk Winter Mint Crisp in a 360g block format.

Chocolate orange is a perennially popular flavour combination, and one that consumers are accustomed to



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at Christmas, says St Pierre Groupe's McLaughlin. This prompted the company to launch its Chocolate Orange Cake Truffles last year. However, he also notes that caramel was a flavour highlighted by the company's consumer research as part of its product development process.

"So our new Caramel Cake Truffles will launch exclusively into Tesco stores from September 2022. As a new-on-shelf product, it provides opportunities for retailers to tap into the gifting market and the snacking occasion, thanks to its multi-pack format."

When it comes to biscuits, dessert flavours are particularly on-trend at the moment, says Fox's Burton's Taylor. The company has introduced a Chocolatey Winter Desserts assortment to cater to this. Meanwhile shortbread also saw a boost last Christmas, with shoppers spending 25% more per pack as they catered for larger gatherings, he adds.

On the savoury front, insights from Bel UK show huge consumer appetite for cheese and berry combinations, worth £13m a year with one-third of sales coming through Christmas<sup>21</sup>, it says. Cheese with cranberries is the second most popular cheese flavour<sup>22</sup>. As such, the company is planning the introduction of Cranberry and Pepper as a new addition to its Boursin 3-Flavour Limited-Edition 240g pack this year.

In the CSN category, bold flavours are in favour this year, says KP Snacks' Riddle. The company launched KP Flavour Kravers in three styles earlier this year: Flame Grilled Steak, Smokin' Paprika and Fiery Caribbean Jerk Sauce. At the sweeter end of the spectrum, he agrees that chocolate orange continues to attract consumer attention, with the company offering Butterkist Crunchy Orange Chocolate flavour toffee popcorn to bridge the gap between popcorn and chocolate confectionery.

### Significant NPĐ

Recognising that Christmas is potentially the most important shopper occasion in the retail calendar, suppliers rarely stint on developing new products to inspire and tempt consumers to purchase.

"Consumer palates are more exploratory than ever, so offering traditional Christmas products in new,

innovative formats, such as Baker Street's Stollen Bites, Cookies and Cake Truffles allows for that trend," says St Pierre Groupe's McLaughlin.

As well as its new Cranberry and Pepper flavour, Boursin will have a limited-edition winter design running on its Boursin Garlic & Herbs 150g pack, along with a plant-based version of its brand, reveals Bel UK.

"Worth £1.4bn<sup>23</sup>, sharing is the largest segment in CSN and experiences a 74% increase in packs bought over Christmas versus the rest of the year<sup>24</sup>," says KP Snacks' Riddle. "Nuts are a perfect sharing choice, with a 60% increase in people purchasing them<sup>25</sup> at Christmas." The company's KP Nuts, Original Salted, Dry Roasted and Honey Roast Peanuts will be available in fully recyclable caddies and large packs, suitable for sharing at Christmas gatherings, he says.

In the biscuit segment, Fox's Burton's is introducing a new Fox's Cookies

Assortment, bringing together popular flavours – milk chocolate, white chocolate, triple chocolate and half coated. Meanwhile its Fox's Festive Assortment gives Crunch Creams and Jam 'n' Cream a festive makeover at an RRP of £2.50.

Chocolate has consistently been the most purchased gift at Christmas<sup>26</sup>, which is testament to its wide appeal and popularity as an indulgent treat, says Mars Wrigley's Owen. Christmas shapes were shown to grow by 5.5% in 2021, with 12% of UK households purchasing them<sup>27</sup>. This year Mars Wrigley has responded to this demand with the launch of M&M's Santa, a hollow-shaped M&M's character filled with mini shakeable M&M's.

The company is also introducing a new Truffles Assortment under its Galaxy brand, featuring chocolate and all new caramel and salted caramel truffles as part of the collection.

Mondelez is bringing a new design





# Marketing and merchandising

In the run-up to this Christmas, HFSS legislation, implemented from October, will have an effect on the positioning of non-compliant festive products in-store.

“With the advent of HFSS legislation, medium-size stores will ideally take note of the practices larger stores have used for many years: creating seasonal displays of biscuit assortments in seasonal ‘hot spot’ bays in compliant parts of the store,” says Fox’s Burton’s Companies trade marketing director Colin Taylor. “These don’t need to be with the biscuits – they could be near BWS,

flowers, gift wrap and other complementary categories to help drive basket size and produce enough space to maintain stock levels. We’ll also be offering retailers a suite of display solutions to add some sparkle in-store and to encourage cross-category purchasing to drive basket spend.”

Research suggest that the majority of consumers aren’t fully planning their Christmas purchases until around five to six weeks beforehand<sup>1</sup>, says Mars Wrigley celebrations and gifting senior brand manager Emily Owen. “Having the right products available and merchandised

to inspire shoppers throughout the season will be vital to drive sales. Mars Wrigley is supporting retailers with engaging off-shelf units and in-store media for NPD and core to bring the Christmas magic and excitement this year.”

St Pierre Groupe commercial director Chris McLaughlin reveals that, this year, selected Asda, Sainsbury’s and Co-op stores will be stocking the Baker Street Christmas range and Tesco stores will also have an additional new, exclusive product from the company – its Caramel Cake Truffles. “As a result of expanded distribution, we are investing

more in marketing support than in previous years during Q4, with consumer media advertising and dedicated social media and PR campaigns to drive brand awareness and trial,” he says.

Bel UK prides itself on being the No.1 media investor within cheese and will continue a multimedia campaign for Boursin, covering TV advertising, VOD and social media, using its ‘Boursin Inspires, You Create’ platform.

Meanwhile, KP Snacks will be rolling out festive packaging across its Tyrrells sharing range to drive awareness and engagement for the premium snack brand.

across its seasonal range this year, to “dial up the ‘specialness’ and build on the seasonal and gifting cues on-pack”, says Nash. Products will also be introduced in multiple formats to adapt to different shopper occasions and desires. These include individually wrapped chunks of various Cadbury chocolate, including White, Dairy Milk and Dairy Milk Wholenut.

In addition, and in response to 21% growth in the advent category, year on year<sup>28</sup>, with one in four households using chocolate to count the days down<sup>29</sup>, the company is launching a Cadbury Dairy Milk Advent Bar, sectioned into 25 individually numbered chunks that can be broken off and enjoyed each day in the run-up to Christmas.

Also new for 2022 is its Cadbury Mini Snowballs Bar, combining the sharing novelty product of Mini Snowballs with Cadbury chocolate in a tablet format. Finally, a Cadbury Favourites

selection box features Cadbury Dairy Milk treats, including a sharing bag of Buttons, a box of Fingers, a Twirl bar and a 100g tablet.

So, there is no shortage of products to tempt consumers during the festive season ahead. As Mars Wrigley’s Owen points out, Christmas is typically a time for increased expenditure, with 62% of global consumers saying they spend more on products and services for Christmas compared to the average monthly spend throughout the year<sup>30</sup>.

In terms of retail, Asda has already revealed its hand on desserts and party food for Christmas 2022<sup>31</sup> and it won’t be long before other retailers follow suit.

One fly in the Christmas ointment, however, will be the upcoming HFSS legislation, which will restrict locational placement of non-compliant products. As retailers reconfigure outlets to align with the new rules, the concern is that this will cause shopper confusion and result in lower impulse

purchases. However, the real testing ground for this will be Halloween and it’s likely that both suppliers and retailers will have learned some valuable lessons to take forward into this year’s prime seasonal celebration.

## Sources

<sup>1</sup> IRI, Total Grocery incl

discounters, MAT to 01.01.22

<sup>2</sup> Kantar, Penetration,

Indulgence, Total UK, 52 w/e

26.12.21

<sup>3</sup> Nielsen IQ, Total Coverage,

Total Value, 4 w/e Dec 2021

<sup>4</sup> Nielsen, 4 w/e 26.12.20

<sup>5</sup> Kantar, 2021

<sup>6-7</sup> Nielsen IQ, Total Coverage,

17 w/e 25.12.21

<sup>8-9</sup> YouGov, FMCG & Retail

Report, 2022

<sup>10</sup> Nielsen Scantrack, 21 w/e

25.12.21

<sup>11</sup> Nielsen, Value Sales incl

discounters, w/e 01.01.21

<sup>12</sup> Nielsen, Value Sales, incl

discounters w/e 01.01.21;

Nielsen, Total coverage, excl

discounters, value sales <sup>17</sup>

wks to 25.12.21

<sup>13-14</sup> St Pierre Groupe internal

sales data

<sup>15</sup> Impero 2022 Christmas

consumer research

<sup>16</sup> Nielsen, Homescan survey

2019

<sup>17</sup> Mintel, Crisps, Savoury

Snacks & Nuts, UK, Feb 2020

<sup>18</sup> Nielsen IQ, Total Coverage,

17 w/e 25.12.21

<sup>19</sup> Nielsen, Value sales, 2 years

to May 2020

<sup>20</sup> Nielsen Scantrack, 21 w/e

25.12.21, Value Sales

<sup>21-22</sup> IRI data, 52 w/e 18.06.22

<sup>23</sup> NielsenIQ, Total Coverage,

Total Sharing Value, MAT to

18.06.22

<sup>24</sup> Nielsen, Homescan Survey

2019

<sup>25</sup> NielsenIQ, Total Coverage,

Total Value, w/e 26.12.20

<sup>26</sup> Deloitte Christmas Surveys

<sup>27</sup> Nielsen Scantrack, 21 w/e

25.12.21, Value Sales

<sup>28-29</sup> Nielsen, Value sales incl

discounters, w/e 01.01.21

<sup>30</sup> See 8-9

<sup>31</sup> <https://tinyurl.com/yc4jkzje>

**Marketing & Merchandising sidebar**

<sup>1</sup> WatchMeThink Mars

Commissioned Study, 2019



Bel UK

# Unbox the No.1\* festive seller

## DETAILS

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## KEY CONTACTS

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Brand Manager (Boursin  
and Port Salut)

## KEY BRANDS

**Boursin**  
**Babybel**  
**Port Salut**  
**The Laughing Cow**  
**Nurishh**  
**GoGo squeezeZ**

Retaining its position as the No.1 indulgence cheese brand for the third consecutive year and outperforming the category<sup>1</sup>, last Christmas also saw Boursin achieve the No.1 household penetration slot (13.5%)<sup>2</sup> for the first time, says Bel UK.

Spearheaded by the iconic Boursin Garlic & Herbs 150g and supported by the popular Boursin Christmas limited editions, the brand delivered 18% of its full-year sales in December, cementing its position as Christmas cheeseboard hero and must-stock festive favourite, says brand manager Anna Petsi.

## Not cheese bored

A must-stock to attract incremental, as well as loyal customers to the cheese fixture throughout the festive period and beyond, Boursin continues to animate the category and create excitement with shoppers through insight lead innovation, she says.

“New for 2022, the hugely popular Boursin 3-Flavour Limited Edition 240g pack will introduce Cranberry Pepper as a new addition to its line-up,” reveals Petsi. “Presented alongside fan favourites Garlic & Herbs and Shallot & Chive flavours, the sweet and peppery blend caters to the consumer appetite for cheese and berry combinations, with cheese with cranberries being the second most popular cheese flavour, worth £13m a year, with one third of the sales coming through Christmas<sup>3</sup>. With the 3x80g format catering toward the cheeseboard occasion at Christmas, the flavoursome trio will elevate seasonal sharing occasions.”

To cater for customers seeking plant-based alternatives to cheese



**“New for 2022, the hugely popular Boursin 3-Flavour Limited Edition 240g pack will introduce Cranberry Pepper as the new addition to its line-up”**

with Christmas being the strongest sales opportunity for the category<sup>4</sup>, outperforming even the key Veganuary occasion, Boursin Plant-Based Garlic & Herbs delivers a unique serving of plant-based indulgence, ensuring everyone can enjoy a cheeseboard this Christmas with friends and family, she notes.

“As a key Christmas crowd pleaser, camembert is also an iconic festive favourite and must-stock for retailers. Nurishh, which is already a top five brand<sup>5</sup> just one year after launch, includes a plant-based alternative to camembert,” adds Petsi. “As the No.1 alternative to indulgent cheese SKU at Christmas<sup>6</sup>, it’s the perfect solution for those seeking plant-based options.”

## Merry media

As the No.1 media investor within cheese at Christmas<sup>7</sup>, Boursin will utilise its existing ‘Boursin Inspires, You Create’ platform to deliver an impactful multimedia campaign, says Petsi.

“Boursin has also evolved its partnership with MasterChef winner Kenny Tutt and UK charity FoodCycle this year, raising funds and awareness, while recruiting volunteers to help feed the hungry and lonely in our communities by using food which would otherwise go to waste.”

## Source

- <sup>1</sup> IRI, Total Grocery incl. Discounters, MAT to 01.01.22
- <sup>2</sup> Kantar, Penetration, Total UK, 52 w/e 26.12.21
- <sup>3</sup> IRI data, 52 w/e 18.06.22
- <sup>4</sup> IRI, Grocery Multiples, 1 w/e 06.02.21
- <sup>5</sup> IRI, Value sales market share, YTD 21.05.22
- <sup>6</sup> IRI, Value sales, 4 w/e 01.01.22
- <sup>7</sup> Nielsen AdDynamix, Total cheese category, Jan 2021-Dec 2021

\* No.1 indulgence cheese brand at Christmas – see Source 1







**Boursin®**  
You **inspires.**  
**create.**



**This Christmas**  
drive more sales with the  
**No.1** Indulgence  
cheese brand.\*



\* IRI Total Grocery Outlets incl. Discounters 52 w/e 18th June 2022



## Fox's Burton's Companies

# Bringing the family together

## DETAILS

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## KEY BRANDS

**Paterson's**  
**Thomas J Fudge's**  
**Fox's Fabulous Chocolatey**  
**Fox's Fabulous Viennese**  
**Fox's Fabulous Cookies**  
**Fox's Classic Biscuit Selection**  
**Fox's Favourites Biscuit Selection**  
**Fox's Festive Biscuit Selection**  
**Fox's Party Rings**  
**Fox's Favourites Crunch Creams**

 Fox's Burton's Companies is one of the biggest producers of seasonal biscuits, with baking expertise dating back to 1853. "Our family of brands and eye-catching range of NPDP are here to help you and your customers share quality time together this Christmas," explains Colin Taylor, trade marketing director.

## Seasonal biscuits & assortments

The importance and longevity of the company's seasonal biscuit family is best represented by Paterson's shortbread. Compared to the average for shortbread, twice as many Paterson's servings are chosen because household members have specifically requested the biscuits to be served<sup>1</sup>, reveals Taylor. Twenty-one per cent of GB households bought shortbread in the 2021 Christmas build-up (4 w/e 26.12.21) with penetration starting in September<sup>2</sup>.

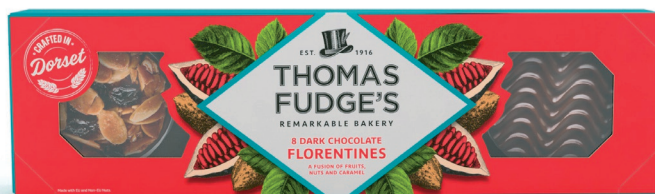
Fox's Fabulous was the best-performing assortment last Christmas. Sales grew 15% year-on-year, ahead of total seasonal assortments at 4%<sup>3</sup>, says Taylor. "Following consumer feedback to bring the SKU more in line with the wider range, the Fabulous assortment will sport a new name – Fox's Classic Biscuit Selection – and will feature the same loved biscuits: indulgent Chocolatey Rounds, Crunch Creams, Jam N Cream, Viennese and more."

Another great Christmas story is the Fox's Viennese Assortment, delivering 94% growth year-on-year<sup>4</sup>, adds Taylor. This gained 84,000 new shoppers vs 2020, with 37.2% of shoppers aged under 45, vs a category average of 23%<sup>5</sup>.

## Broader appeal on cookies

Cookie assortments outperform total assortments at Christmas, over-indexing during the period with weekly sales up 8% above the rest of the year<sup>6</sup>. "This Christmas, we're introducing a new Fox's Cookies Assortment which brings together all of Fox's popular flavours – Milk Chocolate, White Chocolate, Triple Chocolate and Half Coated," says Taylor.

"Also new is the Fox's Festive Assortment that gives Crunch Creams and Jam N Cream a festive makeover."



**“Our family of brands and eye-catching range of NPDP are here to help you and your customers share quality time together at Christmas”**

Fox's Chocolatey is one of the fastest-growing sweet biscuit brands (+32% YOY<sup>7</sup>). "The Chocolatey Biscuit Selection and Chocolatey tin feature a range of Fox's premium chocolate biscuits. The Chocolatey Winter Desserts Biscuit Selection has four varieties of rich dessert flavours enrobed in Fox's signature chocolate.

"Meanwhile the Snowman™ Biscuit Selection tin combines two iconic British brands, synonymous with Christmas: Fox's and The Snowman, Raymond Briggs' much-loved festive favourite," says Taylor. "This includes Crunch Creams, Triple Chocolate Cookies and a delicious Chocolatey Fudge Sundae – finished with a foil wrapper featuring The Snowman™.

## Festive treats

"This year, we'll also introduce the Party Yard: 3x125g packs of Party Rings in a novelty 'yard', perfect for taking to family events and gifting," he adds.

"Finally, Fox's Crunch Creams will introduce a Limited-Edition Sticky Toffee Pudding flavour, tapping into the recent growth in dessert flavours."

## Source

- <sup>1+2</sup> Kantar Worldpanel, Usage Panel, 52 w/e 15.05.22  
<sup>3</sup> NielsenIQ, Total Coverage 17 w/e 25.12.21  
<sup>4</sup> NielsenIQ, Total Coverage, 17 w/e 25.12.21 & FBC UK analysis  
<sup>5</sup> Kantar Worldpanel, 16 w/e 26.12.21  
<sup>6</sup> NielsenIQ, Total Coverage, 17 w/e 25.12.21  
<sup>7</sup> NielsenIQ, Total Coverage, 52 w/e 25.06.22



# STOCK UP NOW



FASTEST GROWING  
BRANDED BISCUIT  
ASSORTMENT<sup>1</sup>

UK'S #1  
SHORTBREAD<sup>2</sup>



EXPERTLY BAKED  
SINCE 1853

NEW FOR  
2022



NEW FOR  
2022

Party in the snow

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<sup>1</sup>NielsenIQ Total Coverage 17we 25.12.22 <sup>2</sup>NielsenIQ, Total Coverage, 52 w/e 25.06.22



## KP Snacks

# Going nuts for festive snacks

## DETAILS

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## KEY CONTACTS

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**Kevin McNair**  
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## KEY BRANDS

Hula Hoops  
McCoys  
KP Nuts  
Butterkist  
popchips  
Tyrrells  
Skips  
Pom-Bear  
Penn State  
Nik Naks  
Wheat Crunchies  
Space Raiders  
Discos  
Frisps  
Roysters

Christmas represents a huge opportunity for crisps, snacks & nuts (CSN), and the category is perfectly placed to meet the needs of both consumers and shoppers looking to celebrate, says KP Snacks. CSN continues to see strong growth over the festive period, with a value of £328m in December 2021, up from £300m the year before<sup>1</sup>. Brands play an important role at Christmas, with 92% of CSN growth coming from branded products as consumers look to trade up and provide affordable treats<sup>2</sup>.

Andy Riddle, group sales director, KP Snacks, says: “We’re ready to deliver on flavour and fun this festive season, offering a diverse portfolio of delicious snacks. Last year, we showed a strong Christmas performance, contributing 71% of overall category growth<sup>3</sup>, and we’re looking forward to driving growth again this year.”

Worth £1.4bn<sup>4</sup>, sharing is the largest segment in CSN, and experiences a 74% increase in packs bought over Christmas versus the rest of the year<sup>5</sup>, he notes. “Nuts are a perfect sharing choice, with a 60% increase in people purchasing nuts<sup>6</sup> at Christmas,” he says.

“KP Nuts leads the category as the No.1 branded nut, at more than four times the size of the nearest branded competitor<sup>7</sup>. Popular KP Nuts, Original Salted, Dry Roasted and Honey Roast Peanuts will be available in fully recyclable caddies and large sharing packs, ideal for gatherings.

## Bold festive flavours

KP’s Flavour Kravers range is a great choice as consumers seek out bold flavours this Christmas. Available in three delicious flavours – Flame Grilled Steak, Smokin’ Paprika, and Fiery



“We’re ready to deliver on flavour and fun this festive season, offering a diverse portfolio of delicious snacks”

Caribbean Jerk Sauce – Flavour Kravers look to ignite interest from younger consumers, with this demographic over-indexing in bold flavours<sup>8</sup>.

Over Christmas, shoppers are willing to spend more on higher-quality CSN products<sup>9</sup>. “KP Snacks’ premium hand-cooked crisp brand Tyrrells is perfect for tempting shoppers to trade up,” says Riddle. “Festive packaging will be rolled out across the Tyrrells sharing range, including popular flavours: Mature Cheddar & Chive, Sea Salt & Cider Vinegar, and Lightly Sea Salted. With alcohol consumption rising over Christmas and 56% of consumers saying they consume savoury snacks with an alcoholic drink<sup>10</sup>, Tyrrells offer an ideal accompaniment to a variety of wines or gins or maybe even fizz.”

Butterkist is the nation’s favourite popcorn brand at almost twice as large as its nearest branded competitor<sup>11</sup>, and provides the perfect accompaniment to a Christmas movie, he says. “Adding a touch of indulgence, Butterkist Crunchy Orange Chocolate flavour toffee popcorn bridges the gap between popcorn and chocolate confectionery.

“We are perfectly positioned to continue driving CSN sales this Christmas, with our exciting range of products, creating value and generating demand by offering something for everyone and all occasions.”

## Source

<sup>1,2</sup> Nielsen IQ, Total Coverage, Total Value, 4 w/e December 2021

<sup>3</sup> Nielsen IQ, Total Coverage, Total Value, 12 w/e December 2021

<sup>4</sup> Nielsen IQ, Total Coverage, Total Sharing Value, MAT to 18.06.22

<sup>5</sup> Nielsen Homescan Survey 2019

<sup>6</sup> Nielsen IQ, Total Coverage, Total Value, w/e 26.12.20

<sup>7</sup> Nielsen IQ, Total Coverage, Total Value, MAT to 18.06.22

<sup>8</sup> Kantar WPO January 2021

<sup>9</sup> Nielsen Homescan Survey 2019

<sup>10</sup> Mintel, Crisps, Savoury Snacks and Nuts, UK, Feb 2020

<sup>11</sup> Nielsen IQ, Total Coverage, Total Value, MAT to 18.06.22



# KP Snacks



THE UK'S NO.1 NUTS BRAND\*

Something for  
**EVERYONE**  
this

*Christmas*



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The **NO.1 CONTRIBUTOR** of Category Growth†

\*NielsonIQ MAT, Value Sales June 2022 \*\*NielsonIQ MAT, Sharing in Total coverage June 2022 †NielsonIQ Scantrack MAT Sales 2014 - 2022



## Mars Wrigley UK

# 'Whoop whoop' for Christmas

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Senior Brand Manager

## KEY BRANDS

Maltesers  
Galaxy  
Skittles  
Celebrations  
M&M's  
Extra

Christmas 2021 centred around reconnecting with loved ones and celebrating together, and with nine in 10 consumers buying confectionery within the period<sup>1</sup>, it is a hugely significant category for the occasion, says Mars Wrigley celebrations and gifting senior brand manager Emily Owen.

"Mars Wrigley has an extensive chocolate portfolio that is synonymous with the festive season, ranging from the No.1 self-eat Maltesers Reindeer treat<sup>2</sup>, to the iconic Celebrations sharing packs, and not forgetting the delicious Maltesers and Galaxy Truffles gift boxes – perfect for those all-important gifting rituals," she says.

This year, Mars Wrigley will be bringing back the eagerly awaited Maltesers Mint Reindeer, an exciting flavour extension set to appeal to the growing consumer base demanding mint-flavoured products, reveals Owen. "Mars Wrigley is also continuing its line of innovation and shaking up the category with new M&M's Santa hitting the stores this Christmas. The chocolate hollow shaped M&M's characters filled with shakable mini M&M's could not come at a better time, with 12% of households purchasing hollow shapes for the festive season last year<sup>3</sup>," she explains.

## Indulgent treats

Gifting and sharing remain a significant ritual around the festive period, with consumers looking for cost-effective ways to provide indulgent treats to loved ones. "Mars Wrigley is bringing back the sought-after Maltesers White Truffles this Christmas," notes Owen. "With white flavoured chocolate growing 73% in popularity this year<sup>4</sup>, this limited-edition SKU will be positioned to drive younger shoppers to the category, boosting retail sales, alongside wider category growth."

The company will also add to its Galaxy Truffles range, with the new Galaxy Truffles Assortment SKU, featuring smooth chocolate, and the new caramel and salted caramel truffles. "With salted caramel voted the sixth most popular flavour in chocolate<sup>5</sup>, this indulgent product is set to provide a



**Mars Wrigley is continuing its line of innovation and shaking up the category"**

delicious treat to gift to loved ones this festive season," says Owen.

"In the spirit of celebrating together with friends and family, Celebrations is 'bringing the whoop whoop' like no other brand," says Owen. "When Celebrations tubs officially land in-store for the season, it signals to shoppers that Christmas is upon us.

"Celebrations continues to showcase strong PR and media engagement through bringing back the notorious Bountygat campaign in 2021 and successfully launching the new 'Bring the Whoop Whoop' TV ad. This year, Mars Wrigley is also launching a phased rebrand across the complete range of Celebrations, modernising the look and feel to excite consumers and recruit younger shoppers to the twist wrap category."

Sustainability is a key focus for Mars Wrigley, adds Owen. "Last year, the brand removed 82 tonnes of PE from the market with Maltesers Box," she says. "This year, Mars Wrigley is continuing with this initiative with its Truffles range, making Maltesers and Galaxy Truffles cartons fully recyclable with the window removed, the core SKUs are set to have 14% less packaging and all the individual truffles are to be single layer wrapped."



## Source

<sup>1</sup> Nielsen Scantrack 21 w/e 25.12.21

<sup>2</sup> Nielsen Scantrack 21 w/e 25.12.21 Value Sales



# here comes santa!

milk chocolate santas **filled** with mini **m&m's**



**new**

average  
shopper buys

**x2**

hollow shapes  
packs per  
trip\*\*

Christmas shapes  
**grew by  
+5.5%**  
in 2021\*

\*Source: Nielsen Scantrack 21 w/e 25.12.21 Value Sales

\*\*Source: Kantar Worldpanel - Continuous panel  
52 w/e 26.12.21 - Total Grocery, total Confectionery

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## Mondelēz International

# Gearing up for festive success

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Manager

## KEY BRANDS

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Cadbury Dairy Milk  
Green & Black's  
Trebtor  
Maynard Bassetts  
Halls  
belVita  
Cadbury Biscuits  
Mikado  
Toblerone  
Oreo  
Ritz  
Barney

↙ Mondelez International's seasonal sales grew by over 6%<sup>1</sup> last year, and we're raring to go for another year of festive magic, says trade communications manager Susan Nash. "Cadbury leads the way in multiple Christmas sub-categories<sup>2</sup>, including seasonal sharing, advent calendars and selection boxes – so we are the experts when it comes to getting the most out of the biggest shopper occasion in the retail calendar," she says. "Early preparation is key. Shoppers' habits begin to evolve as early as September, when the nights draw in and consumers spend more time at home sharing treats with friends and loved ones."

## Festive firsts

In October, shoppers start to purchase seasonal treats, so self-eats and novelties should make an appearance on shelves, advises Nash. "This year Mondelez International is unveiling the Cadbury Mini Snowballs 110g Bar – the ultimate combination of the nation's No.1 sharing novelty treat<sup>3</sup> in Cadbury's iconic heartland tablet format. Cadbury Puds made a much-anticipated return last year and quickly became a hit as the season's No.1 NPDP<sup>4</sup>. This year, they're also available in a five-pack format."

By November, the countdown to Christmas has truly begun. "Shoppers start to pick up things like advent calendars and tree decorations as the festive spirit takes over," says Nash. "Cadbury Dairy Milk Advent Bar, a new and unique proposition, features 25 individually numbered chunks of



“Early preparation is key. Shoppers’ habits begin to evolve as early as September when the nights draw in and consumers spend more time at home sharing treats with friends and loved ones”

the nation's favourite chocolate with a vibrant wrap that is sure to stand out on-shelf. Also, Oreo will be bringing a playful twist to Christmas with seasonally coloured cremes through the classic Original flavour. Oreo Festive Colours, ideal for sharing, feature three 114g roll packs, with red, green and white coloured-creme options."

## Christmas magic

In December, retailers can deliver real Christmas magic by stocking up on larger gifting and sharing formats. "New for this year is the Cadbury Chunk Collection, a great addition to a store's festive cartons and tubs range. This includes individually-wrapped chunks of various Cadbury chocolate, including White, Dairy Milk, and Dairy Milk Wholenut.

"We're also rolling out an eye-catching new design across our Cadbury seasonal range, dialling up the 'specialness' of the products and encouraging shoppers to feel proud to gift and share them with loved ones."

"This year we're reducing our plastic use across our Christmas pouches range to support our business' broader sustainability goal of ensuring the snacks we make are right for both people and planet."



## Source

- <sup>1</sup> Nielsen, Value sales, incl discounters, w/e 01.01.21  
<sup>2</sup> Nielsen, Total coverage, incl discounters, Value sales, 20 wks to 01.01.22  
<sup>3+4</sup> Nielsen, Value sales, incl discounters, w/e 01.01.21



Cadbury  
*Secret Santa*



Stock our **Christmas** range  
for seasonal success\*

\* Cadbury is the No 1 Confectionery supplier at Christmas, Nielsen, total coverage, including discounters, value sales 20 weeks to 1.1.22



## St Pierre Groupe – Baker Street

## A taste of Christmas markets

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Commercial Director  
**Jen Danby**  
International  
Marketing Director

## KEY BRANDS

**Baker Street**

 Baker Street is a recognised player in bakery, known for its extended-life hot dog rolls, burger buns and sliced loaves. However, since 2020, it has been carving out space in the seasonal market, launching a range which secured the brand its first major multiple listing in Christmas 2020.

“Since then, the Christmas range has expanded – catering to emerging trends and driving sales for retailers – and now offers Baker Street Marzipan Stollen Loaf, Marzipan Stollen Bites, Apple Stollen Bites, Stollen Cookies and Chocolate & Orange Cake Truffles as part of its Christmas-markets-inspired selection,” reveals Chris McLaughlin, commercial director at St Pierre Groupe, which owns the Baker Street brand.

“In 2021, sales of the extended range increased by more than 30%<sup>1</sup>,” he says. “With increased distribution secured through Tesco, Sainsbury’s, Co-op and Asda stores for 2022, along with another new product addition, the brand is set for another fruitful festive period. Brand awareness has been bolstered, up 14%<sup>2</sup> in the brand’s latest consumer read.

“Ahead of launch in 2020, research showed almost 50% of consumers buy Stollen over the Christmas period<sup>3</sup>, so the opportunity was clear,” he says.

“While 53% buy Stollen to enjoy with friends or family at home, 30% buy it as a snack for themselves with more than half (51%) saying it is perfect for an afternoon snack<sup>4</sup>. Our range caters to all these occasions, with traditional loaves and innovative Stollen Bites designed for snacking or sharing.”

In the four weeks to Christmas, the cake category grows from £101m to £143m (+42%)<sup>5</sup>, he says. “Stollen offers a quick win for retailers; growing into a significant sub-category.



“In 2021, sales of our extended range increased by more than 30%<sup>1</sup>”

“Baker Street’s NPD is designed to help retailers capitalise on emerging consumer trends. The top three attributes shoppers look for in food and drink gifts are quality (65%), authenticity (41%) and attractive packaging (39%)<sup>6</sup>, which stands us in good stead. Each product is made to an authentic recipe and packaged in Baker Street’s stand-out festive branding.”

Stollen is a Christmas menu staple; in 2020 one in six Brits were planning to eat Stollen and the market had grown to £18m<sup>7</sup>.

“Some flavours are perennially popular during the festive season and, this year, Baker Street has added Caramel Cake Truffles to its range, as an exclusive to Tesco,” reveals McLaughlin. “As a new-on-shelf product, it provides opportunities for retailers to tap into both the gifting market and the snacking occasion thanks to its multi-pack format. Last year, the Chocolate & Orange variety achieved strong sales and the new caramel flavour strikes the perfect balance between premium indulgence and affordable luxury.”

## Source

- <sup>1</sup> St Pierre internal sales data  
<sup>2</sup> Strategy & Bread and Baked Goods Survey, June 2022  
<sup>3-4</sup> St Pierre Groupe market research, Feb '20  
<sup>5</sup> Nielsen, Cake, Jan '21  
<sup>6</sup> St Pierre Groupe market research, Feb '20  
<sup>7</sup> Kantar, 2021



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