

## Marketing and Selling in the United Kingdom

### CASE STUDIES in the food sector



*Distell is South Africa's leading producer and marketer of fine wines, spirits, ciders and ready-to-drinks (RTDs)*

#### **Stellenbosch Farmers' Winery (South Africa)**

SFW are a major South African wine producer. Whilst they had had some success in introducing their wines into selected European markets they used The UK Market Entry Programme for the launches of their cider – Savannah and their fruit juices – Table Bay. The results of the full programme were ultimately presented to the major UK grocery retailers and the thoroughness of the approach and the correct identification of the market gap persuaded the retailers to stock both ranges.



#### **Friesland Coberco (The Netherlands)**

Friesland Coberco is one of the largest dairies in the world and is a highly innovative organisation creating a whole range of added value derivatives and line extensions. Their brief was to take advantage of the rapidly growing flavoured milks sector in the UK and The UK Market Entry Programme was used extensively to develop the correct product to meet consumer's needs. The most telling element of the programme was the consumer research which led them to creating a new market sector – Real Fruit Milks.



### **Van der Meulen (The Netherlands)**

Van der Meulen is a family owned business in the North of Holland and they were recommend to us by Friesland Coberco. They had achieved excellent sales of their Melba toast product in the UK major multiples but now wanted to introduce a selection of new products. To obtain additional funding from the DTI in The Netherlands they asked us to produce a UK Business Plan based on the studies they had undertaken. This Business Plan helped them to achieve over £100,000 of new funding.



### **Alliance Coffee (Brazil/Spain)**

Alliance is a worldwide supplier of own label coffees and had been approached by Tesco with a view to supplying them in the UK. Alliance used the consumer research and implementation elements of the UK programme which resulted in a full DVD presentation to Tesco and the successful acquisition of part of their business.

## *Vaasan & Vaasan*

### **Vaasan & Vaasan (Finland)**

Following the Gap Analysis and research stages of the programme Vassan & Vassan, who are the makers of FinnCrisp asked us to full brief their sales force on the results so that a co-ordinated approach was used in selling-in to the retail trade.



### **Bokomo (South Africa)**

Bokomo are a leading cereal producer and third behind Kellogg's and Nestlé in South Africa. The results of The UK Market Entry Programme led them to decide on attacking the private label sector rather than go to the expense/risk of launching a brand in the UK. Bokomo currently supply to both Sainsbury and Asda.