

Canderel World Cup Food Service Drive – June 2010

INTRODUCTION

Fore Good Group (FGG) are the exclusive distributors and brand custodians for Merisant (Canderel and Equal). Canderel and Equal are the leading brands respectively commanding an estimated +70% value share of the sweetener market in South Africa. Once of Canderel's fastest growing channels is Food Service (HORACA - Hotels, Restaurants, Cafes), with an estimated 80% share of this sector. The country's biggest sugar producer also launched its own sweetener brand, aggressively competing (deep discounting) with its established sugar sachet offering in HORACA.

OBJECTIVES

With South Africa hosting the FIFA World Cup, the team decided that there was an opportunity to drive short-term incremental value and volume from the overseas visitors mainly from Western Europe where Canderel is also the leading brand. Secondary was to reinforce Canderel's premium traits vs. competitors.

CHALLENGES

- Competitor offering deep discounts (-50%)
- HORACA segment in decline due to recession
- HORACA Distributors little/no marketing resource
- FGG's HORACA sub-distributors owned outlets/chains relationship
- HORACA sceptical about inflated forecasts / FIFA expectation

STRATEGY

Create strong Pull strategy positioning Canderel as "Europe's sweetener of choice". Initiate relationships directly with Hotels, Restaurants and Cafes in partnership with HORACA sub-distributors. Focus on potential high-traffic/tourist areas complemented by personal visits via branded mobile strike team offering education and special deals.

VEHICLES

- National Branded Strike Team
- HORACA sub-distributor Telesales Incentives
- Geographic Targeting Software
- 10+1 Free Deals
- Branded collateral & samples
- Broadsheet support

RESULTS

- April '10, May '10 and Sep '10 were the highest in Canderel's Food Service history respectively in both value and volume
- 52% value & 67% volume growth: AMJ '10 (World Cup Sell in) vs. SPLY
- Preliminaries show this also drove distribution & baseline growth with 9% value and 12% volume growth: ASO '10 vs. SPLY
- Return on marketing Investment (ROMI) = 19% over 3 months



EUROPE'S SWEETENER OF CHOICE

Research Findings indicate that:

- 25% of your customers use sweeteners as an alternative to sugar
- 70% of all premium coffee consumers who use sweeteners prefer to use Canderel
- Canderel is Europe and South Africa's leading low calorie sweetener
- Canderel sticks were specifically formulated to complement premium hot beverages
- Canderel offers the most consistent pack count and pack weight!

SPECIAL PROMOTIONAL OFFERS FOR LIMITED PERIOD

CONTACT YOUR NEAREST DISTRIBUTOR OR SEND EMAIL ON 063 206 9983 OR SATWILL@MWWEB.CO.ZA

Life is delicious with CANDEREL

Canderel Sticks

Canderel Sticks were specifically formulated to complement both hot and cold beverages. One stick has the sweetening power of 2 teaspoons of sugar, but has 10 times less calories. Available in catering packs of 1000 sticks, as well as smaller packs of 50 and 100 sticks and a variety of sizes.

Ingredients:
Diastase, non-calorie sweeteners (saccharin, sucralose), emulsifying agent (sorbitol), "Contains a source of phenylalanine (ASPARTAME) and BHA free."

	Per 100 g	Per stick (1 g)
Energy	1543 kJ (363 kcal)	15.4 kJ (3.6 kcal)
Protein	1.0 g	0.02 g
Carbohydrate	80.2 g	0.80 g
- Sugars	80.0 g	0.79 g
Fat - Total	0 g	0 g
- Saturated	0 g	0 g
Sodium	0.52 mg	~0.01 mg

Canderel 1000 sticks are in 20 months shelf life. It should be stored in a cool and dry place. It is suitable for diabetic and vegetarian diets. See http://www.pinklink.co.za for more information. There are no allergenic ingredients. Any genetically modified ingredients are approved by the South African Department of Health.

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