

Speciality and Fine Foods Fair 2010

“Developing a winning product”

Simon Wright, OF+ Consulting

Tuesday September 7th 2010

Who Are You ?

Retailer, Wholesaler, Producer,
Manufacturer, Consultant, Journalist,
Other?

Contents

1. About OF+ Consulting
2. Developing A Winning Product - 4 Questions
3. Case History: GO*DO Chocolate
 - Sustainability
 - Future Trends

1. About OF+ Consulting

OF+ helps develop “Sustainable Food”
Organic, Fairtrade, Local, Slow and more...

www.organicandfairplus.com

2. Developing A Winning Product

Four Questions To Ask Yourself

2.1 Who Needs It ?

Consumers, retailers, restaurants?

2.2 What is your USP?

Cheaper, tastier, more ethical, local, better packaged, free-from?

2.3 What is your Route to Market?

Direct sales, retailers, markets?

2.4 Who Knows About It?

Social Marketing, PR, Word of mouth, advertising, local/national press

2. Developing A Winning Product

How much do you do yourself?

- Recipe development
- Manufacturing
- Packaging Design
- Distribution
- Sales
- Marketing
- PR

All or none can be outsourced....

3. Case Study - GO*DO Chocolate



go*DOTM
piacere italiano

The logo features the brand name 'go*DO' in a dark brown, rounded, sans-serif font. The asterisk is positioned between 'go' and 'DO'. A trademark symbol (TM) is located to the upper right of the 'DO'. Below the brand name, the tagline 'piacere italiano' is written in a smaller, dark brown, cursive script font. The entire logo is set against a light beige background.

3. Case Study - GO*DO Chocolate

What Is It?

UK launch of a new brand of organic chocolate manufactured in Italy and already on sale there and in Japan. Range is 5 x 35g bars (handbag size).

“Proudly made in Italy to give you a moment of pleasure.”

3. Case Study - GO*DO Chocolate

3.1 Who Needs It ?

Retailers because

- Some no longer want to stock Green & Black's since it is now owned by Kraft
- The extremely effective distribution of Green & Black's has made it everyday so retailers are looking for something a bit different

(How do we know? We asked them...)

3. Case Study - GO*DO Chocolate

3.2 What is our USP?

- Provenance - made in Italy from high class Italian ingredients
- Taste - recipes selected and developed by experts
- Range - combines the expected (60% dark, 34% milk) with the less usual (espresso coffee, dark with whole almonds, milk with hazelnuts, vanilla)
- Format - 35g bar small enough to be “guilt free”
- Quality - product is made in a state-of-the art “bean to bar factory” that is family-owned and obsessive about product quality
- Ethical - Fairtrade before Fairtrade existed, cocoa beans bought directly from farmers
- Sustainability - “naturally, its organic”

3. Case Study - GO*DO Chocolate

3.3 What is our route to market?

Direct sales / Website too resource intensive (need to constantly keep front of mind via email / direct mail and develop fulfillment capability).

So:

- Specialist independent retailers for knowledge and credibility
- One national retailer to support production volumes and reassure journalists

3. Case Study - GO*DO Chocolate

3.3 Who knows about it?

Launch date is September 1st but ahead of this we have:

- Met with The Grocer (as part of a competition)
 - Been to see retailers to get their feedback AND ACTED ON IT (wrappers completely redesigned for the UK market, type of outer case altered, rsp reduced)
 - Generated online reviews from the bloggerati
- (No press release issued until we have confirmed retail outlets)
- Twitter and Facebook pages for GO*DO which direct to our website www.godochoc.com

GO*DO Website

News & Events
GO*DO Collection
About GO*DO
Community

go*doTM

piacere italiano

WHO WE ARE
CHOCOLATE NEVER TASTED SO GOOD
PRODUCT QUALITY
BEAN TO BAR TRACEABILITY
GO*DO CERTIFIED QUALITY

ABOUT GO*DO

THE TASTE IS GOOD:
We use the **highest quality ingredients**, and **work carefully**, especially when the cocoa beans are dried and fermented. Our cocoa blending skills give us **stunning flavour**.

THE ETHICS ARE GOOD:
Converting cocoa plantations to organic farming brings the campesinos the **economic benefits** of a higher selling price for the cocoa beans and an **improvement in plantation productivity** (up to 50% more), through better training.

This **precious knowledge** then gets passed from generation to generation.

THE RESPECT FOR THE ENVIRONMENT IS GOOD:
We source our cocoa from small farmers in the Dominican Republic, Ecuador and Peru, tropical regions where the **risk of deforestation** is very high. Organic cocoa production needs the presence of shadow trees, with very **positive effects on the climate, flora and fauna** of the region.

via Vigevano 39 Milano 20144 ITALY tel. 39 02 836 0346 fax. 39 02 581 09661 info@godocioccolato.it

GO*DO Reviews

“I enjoyed the almond bar very much, good chocolatey notes and fresh almond worked well - I also liked the mini bar shape”

Chantal Coady – owner of Rococo fine chocolate shops

"The chocolate was delicious."

Hannah Newcomb, International Development Adviser, The Co-op

“We ate the chocolate within a couple of days of it arriving, which should tell you that we liked it. We liked the texture of the coffee in the espresso chocolate and the coffee taste was very good, the dark chocolate had an initial fruitiness, no bitterness and a decent aftertaste with a good overall flavour. The milk was a more "Belgian" style than ours; nice and smooth-tasting, the white with vanilla was markedly less sweet than most (a good thing - most are inedible for me) and had a good hit of vanilla. Good luck with taking them to market!”

Duffy Sheardown, UK bean-to-bar chocolatier

GO*DO Reviews

“There’s nothing intensive with these bars – apart from the taste. With the Espresso bar I did love the flavour. It is intense but perfectly balanced against the inherent chocolate notes

Lee McCoy, ChocolateReviews.co.uk

“When vanilla is used in chocolate it’s often simply to cover the flavour of poor quality beans, so I’ve never been overly fond of it. This little bar has lots of flecks of black vanilla scattered throughout, and the distinctive flavour comes right to the front. It’s a respectable 30% cocoa solids. All that vanilla gives it the flavour of a good ice cream. I surprised myself by enjoying this one.”

Dom Ramsey, Chocablog.com

3. Case Study - GO*DO Chocolate

How much do you do yourself?

- Recipe development - outsourced to factory
- Manufacturing - outsourced to factory
- Packaging Design - inhouse
- Distribution - outsourced to Honeycomb
(www.honeycombpm.com)
- Sales - outsourced to Honeycomb
- Marketing - outsourced to OF+
- PR - outsourced to OF+

3. Case Study - GO*DO Chocolate

Q. Will it work ?

A. Only 10% of new food products are still onshelf one year after launch...

4. What is Sustainability ?

The Seven Principles of Sustainability from
Sustain - the alliance for better food and farming

www.sustainweb.org/sustainablefood

4. What is Sustainability ?

- Use local, seasonally available ingredients to minimise energy used in food production, transport and storage
- Specify food from farming systems that minimise harm to the environment such as certified organic produce
- Limit foods of animal origin (meat, dairy and eggs) and promote meals rich in fruit, vegetables, pulses, wholegrains and nuts. Ensure that meat, dairy and eggs are produced to high environmental and animal welfare standards
- Use fish from sustainable sources, such as those accredited by the Marine Stewardship Council (MSC)

4. What is Sustainability ?

- Choose Fairtrade-certified products for foods and drinks imported from poorer countries to ensure a fair deal for disadvantaged producers
- Avoid bottled water
- Promote health and well-being by cutting down on salt, fats and oils and cutting out artificial additives

4. OF+ and Sustainability

- Initial experience working for major food manufacturers such as United Biscuits, Nestle and Unilever, followed by nine years as Technical Director at Whole Earth Foods, responsible for their extensive New Product Development programme.
- During this time I helped to create the Green & Black's range of organic and Fairtrade chocolate.
- I left Whole Earth to set up my own business, specialising in the development and marketing of sustainable food and drink.
- Over the last 15 years I have worked successfully as a consultant in the UK, Europe, the USA and Australia.

4. OF+ and Sustainability

Notable projects include:

- **Brands** Helping to develop the Enjoy (Organic), Divine and Liberation (Fairtrade) and Free & Easy (free-from) product ranges
- **Retail** Running The Organic Partnership, a best-practice group of 25 organic suppliers to Sainsbury's, and helping to develop the Sainsbury's SO organic own-label range, chairing judging of *Quality Food Awards*
- **Communications** Editing three books on organic and Fairtrade processing and marketing, writing for trade and consumer magazines, appearing on TV and radio and organising and chairing conferences for the FDIN, *Natural Products Europe* and *Food Ingredients Europe*
- **Training** Writing and delivering training programmes to colleagues at Sainsbury's, Planet Organic, As Nature Intended and Greater London Enterprise on all aspects of sustainable food
- **Government** Drafting the first UK Compendium of Organic Standards, producing the first version of the Defra organic website, full member of UKROFS (United Kingdom Register of Organic Food Standards)
- **NGO's** Working for the Soil Association as a consultant, chair of the Ethical Trade Standards Action Group, member of the Management Committee and Council, and member of the Standards Board. Working with FLO (Fairtrade Labelling Organisation) to draft standards for processed foods. Working as a consultant to the Fairtrade Foundation.

5. Future Trends - Mintel (UK)

- Moderate and ethical spending key trends for 2010
- Consumers will demand greater transparency and ethical responsibility from food and beverage makers in the year ahead, according to a trend forecast for 2010 from market research organization Mintel.
- The organization's predictions are optimistic for the coming year, largely dealing with how consumers will react as the economy recovers. Its seven top trends for 2010 reflect a broad change in mindset, with 'resilience', 're-evaluating' and 'stability' making the list.
- Director of Foresight at Mintel Richard Cope said: "While in 2009, fear played an important role in shaping consumer behaviour, 2010 will see a return of confidence and adaptation to overcome the restraints previously imposed on consumers."
- Ethical sourcing and sustainability will become more important than ever during 2010 as brands look to build trust, Mintel predicts, saying "transparency is no longer a differentiator for brands; it's a requirement...Ethics will play a large part in rebuilding brands." Its research has shown that **nearly half of British adults view environmental and ethical issues as important, and 90 per cent of Americans buy green products at least sometimes.**
- "For businesses to rebuild brands through ethical efforts, they'll need to connect with consumers, giving them an emotional reason to buy. As consumers demand more from the companies they do business with, they'll want ethical responsibility to be a chief concern, creating more scrutiny on ethical claims than ever before,"

5. Future Trends - Food Channel (USA)

- Back-to-basics -- meaning a focus on buying quality, basic ingredients and building a menu from there -- leads the Food Channel's list of top food trends for 2010.
- Food vetting. Food sourcing issues ranging from Fair Trade to organics to mercury-free fish will continue to grow in importance.
- Mainstreaming sustainability. **Growing numbers of consumers will continue to adopt sustainable practices out of a desire to make a difference, including eating locally sourced, seasonal foods and buying products with sustainable/biodegradable packaging.**
- Food manufacturers will continue to expand sustainable operational and packaging practices.
- Food with benefits. "Functional" foods with added nutrients or health/beauty benefits claims will continue to proliferate, as will gluten- and allergy-free foods.

Summary

1. About OF+ Consulting
2. Developing A Winning Product - 4 Questions
3. Case History: GO*DO Chocolate
 - Sustainability
 - Future Trends

More Questions?

simon@organicandfairplus.com

Get in touch!

Speciality and Fine Foods Fair 2010

“Developing a winning product”

Simon Wright, OF+ Consulting

Thank You !