

# Product profile

New Covent Garden Food Co. UK



## A Covent Garden soup to suit every need

In 2008, new sizes of Covent Garden fresh soups were introduced alongside the traditional 600g Standard Pure-Pak® Classic range, including a 1kg family pack and a 'one-bowlful' 300g Pure-Pak® carton.

### Market Information

The New Covent Garden brand focuses on the idea of home-made quality - shunning artificial colours and flavourings - mirroring the trend towards fresh, natural choices and healthier convenience ranges.

In the late eighties, with the chilled market in its infancy, retailers were unwilling to buy products with short shelf-lives. But using its Pure-Pak® expertise, Elopak helped to create a chilled product with a shelf-life that was acceptable and could be prepared in the microwave in its original packaging.

With the UK's chilled soup market now worth £143 million\*, the Pure-Pak® carton in the chiller cabinet still helps the consumer to instantly associate the product with the concept of 'fresh'.

In 2008, new sizes were introduced to suit individual needs. 1kg family packs of 'Plum Tomato & Mascarpone' and 'Winter Vegetable' offered four portions, with a smaller 300g 'one-bowlful' pack of bestselling 'Plum Tomato and Basil' focussing on the lunchtime and singles market.

A regular 'Soup of the Month' endorses a fresh image, lends a focus to seasonal produce and provides an ideal way for new recipes to be trialled. Launching lighter soups in the summer and spicier, thicker varieties in the winter supports year-round demand. Soups of the Month account for approximately 10 per cent of the brand's sales.\*

In February 2010, New Covent Garden Food Co. linked with the British Heart Foundation to launch a limited edition 'Heart Warming Soup', as part of the charity's National Heart Month.

March 2010 saw the launch of Kedgeree soup. Developed from a traditional Scottish breakfast recipe, it features flaked smoked haddock with long grain rice, onions, herbs and curry spices.

Available in 600g Pure-Pak® cartons providing two servings, both soups have an rrp of £1.99 and are packed in outers of six.

Nigel Parrott, New Covent Garden Food Company's Group Marketing Director, says, "Over the last seven years, we've tweaked our designs and campaigns, but the highly recognisable gable-top carton has remained - protecting a key link between the soup's fresh nature and the customer, whilst retaining a strong on-shelf presence."

### Retail Price

1kg RRP = £2.99. 600g RRP = £2.00. 300g RRP = £1.50.

### Distribution

Distribution is chilled in the UK to major supermarket chains.

### Technical Information

The product is filled in an Elopak E-PS50 Hot-Fill machine fitted with a Waldner fill system capable of filling particles up to 30mm in size. This is the second machine of this type filling at 98.5% efficiency. (NCGF figures) The carton is a 'Classic' made from EVOH board, but with no closure.

### Additional Information

The UK chilled soup sector is worth £143 million.\* With annual sales in excess of £60 million, New Covent Garden soup accounts for around 45 per cent of all fresh soup sold in the UK.\*

New Covent Garden is currently growing (MAT Volume) by 8.6%\*, twice that of the fresh soup market and is continuing to enjoy record levels of household penetration.\*\*

\* Source: A C Nielsen Scantrack 52 w/e 23rd January 2010.

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