

Kenco Eco-Refill Packs



KENCO is set to introduce an exciting packaging innovation to the hot beverages category with the launch of its 150g Eco-Refill packs in May. Available in

both Smooth and Rich Roast variants, the new Kenco Eco Refill pack offers coffee drinkers a more environmentally friendly and better value way to enjoy their morning wake up call, with 97% less packaging weight than Kenco glass jars. The Irish launch of Eco Refill follows a hugely successful UK launch which has driven incremental volume both for Kenco (72% of volume incremental) and the Pure Soluble Category (46% of volume incremental). Look out for the '97% Less' campaign which will feature across TV, outdoor, press, radio and digital, supported by €600k investment during May and June.

Thirst for Success

GEORGIA Pacific have announced a full brand re-launch of the Thirst Pockets range. Number two in Ireland's kitchen towel category, the re-launch is sure to strengthen Thirst Pockets' position in the Kitchen Towel category, which is worth €22m annually. In response to extensive research, the new Thirst Pockets range has made significant improvements in performance and strength: the new product will be a massive 100% stronger and 30% more absorbent than



the original family favourite. New packaging has been developed to clearly communicate the product improvement and the Thirst Pockets elephant becomes the brand hero to highlight the physical strength and absorbency of the product.

Kingsmill's Got Talent

FAMILY bread brand Kingsmill is partnering with the UK's top entertainment show



- Britain's Got Talent - to launch an on-pack promotion, offering consumers the chance to win a range of 'money can't buy' prizes, including tickets to the live show and live tour! The on-pack activity, designed to reinforce Kingsmill's strong family and fun credentials, spans the brand's sliced bread, rolls and bakery snacks portfolio. Participating sub-brands include Kingsmill Great Everyday White, Tasty Wholemeal, Love to Toast, 50/50, Crusts Away!, Little Big Loaf and brand new Oatlicious.

Mutt & Jeff Launches

THE Mutt & Jeff range of world class, premium pet treat products from Phoenix Pet Foods Ltd, have been developed based on a thorough understanding of the pet treat market. Following extensive research of the current trends in the pet treat sector, Mutt & Jeff ticks all the boxes, such as premiumisation, humanisation, health and wellness, while the brand's stunning design communicates its quality, provenance and health benefits. The products are 100% meat, with no additives, no colours or preservatives. The range is slow cooked to enhance the natural flavours, and is also rich in Omega 3.



Winning Ways at Wonderfoods

FRESH prepared vegetable and salad producer Wonderfoods have bagged



themselves a Bord Bia Horticultural Food Award, lifting the Best Prepared Fruit & Vegetable Producer Award for 2010. This award recognises and rewards exceptional achievement in the area of fresh prepared horticultural produce production. Currently employing 65 people, this family-owned company produces a wide range of quality, ready-



to-eat convenience salads and prepared vegetables, mainly under private label to the retail trade, while their own Secret Garden brand of salads and vegetables is distributed nationwide.

Premier Foods' Great Little Ideas

PREMIER Foods has just launched its new 'Great Little Ideas' brand which provides innovative hints and tips to help banish the boredom of everyday meal making. The new initiative will see a bright yellow star icon and a tasty tip marked on packs of Ireland's favourite brands such as Ambrosia, Loyd Grossman, Oxo, Mr Kipling, Hartley's and Sharwoods. The on-pack campaign, which can already be found on supermarket shelves across the country, has been designed to give regular meals a makeover and inspire consumers to make more of their store cupboard staples, eliminating the phrase 'not this again!' from family meal-times. See www.greatlittleideas.com for more.

