NEWS IN BRIEF

Retail News

Tesco stores have been given extra budgets to let customers try products such as fruit before they buy, as it brings its Love Every Mouthful campaign to life. Marketing director David Wood said it was inviting loyal customers to take part in tastings at its stores, as it switches its emphasis of its marketing from price to quality. www.thegrocer.co.uk

Tesco is looking to expand its click & collect services across a raft of 3rd party online sellers in a bid to gain a competitive advantage over the likes of Amazon. www.thegrocer.co.uk

Tesco is trialling a new Click & Fit tyre service at its Bletchley Extra store. Working with Blackcircles.com, the supermarket has installed "Fit Stop" fitting bays at the store where customers can have their tyres changed in an hour. http://www.theretailbulletin.com

Morrisons has announced plans to acquire a banana ripening facility as it looks to have more control over the quality of the fruit. http://www.theretailbulletin.com

Morrisons has formally completed its tie-up with Ocado, opening the door for the Bradford-based grocer to sell food online. http://www.retail-week.com

Tesco is consolidating the number of Clubcard loyalty schemes by bringing Exchange and Rewards initiatives under one banner - Clubcard Boost - in a bid to make its voucher loyalty scheme “easier to understand” and to increase redemption. http://www.marketingweek.co.uk

Dairy Crest today announced the sale of its depot-based milk-delivery business in the North West to Creamline Dairies has been completed. http://www.thegrocer.co.uk

Asda news

Ocado has started emailing recipes to customers based on the contents of their shopping baskets. The online retailer said the suggestions were designed to help and inspire. “There’s a lot of interest in recipes from our customers and we’re trying to give them inspiration,” said Ocado head of marketing, insight and communication Thomas Thomaidis. “There’s no sell. It’s just a convenient service.” http://www.thegrocer.co.uk

Costcutter has introduced contactless payment technology to more than 500 of its stores. The new technology allows customers to make low-value transactions of up to £20 quickly and conveniently. The supermarket group says it is part of its commitment to deliver retail technology solutions to its members. http://www.thegrocer.co.uk

Asda suppliers will have to pass unannounced BRC audits as of this autumn, as the supermarket seeks to toughen up its inspection regime and reinforce consumer trust following the horse meat scandal. The new audits will kick off in October, and will apply to all of Asda’s suppliers, making it the first UK supermarket to have unannounced BRC audits across its supply chain. www.thegrocer.co.uk

Asda is overhauling its in-store George clothing departments to give them more of a clothes shop identity and make them feel like "a store within a store". As well as adding floor space, Asda is also making greater use of product displays to rapidly respond to the latest weather and fashion trends with relevant promotions. www.thegrocer.co.uk

Brand News

Gluten-free bread brand Genius has secured a listing with Asda – putting it in all the big four supermarkets for the first time. Asda has this week started stocking five Genius products – brown sandwich loaf, white sandwich loaf, seeded sandwich loaf, seeded soft rolls and lemon and raisin pancakes – in 21 stores. http://www.thegrocer.co.uk

Fudges targets top-tier status with new lines and packaging revamp. The launch is being supported by a six-figure marketing, PR and sampling campaign. http://www.thegrocer.co.uk

Confectionery giant Mondelēz International has revealed its marketing plans for Christmas 2013. Rick Lawrence, marketing manager for Cadbury Dairy Milk, says: “2013 is set to be our best Christmas offer ever with our extensive range of traditional ‘self-eat’, giving and sharing products, and our first-ever festive TV advertising campaign. http://www.talkingretail.com

Coca-Cola Enterprises has launched its first on-pack promotion for Relentless as part of a wider summer push that will include in-store and experiential. http://www.thegrocer.co.uk

Sharwood’s is being revamped to highlight different cuisines and encourage shoppers to purchase across the range. Premier Foods is introducing new colours and fonts following research showing only 11.7% of shoppers buy a sauce and accompaniment together. http://www.thegrocer.co.uk

Crosse & Blackwell is growing the ambient soup category, with over £6m incremental sales since launch and achieving 35% repeat purchase. Look out for their national advertising and sampling campaign from November 2013 through to February 2014. http://www.thegrocer.co.uk
What’s coming up....

• 28th August – Pepsi is 115 years old!

• August – Organic month. Annual celebration and promotion of organic food. Also includes the Organic Food Festival held in Bristol.

• 1st September – Jack Daniels birthday

• 2nd – 8th September – National Wine week

• 7th – 15th September – British Cheese week

• 16th – 22nd September – National cupcake week

• 21st – 6th October – British / Welsh Food Fortnight

• 27th September – World’s biggest coffee morning

• 1st October – National Vegetarian day

• 4th October – National Vodka day

• 10th October – World Porridge day

• 11th October – World Egg day

• 14th – 20th October – Chocolate week

• 17th October – National Pasta day
<table>
<thead>
<tr>
<th>Brand/supplier</th>
<th>Description</th>
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<tr>
<td>Mondelez</td>
<td>Cadbury Dairy Milk is bringing something new to the category with Cadbury Dairy Milk Mousse Snowman, a vanilla mousse filling encased in milk chocolate. Also new for Christmas is Cadbury Dairy Milk Freddo Popping Candy. The product is available in four festive packages.</td>
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<td>Tangerine</td>
<td>Is launching limited-edition seasonal flavours of its Butterkist popcorn, starting with toffee apple in September to target Halloween and Bonfire night.</td>
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<td>Purity Soft Drinks</td>
<td>Has extended its flagship Juice Portfolio with a 250ml range. The new size is joining the existing 500ml format on shelves now in three flavours: orange, apple and apple &amp; blackcurrant.</td>
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<td>Surya Foods</td>
<td>Has extended its Caribbean-inspired Big Up energy drinks portfolio with 2 new flavours Wild Ginger and Fruit Punch. The launch will be supported with social media and sampling.</td>
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<td>Bic</td>
<td>Is bringing its Cristal pen brand into the 21st century with a version that doubles as a souch screen stylus. Rolling out to retailers including Sainsbury’s and Asda next month.</td>
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<td>Crabbie’s</td>
<td>Is being expanded with its first non-ginger product, a cloudy alcoholic lemonade designed to increase the brand’s appeal to younger drinkers. Producer Halewood international is trialling the new drink in the on-trade and will look at bringing it off-trade next spring.</td>
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<td>Finsbury Foods</td>
<td>Is relaunching the Weight Watchers cake slices it produces under license in a snap-pack format. The range, which will replace the existing standard packs over the next 2 months, comprises 7 flavours.</td>
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<td>Red Stripe</td>
<td>Has been rolled out in a 300ml ‘stubby’ bottle in the on-trade ahead of an off-trade launch next summer.</td>
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<td>Hain Daniels</td>
<td>Is relaunching its Greek Gods branded Greek-style yoghurts less than a year after its UK debut, putting the range in smaller pots to better cater for the needs of British consumers.</td>
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<td>Lyle’s</td>
<td>Has launched a new baking bottle for its Golden Syrup brand. It now has an easy-pour cap, easy-squeezy bottle and has inspiring recipe ideas and on-pack measures.</td>
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Britvic has reported a strong increase in quarterly turnover despite a small decline in fizzy drink volumes in Britain. The Pepsi bottler reported a 5.4% increase in sales to £316.3m for the third quarter. The company said it focused on growing value sales over volumes. It reported that British carbonate sales grew 2.1% as volumes slipped 2% and British sales of still drinks increased 8% even though volumes fell back 0.6%.

http://www.thegrocer.co.uk

Strong performances by health and hygiene power brands such as Dettol and Strepsil have boosted Reckitt Benckiser, which today revealed its results for the first half of the year were ahead of forecasts. First-half sales rose 6% to £5bn, helped by a strong performance in emerging markets and better-than-expected sales in Europe and North America.

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New beer sales figures highlight how glad brewers will have been to see the sunshine over the past few weeks. The long-term decline in beers sales has continued, with total volumes in the 12 months to the end of June down 4.8% year-on-year to 26.7 million barrels. This is the lowest annual total figure since 1999, the earliest date reported in the British Beer & Pub Association’s quarterly Beer Barometer report. Off-trade sales of beer were 12.8 million barrels – the lowest since 2002 – and were also down 4.8% year-on-year, while on-trade sales fell 4.9% to 13.9 million barrels. Volume sales for the second quarter of this year were down 3.6% in the off-trade on the same period a year ago.

http://www.thegrocer.co.uk