

Premier Foods Easter 2022 Plans



To unlock the potential of Easter we have to help consumers add fun to the everyday, share cakes occasions together and treat themselves



£1.9m of growth to go after in 2022 to get back to 2020 levels



To unlock this we must understand that Easter is about...



Adding fun to the everyday - Flavour extensions/takeovers on core products, particularly Chocolate and Lemon (>80% of consumption)



Families – Sharing propositions for together time, Families 45% of occasions (Over-index vs AYR Cake & other Seasons)



Treating – More Indulgent Cakes just for me, Treating a driver of 48% of occasions, Easter Small Cakes Av Price +27% to AYR Small Cakes

Premier Foods are in a great position to do this as we have all of the top 10 branded SKUs at Easter

Top 10 Branded Easter SKUs (including Pack Takeovers) based on Value Sales in IRI Grocery Outlets Easter 2021

- | | | | | | | | | | | | |
|----|---|-------|----|--|-------|-----|---|-------|----|---|-------|
| 1. |  | £1.9m | 2. |  | £1.9m | 3. |  | £900k | 4. |  | £740k |
| 5. |  | £660k | 6. |  | £650k | 7. |  | £470k | 8. |  | £420k |
| | | | 9. |  | £350k | 10. |  | £310k | | | |

Premier Foods Easter 2022 Range

Efficient range (15 to 12 SKUs) that works harder as delists had lowest incrementality

New pack takeovers drive AYR growth taking learnings from Halloween/ Xmas



+ AYR pack takeovers



Premier Foods Easter 22 range spans across all shopper demographics



Pre Family

11.7% of Easter occasions

Family

45.1% of Easter occasions

Post Family

43.1% of Easter occasions

Core Repeats



Pack Takeovers



Choc and Raspberry (5s/10s)



8 Snack pack: Angel, Choc & Lemon

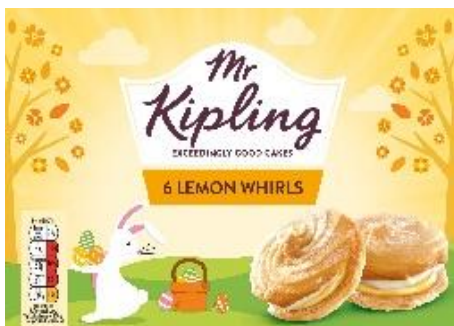


Flat pack: Angel, Choc & Lemon



*MSSP is at the sole discretion of the retailer

Fun flavour extensions on core products



- Highest solus shoppers within Kip Easter range
- Top quartile ROS ranking
- #7 Easter cake SKU

Flavour

Lemon

Occasion

Treaty

Target demog

Post family



- A colourful and fun product for both families and post families alike
- Treat at affordable price
- Strong performer in first year of launch

Lemon & Raspberry

Celebration/ Treat at home

Families & post families



- Classic Easter flavour brought into cake
- Perfect treat for post family shoppers
- Kipling's #1 cake format
- Caters to the 45% growth in spend of hot cross buns during easter!

Hot Cross

Quick bite/ at home

Post family

*MSSP is at the sole discretion of the retailer

Fun flavour extensions on core products



- Novelty 'yolk' format
- Strong penetration growth yoy, bringing in younger shoppers.
- Top quartile ROS ranking
- +52% growth YoY

Flavour

Vanilla/ Egg

Occasion

Seasonal novelty teatime treat

Target demog

Pre-family/families



- #1 tart perfect for Easter dessert occasions
- Highest solus spend amongst Kip Easter cake

Lemon

Teatime or dessert

Families & post families

Cadbury's Choc Cakes target everyday treating

Fun flavour extensions on core products



- Biggest Easter Cake SKU, worth £1.9m RSV
- High incrementality- £604k solus spend
- Top quartile ROS ranking
- Long shelf life (49 days)



- #4 Easter cake SKU, worth £740k RSV
- Favourite with pre-families (21.1% vs Easter Cake 14.7%)
- Top quartile ROS ranking
- For 2022, will be even more gooey with a new recipe that delivers a more moist eat
- Long shelf life (49 days)

Around 90% of shoppers for each Choc Cake are exclusive buyers



14%

of Creme Egg Choc Cake shoppers also bought Mini Egg Choc Cakes



10%

of Mini Egg Cake Bar shoppers also bought Creme Egg Cake Bars

Flavour

Mini Eggs

Occasion

Seasonal favourite/ everyday treat

Target demog

Families

Creme Egg

Seasonal favourite/ everyday treat

Pre-families

Cadbury's 4pk SKUs target more indulgent treat occasions

More Indulgent cakes ('just for me')



- Biggest Easter Cake SKU, worth £1.9m RSV
- Highest freq. SKU in Cadburys Easter range
- High incrementality- £828k solus spend
- Unique cake type, not available AYR
- Top quartile ROS ranking
- Long shelf life (49 days)

Flavour

Mini Eggs

Occasion

Indulgent treat at home

Target demog

Families



Pack mock up

- #3 Easter Cake SKU, worth £900k RSV
- High incrementality- 61% solus spend
- Unique cake type, not available AYR
- Top quartile ROS ranking
- For 2022, will have small Milk Chocolate decorations on top to make them even more indulgent and chocolatey!
- Long shelf life (49 days)

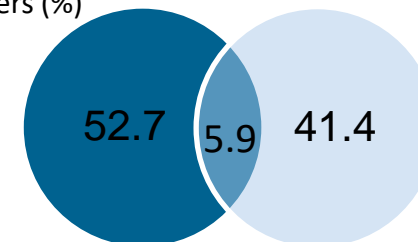
Creme Egg

Indulgent treat at home

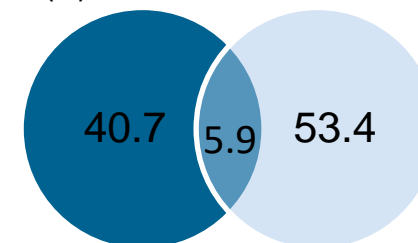
Pre-families

Creme Egg Cakes have low cross shop with Mini Eggs Nests & Creme Egg Choc Cakes

Buyers (%)



Buyers (%)



More Indulgent cakes
(‘just for me’)



Cadbury’s 2pk cupcakes are a hero SKU in Convenience and Easter sharing occasions are met with higher value SKUs

Sharing propositions for family time



- Strong performer in convenience
- Indulgent eat with a goo centre
- Unlocks 2 person occasions



- Meets demand for #1 Easter occasion which is spending time with family
- Mini Eggs Gateau is consistently #1 Easter Whole Cake
- Long shelf life (49 days)

Flavour

Creme Egg

Mini Eggs

Occasion

Just for me/ us

Sharing

Target demog

Pre-families

Families

Easter Pack Takeovers

AYR pack takeovers are seen across the seasons and have significant benefits



- ✓ Less complex for retailers
- ✓ Alleviate waste concerns
- ✓ Drive relevance over the season
- ✓ Don't need a seasonal donor SKU



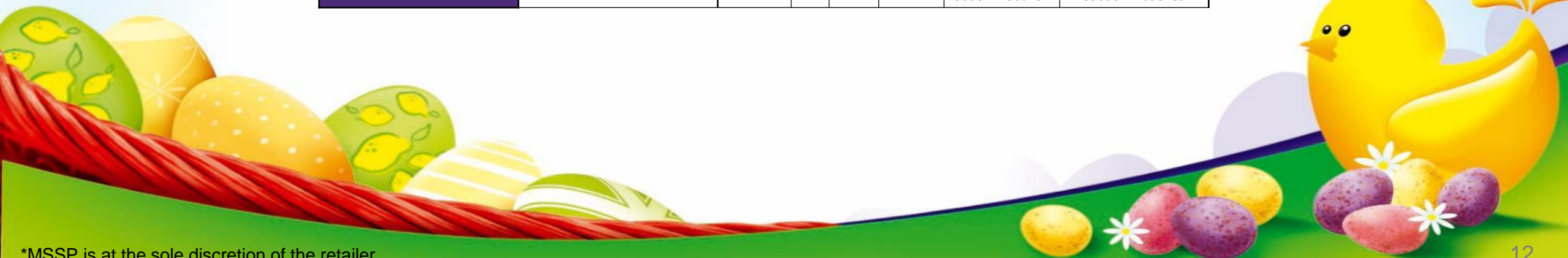
- ✓ Biggest SKU in APC so scale
- ✓ Pack takeover to drive ROS on already strong feature
- ✓ Families are Mini Rolls and Easter heartland
- ✓ No individually wrapped SKUs in Easter range so caters for lunchbox occasion
- ✓ Leverage x10 and x5 packs



- ✓ #1 Mr Kipling icon
- ✓ Snack packs over index with families and Easter all about families
- ✓ Takeover on flatpacks and snack packs as both slices formats are off shelf across accounts
- ✓ Leverage x3 flavours- Lemon & Chocolate high relevance at Easter and Angel #1 flavour

Easter 2022 Product Range

	Description	CSN	Pack Size	Case Size	Number per pallet	Pack Barcode	Case Barcode
Mr Kipling	Mr Kipling Lemon Bakewells	1016609	6	10	85	5000221506423	05056465401796
	Mr Kipling Lemon Whirls	1016489	6	10	90	5000221001638	05056465401994
	Mr Kipling Hot Cross Slice	1015214	6	12	100	5000221604150	05000221500377
	Mr Kipling Egg Fancies	1013046	8	12	100	5000221605140	05000221655145
	Mr Kipling Lemon & Raspberry Mini Batts	1015167	5	12	119	5000221606970	05000221656975
Cadbury	Cadbury Mini Egg Nest Cakes	1011668	4	10	95	5000221603665	05000221653660
	Cadbury Mini Egg Cakes	12382	6	12	85	5000221103820	05000221123828
	Cadbury Mini Egg Gateau	11529	1	12	36	5000221105299	05000221115298
	Cadbury Creme Egg Twin Pack 2pk	1013067	2	6	150	5000221605218	05000221655213
	Cadbury Creme Egg Cakes (Nests)	1015262	4	10	95	5000221606994	05000221656999
	Cadbury Creme Egg Choc Cakes	1014055	6	12	85	5000221606284	05000221656289



AYR Pack Takeover List (x8 SKUs)



1. Cadbury Mini Rolls 5pk Choc
2. Cadbury Mini Rolls 5pk Raspberry
3. Cadbury Mini Rolls 10pk Choc
4. Cadbury Mini Rolls 10pk Raspberry



5. Kipling Angel slice flat pack
6. Kipling Lemon slice flat pack
7. Kipling Choc slice flat pack
8. Kipling Lemon Fancies