



# PureFood - Consenza

*Consenza: the responsible choice within gluten-free*

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FAIR DEALS

# WHY, HOW, WHAT



## Why?

We believe that gluten intolerance should not be an obstacle for a tasty and healthy diet

## How?

By developing, producing and distributing a wide and high-quality range of responsible, gluten-free products

## What?

- Wide own brand range of Consenza
- Private label/fancy label
- Sharing knowledge

# FACTS



- Own brand Consenza since 2008
- Modern design since 2014, no more dietary appearance
- In 2017 the first user of the "good gluten-free" logo for healthier gluten-free products
- FSSC 22000, ISO 22000, IFS & BRC certified
- Ambient and frozen range



# FACTS



Internationally acknowledged brand that is widely available to consumers:

**JUMBO**



**colruyt**



**Sainsbury's**





# FACTS



1. Strong (focus on) responsible product development
2. Distinctive, high-quality range
3. Familiarity with gluten-free consumers → loyal customers
4. Strong in gluten-free seasonal products
5. Strong position in frozen products
6. Good appearance of the packaging
7. Trendsetting and innovative
8. Tasteful



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# MILESTONES 20/22

**Consenza**  
gluten free

On our way to **100% organic**

**100% good gluten-free food:** focus on a responsible range

Reduction of **sugars** and **auxiliary substances**

Reduction of **allergens & E numbers**

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# GLUTEN-FREE



Gluten is a group of proteins in grains. Products with these grains also contain gluten, the most famous example being bread.

- Elasticity and bonding
- Celiac disease / sensitivity
- Alternatives: corn, rice, potato, buckwheat, millet, oats
- Gluten-free requirement <20 ppm
- Gluten-free logo: celiac association
- Consenza's strength: consumer loyalty

# THE MARKET

**Consenza**  
gluten free

## **Total market:**

Celiac disease: 1-2% of the population (growing) & 1 in 7 gluten sensitive.  
Market is growing fast, latest growth +10%

## **New target groups:**

Athletes - Low sodium - Consumers with other allergies - New channels such as hospitality industry

## **Assortment aimed at consumers:**

Taste - Convenience - Healthy - Sustainable - New products

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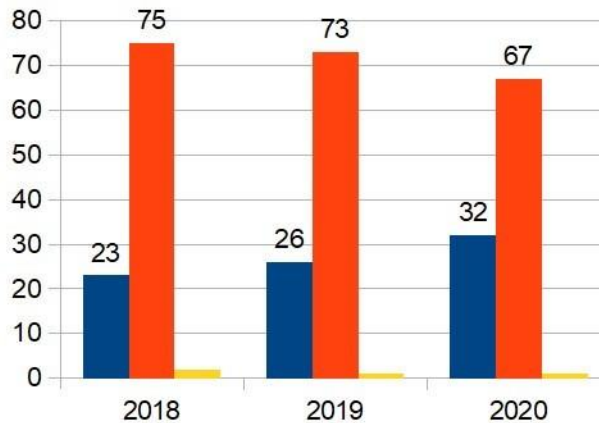
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# ASSORTMENT



Extensive range  
dry (74) and frozen (26)



## Remarkable:

Increasing importance of frozen & seasonal products

**Blue:** frozen products

**Red:** ambient products

**Yellow:** fresh products

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# PACKAGING



Most important allergens

Storyboard: what does our brand do?

'Rob's daily choice'

Speechbubble

RI incl fiber

Pay off

Four languages

Different sub-brands: Daily, essentials or oats



"Rob's daily choice"

"Honest" image

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# ASSORTMENT 2020

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## BAKING PRODUCTS



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# ASSORTMENT 2020

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## CEREALS



## MEAL



## SNACKS



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# ASSORTMENT 2020

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FROZEN PRODUCTS

SEASONAL



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# ACTIVATION

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Consenza focuses on the **health food category**. The proposition is translated into **online** and **in-store campaigns** for the consumer / shopper.

**Awareness** plays an important role in these campaigns.

The campaign is linked to **the product range** through **content marketing**.

In this way, the **story** behind the products is shared with the consumer/shopper.

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# ACTIVATION



## How?

Display advertising

Video advertising (YouTube)

Social advertising (Facebook, Instagram)

Communities/influencers

## Websites

Foodless.nl

Miss Glutenvrij

Glutenvrijlactosevrij

Glutenvrijedietist

Maakhetglutenvrij

Glutenvrijsnackerij

ikbenglutenvrij

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# ACTIVATION

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## **Bloggers**

Team Glutenvrij Snackerij

Beter door eten

Glutenvrij

Keurmerk Jansen

Glutenvrij en blij

annemieknauta

Glutenvrije blog

Glutenvrije mama

Glutenvrij Inge

Joy

Coeliactive

## **Bloggers**

Smaakvol Glutenvrij

Lisette Claasen

Glutenvrij in Utrecht

De glutenvrije diëtiste

Utrechtglutenfree

Miss Glutenvrij

Benines Kitchen

Rose a Licious

Mandy's beau-food

Foodless

De Glutenvrije Man

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