

Crisps, Snacks & Nuts



Background

- SPAR Brand is worth £4.24 million in WDS sales. SPAR Brand represents 9.02% of the total SPAR CSN category.
- In 2017 the SPAR crisps & snacks range was relaunched this included NPD, product reformulations and a portfolio redesign.
- The range was reformulated to meet the voluntary FSA salt guidelines; 2.9 tonnes of salt was removed from the range, whilst maintaining the same high quality taste.
- The range consists of 33 skus in total. 20 Crisp lines and 13 Dried Fruit & Nut lines.
- Range to be reviewed Jan 21 with the aim of launching September.



Market/Category Performance

Total Market and Convenience have been heavily impacted by COVID – 19 for Private Label. The Total Market is in decline with Convenience seeing an even bigger decline, however SPAR has successfully retained Market Share within Private Label for the last 52 weeks.

OWN LABEL CSN				
L52 WE 03.10.20				
SDESC	LY	TY	£ Change	% Change
Total Coverage	£638,622,484	£635,042,154	-£3,580,330	-0.56%
Convenience	£116,911,668	£115,737,579	-£1,174,089	-1.00%

	L52 LY	L52 TY	Chg
SPAR Share of Total Coverage	1.0%	1.0%	0.0%



Crisps

Portfolio



Crisp Range Summary

Impulse Crisps



Total Skus: 5

Meal Accompaniments



Total Skus: 2

Sharing Crisps



Total Skus: 9

Hand Cooked Crisps



Total Skus: 3

SPAR Crisp Tubes



Total Skus: 3



Hand Cooked - 3

2019/20
£531k

Sharing - 12

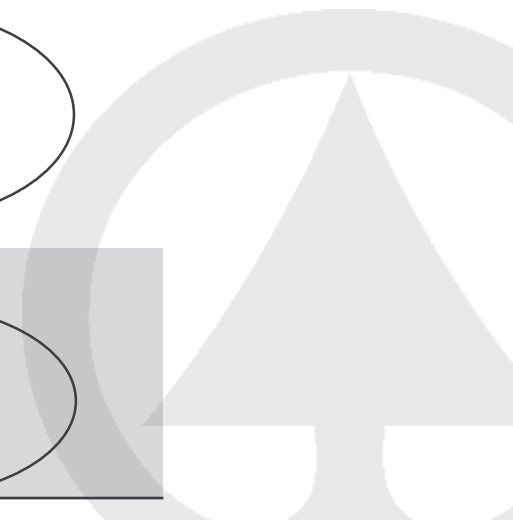
2019/20
£1.97m

Sharing Component - 2

2019/20
£225k

Impulse - 5

2019/20
£401k



Hand Cooked Crisps





2019/20
£201k
+13.78%



2019/20
£200k
+0.75%



2019/20
£129k
-6.32%



Impulse & Sharing Crisps –



- Playful design that gives the range huge standout on shelf.
- Our range covers all the best-selling flavour variants in the market.
- Some great performance was seen in the category with Onion Rings which delivered £141k of sales in 2019/20 in Impulse and Onion Rings Sharing delivered £401k of sales in 2019/20, +7.72%.

Party Mix & Pretzels



- These lines fill the gap in our range for more adult eats.
- Expands the consumer base of our CSN range.
- Pretzels are forecast to register the fastest growth of any savoury snacks.
- Party Mix & Pretzels delivered £292k of sales in 2019/20.



Meal Components



- Prawn Crackers and Tortilla Chips delivered £226k in 2019/20.
- Lightly Salted Tortilla Chips delivered an additional +7.27% vs the previous year in 2019/20.
- Lightly Salted Tortilla Chips are the standalone tortilla variant across small store competitors.
- The designs serve to highlight these products' dual status as not only as a snack, but a meal component.



Dried Fruit & Nuts

SPAR Nuts and Dried Fruit



- A range of healthy dried fruit and nut mixes.
- Available in £1 impulse and £2 take home format.
- The pack design features natural prompts to highlight the health credentials, alongside a window so the consumer can see the product itself.
- Some great performance across the range like SPAR 100g Peanuts 2019/20= £101k/+3.15%.

2019/20
£1.84m

Total Take Home skus: 5

Total Impulse skus: 8

Summary

- In 2021 the International address and 5 languages will be added to the back of the Hand Cooked range.
- SPAR Brand is worth £4.24 million in WDS sales. SPAR Brand represents 9.02% of the total CSN category.
- The range consists of 33 skus in total. 20 Crisp lines and 13 Dried Fruit & Nut lines.
- CSN portfolio will be **re-launched in 2021**; NPD opportunities will be explored...

