

Marketing Wild Blueberries in the UK

.....  
**New challenges, new opportunities, new strategies**



**Nicholas and Knight**

22nd October 2010 - Quebec City



## **What does the UK blueberry market look like today?**

- fresh cultivated: the UK success story of the past two years
- UK grown fresh cultivated up 300%
- 2nd largest fresh berry sector after strawberries
- wild only sold for ingredient use: no retail packs
- muffins represent largest market for wild
- wild often not highlighted on pack
- wild used as an indicator of quality
- wild & cultivated recognised as healthy / antioxidant rich

Traditionally our role has been to **promote wild blueberries** to UK manufacturers, to **highlight their benefits**, to encourage their use v other ingredients, to explain why they should be featured in product names...



## **Our main marketing activities have been:**

- trade press PR (news editorial and feature articles)
- food and food ingredient trade shows

## **Our message has focussed on:**

- Canadian provenance
- antioxidant and other health benefits

In 2010 we have begun to develop a new strategy in line with the new challenges and opportunities of a changing market





**Fresh cultivated blueberries are a success story because:**

- sustained promotional activity (Blueberries from the South)
- in store sampling / TV advertising
- pack innovation (size / combinations)
- price promotion
- their time has come

Consequently, and particularly as NPD is back on the manufacturers' agenda after two lean recession years, now more than ever before **blueberries are the hot topic** among product developers and marketers

The success of cultivated is an excellent platform for promoting wild blueberries but also sets the challenge for us to communicate that **wild offers something different...**

...a point emphasised in meetings with Marks & Spencer, Tesco, Sainsbury's, Asda and Waitrose...

**5 of the UK's biggest retailers**



Another challenge is that although **health & nutrition remain a key issue for consumers...**

...the European Food Safety Authority is making it almost impossible to use health claims as a marketing tool





## **Are health claims turning sour?**

- EFSA: inexperienced & overwhelmed
- Ocean Spray cranberry juice / UTI: rejected
- companies prefer not to submit v risk rejection
- even the role of dietary compounds is in question



However we benefit from the **huge advantage of earlier research and marketing** activity from WBANA

- the antioxidant message is already well established with consumers
- our communications are outside the EFSA remit

Nevertheless it remains crucial that we **move with the times and keep topical**

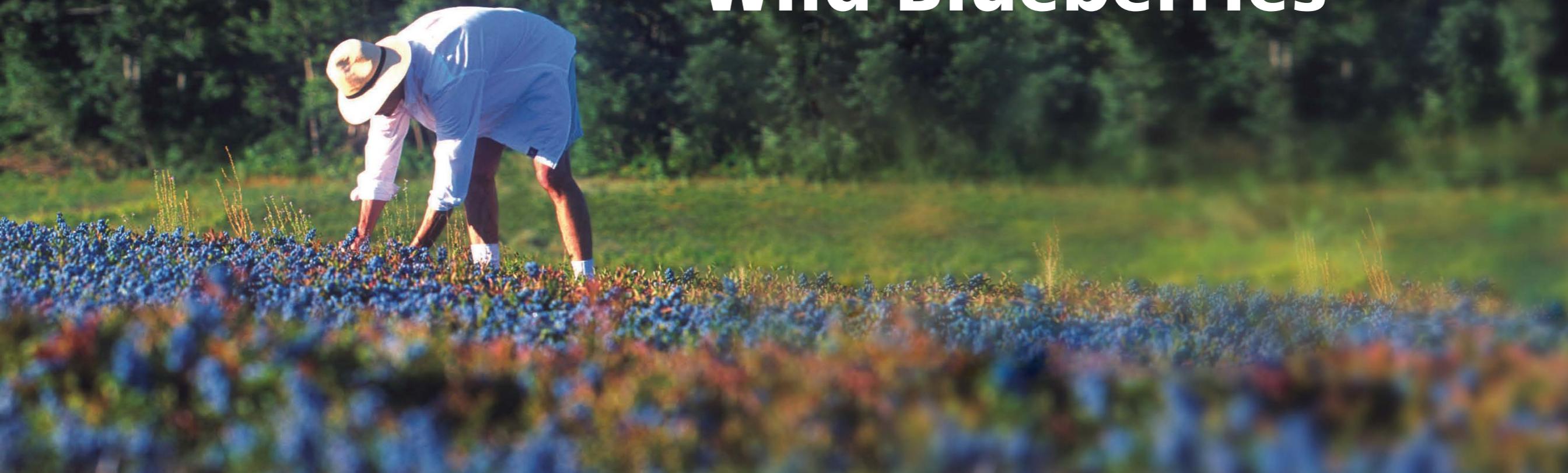


## Branding Wild

- not just blueberries, wild blueberries
- here's what so special about wild blueberries
- nature's no1 antioxidant superfruit
- sweet, natural healthy & delicious
- 101 ways to use wild blueberries



Not just blueberries...  
**Wild Blueberries**



October 2010  
Not just blueberries...

# Wild Blueberries



## What makes wild so special?

Within hours of being picked, Wild Blueberries are sorted, cleaned and processed, using state-of-the-art technology to preserve their remarkable flavour, quality and antioxidant goodness.

The berries are available individually quick frozen, canned, dehydrated and sugar infused. They are also available in puree, concentrate and powdered formats.

## Consumers love wild...

These unique sweet berries the ideal ingredient to add value, flavour, health benefits and excitement to your products.

No wonder they're the World's leading blueberry ingredient!



[www.wildblueberries.co.uk](http://www.wildblueberries.co.uk)

### Quick links:

- Why consumers love wild...
- Taste great!
- Sustainable farming
- Wild recipes
- Size matters!
- No.1 Antioxidant superfruit



October 2010

Not just blueberries...

# Wild Blueberries



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October 2010

# Out of the Blue

NOT JUST BLUEBERRIES. WILD BLUEBERRIES



## Wild and Wonderful!

Why do consumers love Wild?

- their taste
- their antioxidant power
- where they're grown
- how they're grown

Which makes these unique sweet berries the ideal ingredient to add value, flavour, health benefits and excitement to your products. No wonder they're the World's leading blueberry ingredient!

## Title

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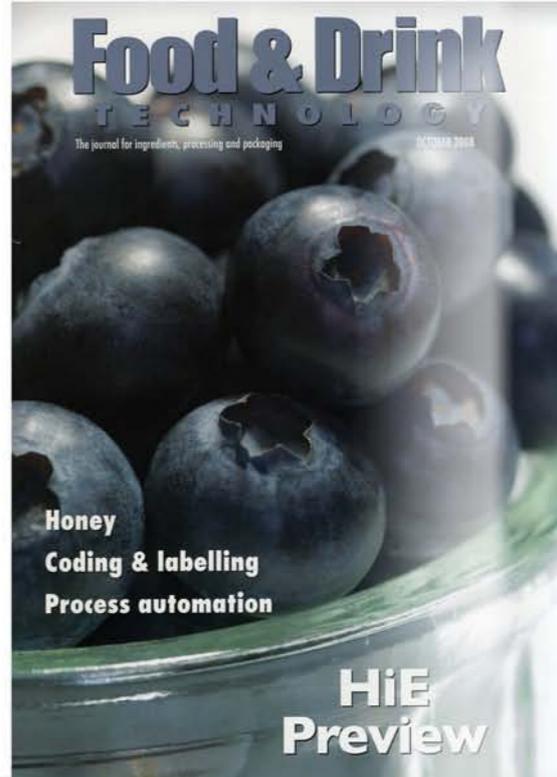
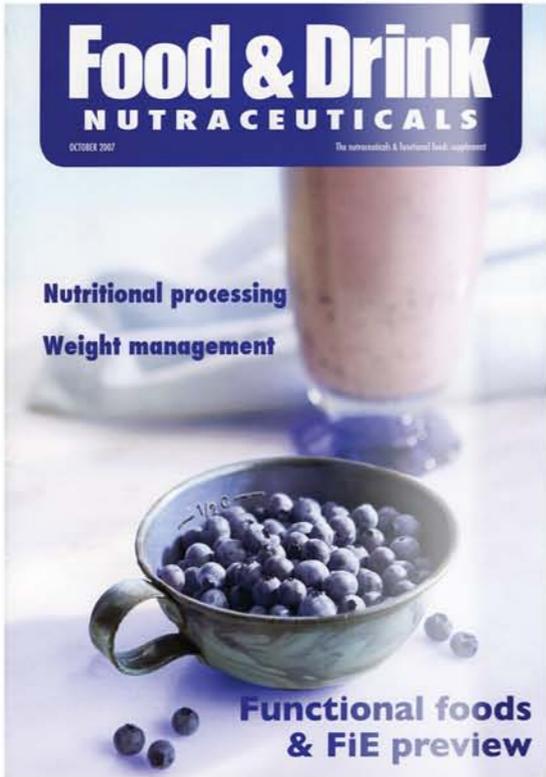
Wild Blueberries maybe small but they pack a powerful healthy punch!

Sweet, tangy and intensely blue, they are rich in phytonutrients which include antioxidants such as quercetin, as well as anti-inflammatory.

These natural substances, found in fruits and vegetables, are believed to protect against disease and promote healthy ageing, and Wild Blueberries are at the top of the antioxidant "A list", which makes them powerful allies in the quest for good health.



GREAT INGREDIENT CHOICE  
Voted the number 1 Muffin in America









100%  
**WILD**  
BLUEBERRIES

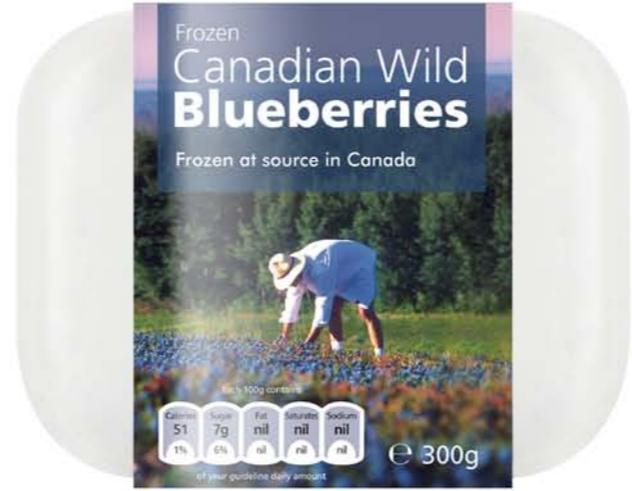
**DELICIOUS**

100%  
**WILD**  
BLUEBERRIES

**NATURAL**

**HEALTHY**





Here's what's so special about  
**Canadian Wild Blueberries...**



They only grow in one small corner of the World; where the **harsh bitter winters** reach as low as **minus 35°C**; where the land is **wild and inaccessible**; where the ground is too acidic for most plants to thrive.



All of which makes Canadian Wild Blueberries **so significant and relevant in today's food World.**



**They're a unique fruit** that grows wild in the clean and unspoilt **wilderness of Atlantic Canada and Quebec.**

Canadian Wild Blueberries  
Produced in Atlantic Canada and Quebec



Produced in Atlantic  
Canada and Quebec



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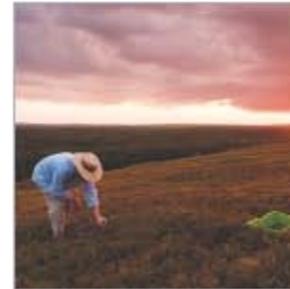
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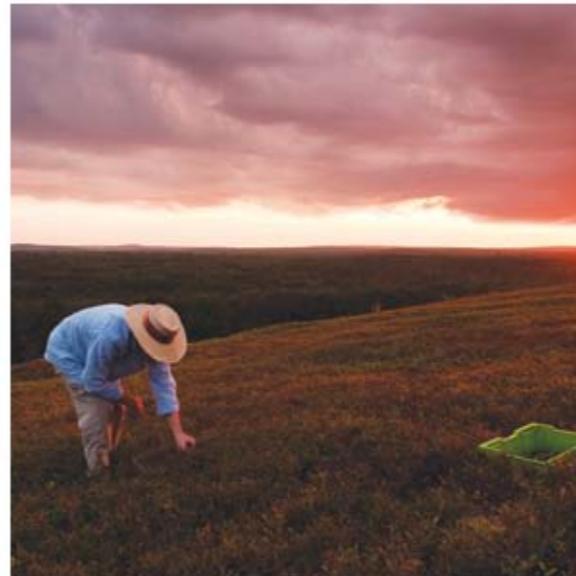
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## The Wild Mystique



After the harvest, **the bushes turn a spectacular red.**

Some are mowed for pruning as the growers turn their attention to the next crop and the cycle begins again... will the snow fall in time, will new buds survive late frosts, will summer sun and showers ensure a bountiful harvest? Whatever the answers, growers and their Wild Blueberries are very much at the mercy of nature.

# Autumn



ABOUT

SEASONAL

The Wild  
Blueberry Year   
Fighting the elements and  
surviving extreme temperatures...

Responsible,  
sustainable  
farming... 

Growing Wild  
Blueberries...   
A story of patience  
and endeavour

## **New challenges**

- cultivated as an ingredient
- health claim regulation
- be seen as different

## **New opportunities**

- wider ingredient possibilities following fresh cultivated success
- frozen retail

## **New strategies**

- focus on wild difference
- direct marketing
- talking to retailers



**Thank you**

**Nicholas and Knight**  
22nd October 2010