



# BETTER WITH



## PICKLE POWER!

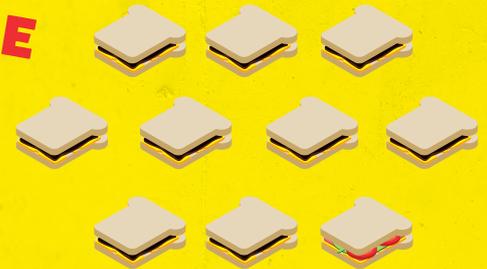
The pickle category is worth **£76.4 million**<sup>^</sup> with **32.4 million** pickle ingredient sandwiches consumed annually in the UK.<sup>^</sup>



## THE PUBLIC HAS SPOKEN

## CHEESE & PICKLE SANDWICHES ARE IN DEMAND

9 out of 10 consumers would eat one!\*



## THE POWER OF BRANSTON

...say Branston is their

## FAVOURITE PICKLE

when it comes to a cheese and pickle sandwich.



# 89%

of consumers would be more likely to buy a cheese and pickle sandwich if it had the

## BRANSTON LOGO ON IT!



## CONSUMERS VALUE QUALITY & PROVENANCE

# 89%

think that a sandwich that names its ingredients is more premium.

## ...AND ARE WILLING TO PAY FOR IT!

# OVER 3/4



of consumers would **pay more** for a named Cheddar and Branston Pickle sandwich.

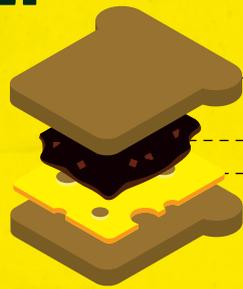
...and **2 OUT OF 3** millennials would pay **20P MORE!**



## BRANSTON CLASSICS

### OVER HALF

of consumers prefer their cheese and pickle sandwich with...



**BROWN BREAD**

**ORIGINAL BRANSTON PICKLE**

**SLICED CHEESE**

### Aside from the classic **CHEESE & PICKLE**

sandwich, the top three most popular sandwiches using Branston Pickle are:

### TOP THREE



**HAM, BRANSTON PICKLE**



**HAM, CHEESE & BRANSTON PICKLE**



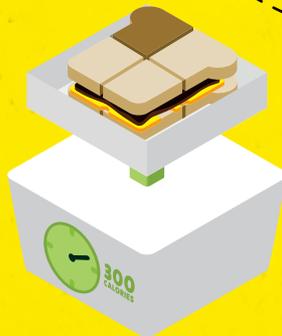
**CHEESE, BRANSTON PICKLE TOASTIE**

## TAKE YOUR PICK

### A **QUARTER**

of consumers would like to see a cheese & Branston Pickle sandwich under

**300 CALORIES**



### **1 IN 5** MILLENNIALS



would like to see a vegan cheese and Branston Pickle sandwich.

## POTS OF POTENTIAL

When buying food to go, **OVER TWO THIRDS**



of consumers would buy an **individual portion** of Branston Pickle to add to their lunch.

### **ALMOST 3 QUARTERS**

consumers would be willing to buy '**cheese and biscuits to go**' with a Branston Pickle portion pack.



### **OVER A QUARTER OF WOMEN**

would like to see a **cheese & Branston Pickle** salad box.

**FOR MORE INFORMATION CONTACT  
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Source: Independent consumer insight Toluna February 2020, sample 465 consumers  
^Kantar | Pickles Total | TOTAL MARKET | Total Time | Total OOH | 52 w/e 15 July 2018 vs Previous Year.  
\*Independent consumer insight Toluna February 2020, sample 507 consumers.

