

Pulled Pork – Campaign Success

RISE IN VOLUME SALES

19%



INCREASE IN FRESH PORK SHOULDER SALES YEAR-ON-YEAR DURING THE CAMPAIGN PERIOD

SLOWED THE DECLINE

IN A DECLINING MARKET, FRESH PORK SALES INCREASED BY

4%

VERSUS THE PREVIOUS 6 WEEKS



OVERALL

£7.8m

MORE FRESH PORK SOLD AS A DIRECT RESULT OF THE MARKETING CAMPAIGN¹



206,000
MORE HOUSEHOLDS

BOUGHT FRESH PORK SHOULDER IN THE CAMPAIGN PERIOD VERSUS LAST YEAR



VALUE SALES UP

£2m



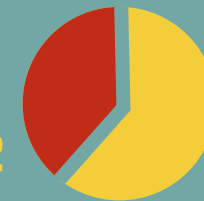
INCREASE IN VALUE OF FRESH PORK SHOULDER SALES YEAR-ON-YEAR DURING THE CAMPAIGN PERIOD

42%

OF THE SALES VALUE INCREASE WAS FROM SHOPPERS BUYING PORK SHOULDER



WITHOUT CUTTING SPEND ON OTHER MEATS²



Campaign period 27th April – 7th June 2015 /All figures from Kantar Worldpanel (July 2015) Fresh pork excludes added value products with the exception of reference 1

¹Additional sales of fresh pork and added value pork products generated directly by marketing campaign, excludes all price promotions. (Kantar Consumer Mix model July, 2015).

²Kantar Worldpanel Sales. 4 weeks ending 24th May 2015.

