



SOMERFIELD RE-LAUNCHES FROZEN

Somerfield have announced a major re-launch of their own label offering by updating recipes, making them healthier and re-launching their packaging with fantastic photography which will deliver a much clearer message. They feel there is a huge opportunity in frozen food and they are telling their customers all about their exciting launch through in-store tasting, national press advertisements, extensive coverage in their magazine, in-store point of sale material and some great promotions.

The new own label range includes ice cream, frozen confectionery, fish and ready meals. It is the biggest re-launch in frozen ever for Somerfield and they aim to bring customers back to buying frozen food without compromising quality. With the retail market now showing growth, Somerfield's timing looks excellent and we wish them every success.

It is very encouraging to see all the major retailers revitalising their frozen food offers and lifting quality perceptions.

BFFF

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