

## “The drop in kids’ lunchbox occasions shouldn’t be considered a long-term trend”

Pastry brand Ginsters expanded its portfolio with the four-strong Meat Club range, its first meat snacking line, in March, which includes chicken bites and chicken sticks. Kerry Foods added strip sticks – high-protein 100% roasted chicken skewers – to its Mattessons brand in April and expanded its portfolio with Meateors, a tertiary brand of barbecue-flavoured bite-sized meatballs aimed at 20-something men. “Although kids and teens are still the biggest consumers of meat snacks, adult savoury snacking presents a significant growth opportunity,” says Kerry Foods’ Smith.

### Adult snacking

Not just for meat snacks. US almond brand Blue Diamond launched Krunchies, a range of crispy coated almonds, in February. “The market is noticing a change in how people are choosing to snack,” says John Beadle, MD of Blue Diamond consumer brands in Europe. “They’re turning to snacks that can provide satiety and can easily be eaten on the go as well as stored safely in a bag or drawer without the risk of going off.”

Popcorn brand Butterkist is tapping the trend with multipacks of its sweet & salted popcorn this month, and says the popcorn market as a whole is the fastest-growing category in crisps, snacks & nuts – up 33.5% year on year. Single-serve bags (rsp: 55p/27g) of the new range launched in Morrisons as part of the supermarket’s meal deal in June and will roll out to other retailers this month.

Going after adults is more attractive now for one key reason, says Knight at Burts, which launched co-branded Hobgoblin Spit Roast Steak and Well Hung Meat Co Devon Roast Beer crisps earlier this year. “With schools clamping down on the contents of kids’ lunchboxes and the government increasing the number of children eligible for free school meals, many simply find it easier to sign up for school catering.”

But many say the significance of free school meals to the market will not last. “Lunchbox still accounts for 1.9 billion eating occasions a year so it’s still very much alive and an important meal occasion within British consumers’ daily lives,” says Brough at Hovis. “The drop in kids’ lunchbox occasions shouldn’t be considered a long-term trend, rather a one-off shift in consumption dynamics.”

A bit like the coalition, then.



## Gruffalo Forest Fruits fruit drink

**Launched:** August 2015 **Manufacturer:** Appy Food & Drinks

The Gruffalo is coming to school lunchboxes via a licensing deal between Appy Food & Drinks and Magic Light Pictures. Gruffalo-branded fruit juice, in flavours including forest fruits and golden apples, launches in Ocado and is made with 50% natural fruit juice with no added sugar or artificial preservatives (rsp: £1.99/4-pack). The drinks will be joined by Gruffalo potato snacks in a separate licensing deal between Kolak Snack Foods and Magic Light Pictures.



## Sunpride apple juice

**Launched:** June 2015  
**Manufacturer:** Refresco Gerber

With fruit juice in schools limited to 150ml from January under new Department for Education guidelines, Refresco Gerber has unveiled school-compliant 150ml cartons of Sunpride (rsp: £1.40-£1.50/5-pack). The from-concentrate juice in orange, apple and pineapple launched in schools last autumn and now reaches retailers.



## Vimto Minis

**Launched:** May 2015  
**Manufacturer:** Nichols

Vimto has relaunched its 250ml ready-to-drink Vimto minis (rsp: 59p or £2.69/6-pack). The bright new pack design highlights Vimto’s healthier no-added-sugar message as well as its natural fruit juices and colours. Marketing includes a digital campaign across lifestyle websites including Hello!, Cosmopolitan and Heat.



## Capri-Sun BanApple

**Launched:** April 2015  
**Manufacturer:** Coca-Cola Enterprises

Capri-Sun is marking its partnership with Minions with a limited-edition banana & apple flavour BanApple (rsp: £2/10 pack). An on-pack promotion gives shoppers the chance to win one of 2,000 soft Minions toys and a family trip to New York. Minions feature on all Capri-Sun 10-packs, including its new no-added-sugar range.