



Eat Balanced: national roll-out planned in 2013

Eat Balanced pizza now hits Sainsbury's

Nutritionally balanced pizza brand Eat Balanced has won its second major supermarket listing in less than a month.

Launched into Scottish Asdas early this month, the brand is rolling into Scottish Sainsbury's stores next week, with plans for a national roll-out early next year.

Launched as a three-strong adult range at last year's Food & Drink Expo – where it took the Best New Idea award – the brand was extended with two kids' lines in April.

Retailers urged to run adult soft drink offers outside festive season

Vince Bamford

Supermarkets would deliver £20m in incremental sales to the £157m adult soft drinks market [Kantar Worldpanel 52w/e 30 September] if the category was extended beyond Christmas, according to new research commissioned by Schloer.

Analysis revealed volume sales of Shloer grew, on average, by 180% when promoted during part of their promotional programme for events like Mother's Day, bank holidays and Bonfire Night.

Retailers who stepped up visibility of the brand during the jubilee week-end had seen sales volume triple, it added,



Adult soft drink sales have grown 14.8% by volume

and promoting adult soft drinks during 13 key events outside Christmas could grow the category by 13%.

"With the exception of Christmas and perhaps Easter, adult soft drinks tend to get overlooked, with the promotional focus put on other drinks such as beers, wine and cola," said Shloer marketing head Amanda

Grabham. "There are so many other social occasions when families and friends get together."

The company pointed out that 18% of the adult population did not drink alcohol [TGI July 2011], and adult soft drinks provided an alternative to fruit juice, cola or water.

Volume sales growth of adult soft drinks accelerated from the 5.4% recorded a year ago to 14.8% in the 12 months to 30 September 2012, according to Kantar Worldpanel data.

"We have seen consistent growth in penetration, which has reached 47.9% of the population," added consumer research analyst Gareth Davey.



The fig confit and white onion confit retail at £1.99

Lucullus lines extended with pair of confits

Gourmet pâté supplier Lucullus France has rolled out to Waitrose two chutney-style confits to accompany its meat pâtés and terrines.

The fig confit and onion & white wine confit (rsp: £1.99/100g) were inspired by the 1990s fashion for serving pâté with onion marmalade in bistros across France. The confits had a subtler flavour than English chutneys and were a "perfect accompaniment" to its pâtés and terrines, said the company.

Creative Nature rolls out cold-pressed bar

Health food brand Creative Nature has launched a premium range of raw health bars.

The company claimed that, as with oils, cold-pressing natural ingredients rather than using a heat press to partially cook them maintains all the nutritional properties and natural flavours. The juices of the berries and seeds are said to help form the bar when the raw ingredients are pressed into shape.

At an rsp of £1.68, the three varieties are a Brownie Bar containing



Creative Nature: launched healthier 'raw' bars

raw chocolate, the trail mix-style Super Seed Bar with hemp seed, and Super Berry Bar made with cranberries and Chinese goji berries. They are available through distributors Tree of Life, Marigold and CLF.

Dragons' Den Kirsty's range goes national

Dragons' Den contestant Kirsty Henshaw has won a permanent listing with Sainsbury's for her free-from ready meals.

Following a trial in 55 stores in July, the range – called Kirsty's – is being rolled into 400 stores now. The dishes, including Chicken tikka masala and Spanish chicken & Moroccan vegetables, are free from lactose, gluten, soya, eggs, nuts and artificial flavours, colours and sweeteners.

Henshaw secured £65k backing from Peter Jones and Duncan Bannatyne.

Hot cross bun truffle to welcome in spring

Chocolatier House of Dorchester is bringing out a hot cross bun flavoured truffle as part of a new confectionery range for spring.

The Easter line-up includes gift packs of hot cross bun-flavoured



The Easter line-up includes hot cross bun-style truffles

white chocolate truffles with raisins, which are hand-cut, wrapped in milk chocolate and decorated with a white chocolate cross (rsp: £6.99).

Other treats are the Traditional Spring Seven Pack – seven wrapped chocolate slims (rsp: £3.75) and Traditional Spring Happy Easter (rsp: £5.99/16 chocolate slims).

The chocolatier has also created Raspberry Caramel Hearts (rsp: £6.99) and Rose & Violet Truffles (rsp: £6.99) for gifting on Valentine's and Mother's Day.



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Waitrose stocks chutney-style confits to accompany Lucullus France pâtés

27 Oct 2012 | By [Vince Bamford](#)

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