

# Gravy made easy as Aunt Bessie's unveils first-ever frozen range

## Hannah Stodell

Aunt Bessie's is claiming a category first with the launch of a frozen gravy range designed to take the hassle out of roast dinners.

Homestyle Gravy, which rolls out to supermarkets in late September, will feature two flavours: Classic – for red meat and sausages – and Perfect for Chicken. Both flavours have an rsp of £1.69 for an ice-cube style tray of six snap-off cube pots, and are being sold under the tagline 'freshly made, simply frozen'.

More than one billion roast occasions were served with gravy, according to brand owner William Jackson Food



The frozen gravy is sold in a six-pot, ice-cube style tray

Group, which developed the frozen products to help consumers who found gravy a difficult task, particularly as the meal was being served.

The gravy is made from fresh meat stock, vegetables and flour, which is reduced and frozen, and is free from artificial ingredients. Consumers use one 25g cube to make 125ml of gravy – the

equivalent of two servings – and add hot water to produce the desired consistency. The product can be made on the hob, in the microwave, or added straight to meat juices in a roasting tray.

"This innovative product defines a new category for gravy and offers a solution to help busy families serve up delicious traditional food," said marketing director James Turton.

Rival Knorr is expanding its ambient stock pot format into gravy with a new range next month in chicken and beef flavours. The Gravy Pots will be backed by a £4m push this year that includes print, TV and in-store sampling.

## Pepsi's 250ml packs worth extra £8.4m

Pepsi's 250ml can multipacks range clocked up £14m in retail sales in its first year on shelf.

At the end of last August, PepsiCo introduced the new 250ml cans exclusively in multipacks of Pepsi after



PepsiCo introduced 250ml multipacks last August

research showed smaller cans were more suited to a range of different occasions, and that many shoppers liked having a smaller portion size.

Although 330ml cans still accounted for 85% of PepsiCo's multipacks business, 60% of sales generated by the 250ml packs had been incremental to the multipack cola category, said brand controller Noel Clarke.

The format was extended to 7Up and Tango in March and has generated £2m in retail sales for the brands.

## Unilever adds natural range to Cif brand

Unilever is expanding its Cif brand with the PowerPro Naturals range of naturally derived cleaning products.

The range, rolling out now, comprises a kitchen & multipurpose cleaner that is 95% naturally derived, and a bathroom version that is 98% naturally derived. An on-pack promotion and TV ad breaking at the end of this month form part of £1.5m support.

Cif said consumers wanted natural products that did not compromise on performance.



**Robinsons limited edition:** Britvic is expanding Robinsons squash with limited-edition flavour Red Berries from next month. The

squash can be drunk warm or cold, and has an on-pack flash to encourage parents to serve it to their children warm. Earlier this year, Robinsons launched a limited-edition Strawberries & Cream flavour to mark the Diamond Jubilee.

**Grown by women:** Booths will next month become the first UK supermarket to stock the Grown By Women Farmers hot beverage range launched last year. Sourced from women in co-operatives in Africa and Latin America the coffees and rooibos teas are organic and Fairtrade.



**Maltesers drink relaunched:**

Mars is relaunching its Maltesers malt hot drink with a new recipe designed to better capture the flavours of Maltesers. The new version, which comes in a resealable 225g eco pack, will aim to tap into the growing market for traditional malted chocolate drinks – up 17.2% by value year-on-year [SymphonyIRI 4 w/e 19 May].

**More Malay Taste:** Sainsbury's has increased its listings of the Malay Taste range, and this week rolled out chilli-based sauce Sambal Oelek (rsp: £2.29) to 274 stores, syrupy soy sauce Kicap Manis (rsp: £1.79) to 454 stores, Laska kit (rsp: £2.69) to 302 stores and Nasi Goreng kit (rsp: £2.69) to 454.



**Nutella Raleigh promo:** Nutella has teamed up with Raleigh for an on-pack promotion giving shoppers who buy 400g or 750g

packs the chance to win one of 20 sets of two adults and two children's bikes. Everyone who enters online will also receive a 10% discount code to use at [raleigh.co.uk](http://raleigh.co.uk) or [cyclelife.com](http://cyclelife.com).

**Vimto WeightWatchers in Waitrose:** Vimto Soft Drinks' WeightWatchers drinks range – launched in Tesco and Asda at the start of the year – is rolling out to 80 Waitrose stores this month.



**Kent Crisps on TV:** Kent Crisps

will appear in fictional supermarket Valco in a new series of TV comedy Trollied. Airing from 31 August on Sky1, the show stars Jane Horrocks. Kent Crisps are on sale at selected Waitroses and independent retailers.

**Ocean Spray expanded:** Ocean Spray is expanding its line-up with three one-litre chilled 100% Juice products – Cranberry Blend, Mixed Berry Blend and Blueberry Blend (all rsp: £2.29), following the launch of its ambient 100% Juices earlier this year. The brand is also expanding its one-litre ambient range with cranberry & cherry, cranberry with lime, and blueberry & raspberry (rsp: £1.29).