

Natural Countryside Cereals



BETTER FOR YOU, BETTER FOR THE PLANET





Natural Countryside Cereals

Pioneers in the healthy snacking market and leading the way in innovation & consumer habits in this ever-changing and growing market.

Innovation is key to our success; our focus is not only on current consumer trends but forecasting the future evolution in this marketplace.

We pride ourselves by making only 100% sustainable, natural and quality products that meet the growing demands for the healthy on the go & snacking market while maintaining an ethical and sustainable approach to business and production.

Our mission is to become a globally recognised brand for leading the market and changing consumers buying behaviour.

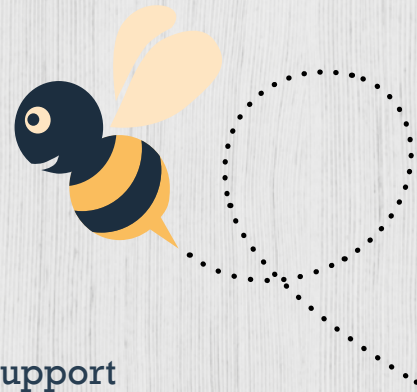




OUR TARGET MARKET

NCC has a key target market - the busy professional and healthy shopper – however, there are further subgroups that will naturally be drawn to the brand. Both the Target market and the subgroup are all globally growing markets.





SUPPORT

Every new market has a bespoke campaign built to support the customer and our brand. We will fully immerse ourselves in the market and opportunity to ensure we cover all trends and deliver a clear message alongside our retail partner to ensure brand values are delivered and developed.

**COMMERCIALS, INVESTMENT VALUE AND
LAUNCH DETAILS AGREED**

**NCC VISIT MARKET, UNDERTAKE A FULL
ANALYSIS OF THE OPPORTUNITY, TRENDS
AND BEHAVIOURS & SOURCE LOCAL TEAMS**

**STRATEGY DEVELOPED AND
PRESENTED TO CUSTOMER**

**STRATEGY SIGNED OFF AND
TIME-LINE FORMED**

LAUNCH PROGRAM

**KPI'S REPORTS REVIEWED MONTHLY
- ALTERED WHERE REQUIRED**



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MORE THAN JUST A BRAND...

NCC has been trading in the retail market for years. We have successfully built brands within the supermarkets and high street, focusing on growing rate of sale and brand awareness. Each new customer has a bespoke plan made to fit around their market and consumers.

SOCIAL MEDIA

We are working with a world leading digital marketing company. They can build online activities to fit around each company's strategic objectives while ensuring our products get full exposure and maximum return within your network and see positive growth with detailed reports provided.

COMPETITIONS AND PARTNERS

A recent partnership with the UK's largest online health food retailer found us collaborating and creating a competition under the title of 'Win a bathtub of granola'. Using a social media influencer and a captive, targeted audience it has been a huge success with sales growth exceeding expectations.

INVESTMENTS

We will invest into internal activities to support growth of ROS. A budget will be created to ensure continual growth and support and a commercial proposal to support you, the customer.

DATA ANALYTICS

We will review sales data and implement changes where applicable to ensure stability and growth.

SAMPLING

A trusted way to engage with consumers and showcase the brand – typically seeing 200 units sold per sampling activity per store means you will not only see strong sales on day but then repeat & growing business there after.





SAMPLING

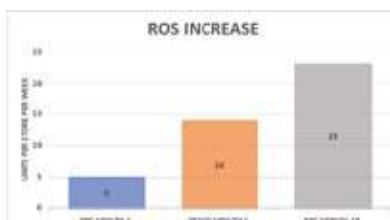
Sampling is a long established and trusted way to build sales and brand awareness and something which we have seen is a valuable asset and long term investment into the customer.

SAMPLING KEY BENEFITS

- Introduces the brand to new customers
- Brings theatre and life to the brand and the retailer
- Builds trust with the brand and the retailer
- Allows NCC to deliver key messages face to face
- Delivers a wealth of understanding of the retailer to improve on merchandising and promotional activities and builds relationships with the stores and the brand
- Delivers strong sales on each day of sampling and increases ROS promptly there after.

We have demonstrated success with this method within TESCO. When launching a range of fish-cakes under another brand owned by us, sales were expected to be 5-8 units per store per week with the top own branded line selling 14-16. After a 18 month program & 8 full time ambassadors we have taken our average ROS to 23. Not only did Tesco benefit from 8 full time ambassadors selling an extra 50+ units a day 5 days a week, but the ROS then increased so much that we became the best selling line in category.

ROS INCREASE VS TOP SELLING OL



DAILY UPLIFT



ANNUAL UPLIFT





WE ARE DELIGHTED TO INTRODUCE A GLOBAL FIRST AND MARKET LEADING NEW FORMAT

THE ALL NEW, ON-THE-GO RANGE!

A leak proof, heat proof tray with inbuilt spoon in a handy, sturdy, beautiful carton, filled with our multi award winning, gluten free & vegan granolas & porridges.

This new format is a true 'on the go' product giving the consumer everything they need for a healthy on the go snack, filled with amazing recipes and flavours along with healthy credentials. What's not to love...?



IT DOESN'T JUST STOP THERE...

CARBON NEUTRAL, COMPOSTABLE & RECYCLABLE PACKAGING!



#greatforcamping

They are the perfect fit for any deserving retail shelves – sit very comfortably in vending and a great addition to mini bars or snacks for hotels and the food service industry.

They will easily sit next to your keyboard at work, just add some cold water to the organic milk powder inside and away you go...

Built for convenience using our signature and award-winning recipes, these products will change the market space.

In an ever-changing world we have to keep up with the changing markets and trends and have embraced our lifestyle conscious friends and have introduced a **VEGAN** range.

WE ARE VERY EXCITED!





**OUR HONEY BASED, GLUTEN FREE,
DELICIOUS GRANOLAS COME WITH A
LONG HISTORY OF AWARDS TO PROVE
JUST HOW GOOD THEY ARE...**



Classic Honey Granola (rrp £1.69)

Fruity Nut Granola (rrp £1.69)

Our Plant based varieties boast extremely healthy credentials – focusing on gut health, immune system and general wellbeing, they really stack up.



RAW Cacao & Goji Granola (rrp £1.89)

Chia, Acai & Coconut Granola (rrp £1.89)

Unit Volume	70g
Units Per Case	12
Shelf life from Production	15 Months

TO TOP IT OFF...

We added a few porridge lines to the mix which are simply delicious...

Gluten Free Honey Porridge (rrp £1.29)

Vegan Raw Cacao Porridge (rrp £1.39)

Unit Volume	60g
Units Per Case	12
Shelf life from Production	15 Months



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FAMILY PACKS

A product and brand that has been supplying the supermarkets for over 10 years. It even boasts being the breakfast of choice for the athletes at The London 2012 Olympics and comes with a multitude of awards.

We have since introduced some new varieties and developed the recipes by adding more of the better bits...

Our new, enhanced granola recipes are not only packed full of healthy & natural ingredients, they are also reinforced with prebiotics, and a blend of vitamins to help your body recover quickly & fight everything that life can throw it by boosting your immune system.

#startingyourdaytheonlyway

Our granolas are...

- The finest quality ingredients used
- Gluten free
- 100% natural
- High in fibre
- Added insulin (chicory fibre)
- Added vitamins to boost your immune system
- Carbon neutral
- Recyclable
- Taste fantastic

and...

- **NO** GMO
- **NO** Palm Oil
- **NO** Refined Cane Sugars



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THE RANGE CONSISTS OF...



Classic Honey
(rrp £3.95)



Fruity Nut
(rrp £3.95)



Chia, Acai & Coconut
(rrp £4.49)



Raw Cacao & Goji
(rrp £4.49)

THE GLUTEN FREE GRANOLA RANGE

Classic Honey (rrp £3.95)

Fruity Nut (rrp £3.95)

Unit Volume	350g
Units Per Case	8
Shelf life from Production	15 Months

THE VEGAN GRANOLA RANGE

Raw Cacao and Goji Granola (rrp £4.49)

Chia, Acai & Coconut Granola (rrp £4.49)

Unit Volume	350g
Units Per Case	8
Shelf life from Production	15 Months

To complement our range, we have introduced a little simplicity with our utterly delicious porridge oats flavoured and sweetened with our classic honey.

Gluten Free Jumbo Rolled Porridge Oats with Honey (rrp £2.69)

Unit Volume	450g
Units Per Case	8
Shelf life from Production	15 Months

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SHAPING THE FUTURE...



...BY THINKING AHEAD.

