



# THE UK MARKET RETAIL STORE VISIT BY FRL TESCO, GREAT BRITAIN, UK.

24TH JANUARY 2022

# AGENDA

To understand the product availability in the UK Supermarkets especially in the Tesco.

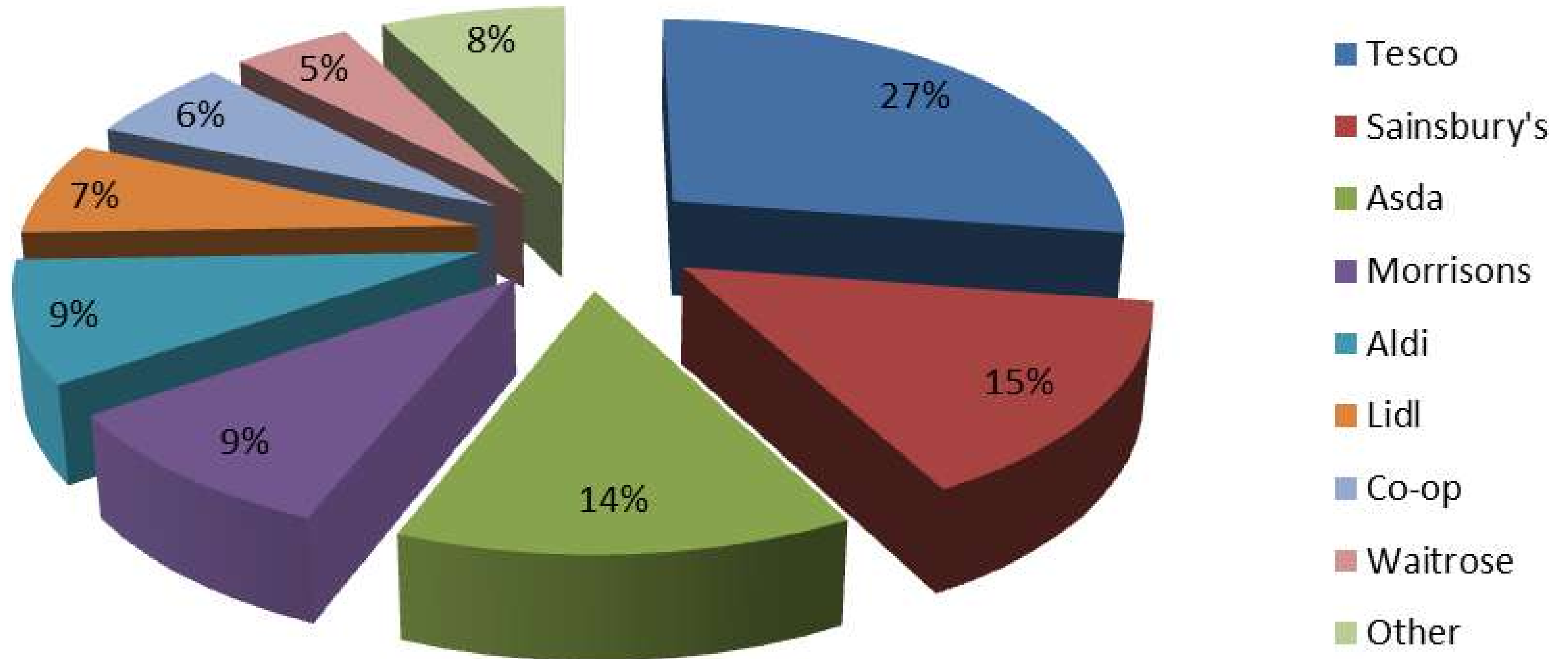
# BACKGROUND

Tesco's UK supermarket 2022 share was recorded at 27.3% in the last month. Tesco is the first largest supermarket chain in UK.



# SUPERMARKET SWEEP

## MARKET SHARE, MAY 2022

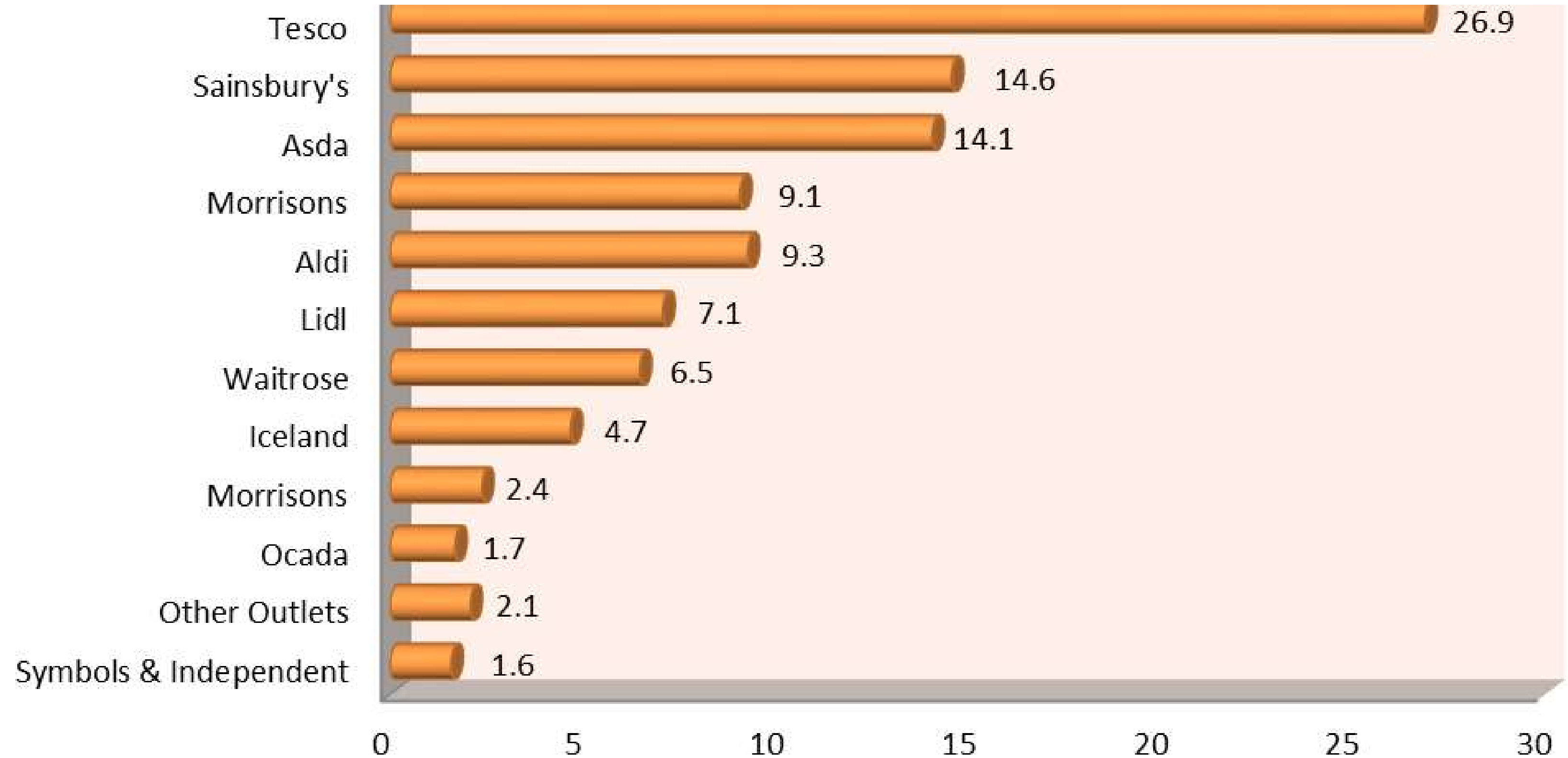


SOURCE: KANTAR, 2022



## GREAT BRITAIN

## GROCERY MARKET SHARE (12 WEEKS ENDING)





## Brand Observed



## Company overview:

NOVO Nutrition was formed in 2016 by Andrew Coulson, a well-known figure on the global fitness and well-being circuit, because he spotted a gap in the healthier snacks market.

**Target Product Category :** Protein Chips

**Name of the Product :** Cheese flavoured protein chips, Sour cream and onion flavoured protein chips, Barbecue Protein Flavoured Chips, Sweet Thai Chilli Flavoured Chips

# NUMBER OF FLAVORS

1. Cheese flavoured protein chips
2. Sour cream and onion flavoured protein chips
3. Barbecue Protein Flavoured Chips
4. Sweet Thai Chilli Flavoured Chips



# NUMBER OF LAYERS

## SINGLE LAYERS

- Item per serving weight : 30 g
- Suitable for: Vegetarian
- Activity: Boxing, Body Building, CrossFit, Fitness, Gym & Training, Weightlifting
- Country of Manufacturer: United Kingdom
- Features: GMO Free

**Claims:** 10 g protein, 65% less fat, popped not fried, low sugar, high fibre

**Allergen:** made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

**Acidifying Agent:** E270, E 327

**Preservative:**

**Humectant:**

**Colors:**

**Binding Agent:**

**Stabilizer:**

**Flavor:** cheese flavoured

**Fat:** sunflower oil

**Protein Chips – Cheese**

With a tangy and creamy cheese flavour that consistently delivers, our Cheese Protein Chips keep it simple. The savoury snacking market is changing one bite at a time thanks to Novo Protein Chips, which have 65% less fat than regular chips and 10g of protein per pack. Crispy, filling, and just plain scrumptious.

**Major/ primary Ingredients :** Soy Protein 45% (Non EU), Potato 24 % (Potato Granules, Potato Flakes, Potato Starch), tapioca starch, Sunflower Oil, Cheese Seasoning (Whey Powder (Milk), Cheese Powder (EU, Non EU) (Milk), Salt, Yeast Extract, Cream Powder (Cream Powder, Skimmed Milk Powder), Spice Extract (Paprika, Turmeric), Flavouring, Acidifying Agent (E270, E327)), Antioxidant (Rosemary Extract)

**Nutritional information per 100g :**

**Energy :** 412 kcal  
**Carbohydrate:** 35.6 g  
**Fiber :** 10.1 g  
**Protein :** 35 g  
**Fat:** 12.2 g  
**Salt:** 2.3 g

**Serving size :** 30g

**Nutritional information per serve :**

**Energy :** 124 kcal  
**Carbohydrate :** 10.7 g  
**Fiber :** 3.0 g  
**Protein :** 10.5 g  
**Fat –** 3.6g  
**Salt :** 0.7 g

**Fiber Source:**

**Protein source :** soy protein





**Claims:** 10 g protein, 65% less fat, popped not fried, low sugar, high fibre

**Allergen:** made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

**Acidifying Agent:**

**Preservative:**

**Humectant:**

**Colors:**

**Binding Agent:**

**Stabilizer:**

**Flavor:** sour cream and onion

**Fat:** sunflower oil

**Protein Chips – Sour cream and onion**

Sour cream and onion form a perfect combination of our sour cream & onion protein chips that delivers the right taste every time. Novo protein chips are changing the savoury snacking market one bite at a time since they have 65% less fat than regular chips and offer 10g of protein per pack. They are crispy, tasty and satisfying.



**Fiber Source:**

**Protein source:** soy protein

**Major/primary Ingredients:** Soy Protein 45% (Non EU), Potato 24 % (Potato Granules, Potato Flakes, Potato Starch), tapioca starch, Sunflower Oil, sour cream and onion seasoning (onion powder (EU, Non-EU), yoghurt powder (Milk), Cheese Powder (EU, Non EU) (Milk), Salt, whey powder (milk), dextrose, Yeast Extract, flavouring (including milk), parsley, acid (citric acid)), Antioxidant (Rosemary Extract)

**Nutritional information per 100g:**

**Energy:** 409 kcal  
**Carbohydrate:** 36.5 g  
**Fiber:** 10.3 g  
**Protein:** 34.8 g  
**Fat:** 11.6 g  
**Salt:** 2.2 g

**Serving size:** 30g

**Nutritional information per serve:**

**Energy:** 123 kcal  
**Carbohydrate:** 10.9 g  
**Fiber:** 3.1 g  
**Protein:** 10.5 g  
**Fat:** 3.5 g  
**Salt:** 0.7 g

**Protein Chips – Barbecue Protein Chips**

Combining a classical smoky Barbeque flavour with a mellow hint of spice, the taste of our Barbeque-flavoured protein chips delivers consistently. With every bite, Novo Protein chips change the savoury snacking market, having 65% less fat than regular chips and providing 10g of protein per pack and filling, tasty and crispy.

**Claims:** 10 g protein, 65% less fat, popped not fried, low sugar

**Allergen:** made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

**Preservative:**

**Flavor:** barbeque

**Fat:** sunflower oil



**Fiber Source:** Protein source :  
soy protein

**Major/ primary Ingredients :** Soy Protein 45% (Non EU), Potato 24 % (Potato Granules, Potato Flakes, Potato Starch), tapioca starch, Sunflower Oil, barbeque Seasoning (Sugar, salt, dextrose, flavouring (including smoke flavourng), tomato powder, spices (paprika, allspice, cinnamon), Yeast Extract, onion powder (EU, Non EU), spirit vinegar powder, molasses powder (molasses, maltodextrin), garlic powder, acid (citric acid), Spice Extract (Paprika, Turmeric), Antioxidant (Rosemary Extract)

**Nutritional information per 100g :**

**Energy :** 409 kcal  
**Carbohydrate:** 38.4 g  
**Fiber :** 10.2 g  
**Protein :** 33.9 g  
**Fat:** 11.1 g  
**Salt:** 1.8 g

**Serving size :** 30g

**Nutritional information per serve :**

**Energy :** 123 kcal  
**Carbohydrate :** 11.5 g  
**Fiber :** 3.1 g  
**Protein :** 10.2 g  
**Fat –** 3.3 g  
**Salt :** 0.6 g

**Protein Chips – Sweet Thai Chilli Flavoured popped sov and potato chips**

Our protein chips are flavoured with Thai sweet chilli with a dash of spice for a taste that delivers every time. Novo protein chips are revolutionizing the savoury snack market with every bite, for they contain 65% less fat than regular chips and offer 10 g of protein per pack.



**Claims:** 10 g protein, 65% less fat, popped not fried, low sugar

**Allergen:** made in a factory which handles soy, gluten, milk, fish and sulphites. May contain traces of gluten

**Preservative:**

**Flavor:** sweet thai chilli

**Fat:** sunflower oil

**Fiber Source:**

**Protein source :**  
soy protein

**Major/ primary Ingredients :** Soy Protein 45% (Non EU), Potato 24 % (Potato Granules, Potato Flakes, Potato Starch),tapioca starch, Sunflower Oil, thai sweet chilli seasoning (sugar, salt, spices (chilli (Non EU), coriander, ginger, aniseed), onion powder (EU, Non EU), garlic powder, Yeast Extract, tomato powder, acid (citric acid), molasses powder (molasses, maltodextrin), herb (lemongrass), Spice Extract (Paprika, Turmeric), Antioxidant (Rosemary Extract)

**Nutritional information per 100g :**

**Energy :** 408 kcal  
**Carbohydrate:** 37.7 g  
**Fiber :** 10.6 g  
**Protein :** 34 g  
**Fat:** 11.1 g  
**Salt:** 1.7 g

**Serving size : 30g**

**Nutritional information per serve :**

**Energy :** 122 kcal  
**Carbohydrate :** 11.3 g  
**Fiber :** 3.1 g  
**Protein :** 10.2 g  
**Fat –** 3.3 g  
**Salt :** 0.5 g



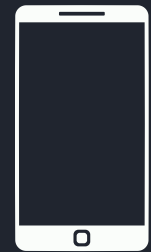
At Food Research Lab, our [new food product development](#) scientists [formulate the protein chips](#) from various healthy and nutritious raw materials. Our contract research team assists manufacturers and start up in developing the product that could meet the recommended dietary allowances guidelines, required shelf life and sensory. Our facility enables to conduct pH, acidity, water activity, texture analysis, microbial analysis, antioxidant activity, total flavonoid content, phenolic content, and sensory analysis.



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**THANK YOU**

