



**THE UK MARKET RETAIL STORE VISIT BY THE FOOD
RESEARCH LAB ASDA, MILTON KEYNES, UK.**

30TH OCTOBER 2023

AGENDA

To understand the product availability in the UK Supermarkets, especially at Asda's.

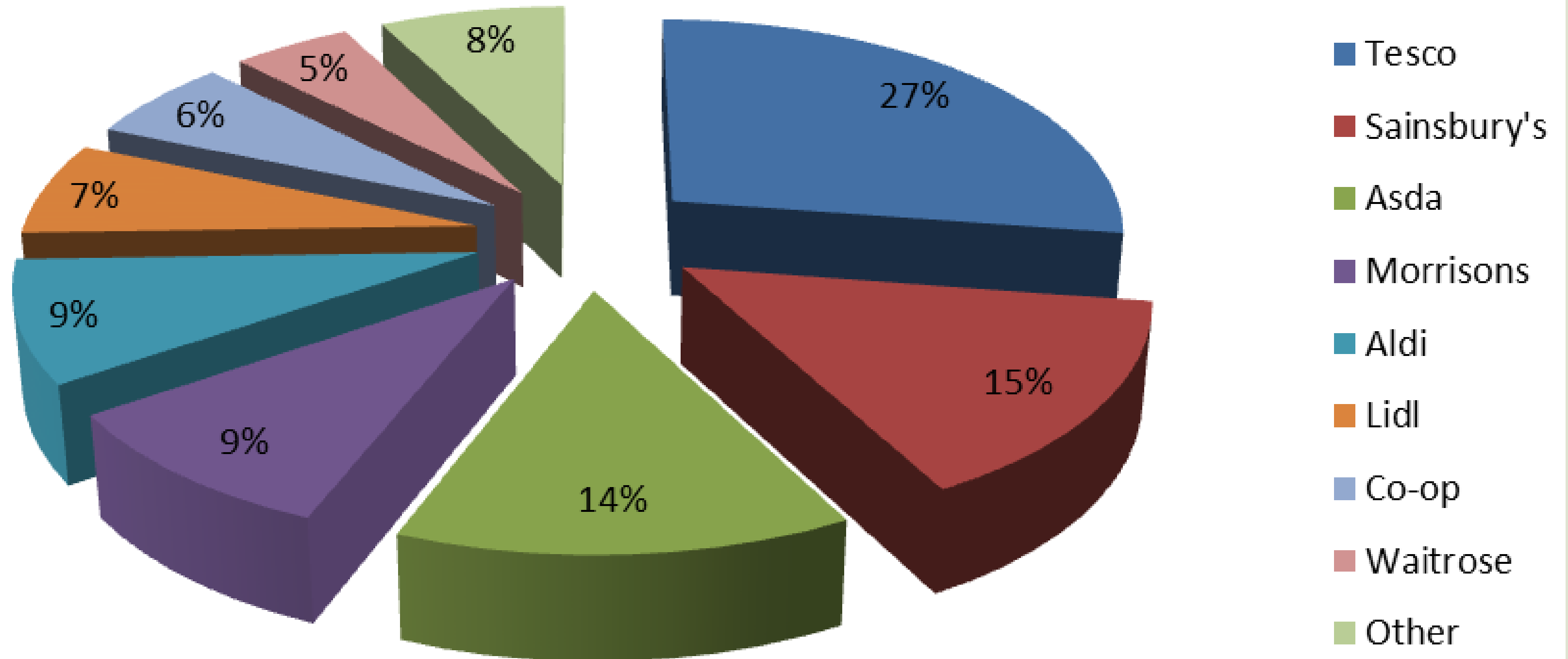
BACKGROUND

Asda is one of the largest UK groceries by market share, with 14.7% in the supermarket sector after Tesco & Sainsbury's. Asda is seeking to overtake Sainsbury as the UK's second-largest grocery supermarket.



SUPERMARKET SWEEP

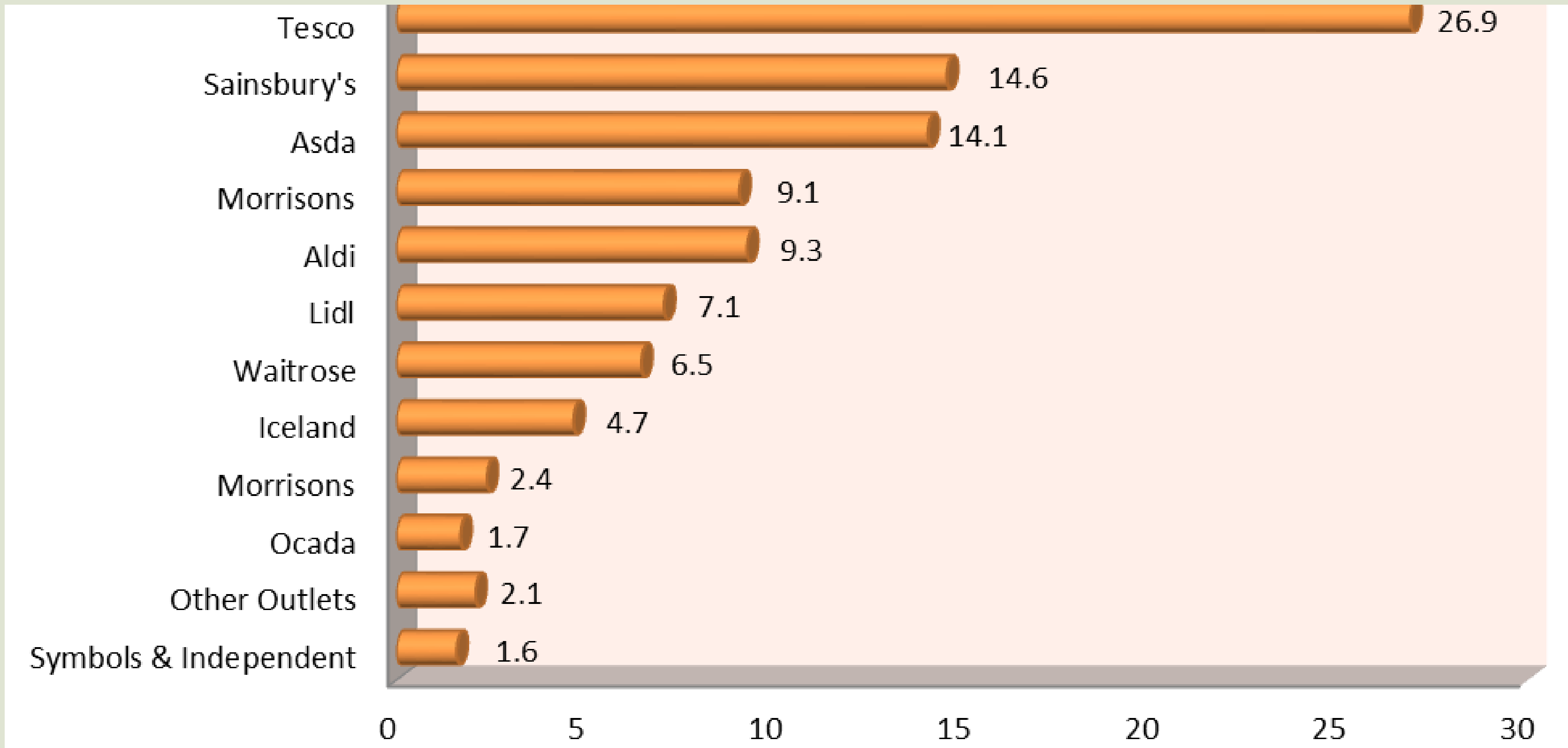
MARKET SHARE, MAY 2022



SOURCE: KANTAR, 2022

GREAT BRITAIN

GROCERY MARKET SHARE (12 WEEKS ENDING)



Brand Observed



Company overview:

Hovis Ltd is a British flour and bread manufacturer. It was founded in Stoke-on-Trent and began mass manufacture in Macclesfield, Cheshire, in 1886. Following a series of mergers, it became a subsidiary of Rank Hovis McDougall in 1962. Both the Gores Group and Premier Foods announced in November 2020 that they had sold their holdings in the company to the British-based private equity group Endless LLP. Hovis specializes in high wheatgerm wholemeal flour, and the bread is baked separately. It also makes Nimble brand low-calorie bread.

Target Product Category : **Wholemeal bread**

Name of the Product : **Hovis**

NUMBER OF PRODUCTS: 4

- Wholemeal Medium Sliced
- Wholemeal Thick Sliced
- Wholemeal Small Loaf
- Granary Wholemeal



WHOLEMEAL MEDIUM SLICED

Primary Ingredient:

Wholemeal Flour (Wheat), Water, Wheat Protein, Yeast, Granulated Sugar, Salt, Soya Flour, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Vegetable Oil (Palm, Rapeseed), Emulsifiers: E471, E472e; Preservative: E282, Caramelised Sugar, Flour Treatment Agent: Ascorbic Acid

Sweetener:

Sugar

Serving size:

40g



**Nutritional Information
Per 100g**

Energy: 221Kcal
Fat: 1.8g
Carbohydrates: 37.8g
Sugars: 4.1 g
Protein: 10.0g
Salt: 0.90g
Vitamin B1: 0.23mg

Servings per pack: 20

Grains: Wholemeal Flour (Wheat), Original Granary Blend (Granary Malted Wheat Flakes (9%), Toasted Wheat, Toasted Rye), Barley Flour, Barley Fibre

WHOLEMEAL THICK SLICED

Primary Ingredient:

Wholemeal Flour (Wheat), Water, Wheat Protein, Yeast, Granulated Sugar, Salt, Soya Flour, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Vegetable Oil (Palm, Rapeseed), Emulsifiers: E471, E472e; Preservative: E282, Caramelised Sugar, Flour Treatment Agent: Ascorbic Acid.

Sweetener:

Sugar

Serving size:

47g



Nutritional Information

Per 100g

Energy: 221Kcal
Fat: 1.8g
Carbohydrates: 37.8g
Sugars: 4.1 g
Fibre: 6.8g
Protein: 10.0g
Salt: 0.90g
Vitamin B1: 0.23mg

Servings per pack: 17

Grains: Wholemeal Flour (Wheat), Original Granary Blend (Granary Malted Wheat Flakes (9%), Toasted Wheat, Toasted Rye), Barley Flour, Barley Fibre

WHOLEMEAL THICK SLICED

Primary Ingredient:

Wholemeal Flour (Wheat), Water, Yeast, Granulated Sugar, Wheat Protein, Salt, Soya Flour, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Vegetable Oil (Palm, Rapeseed), Emulsifiers: E471, E472e; Preservative: E282, Caramelised Sugar, Flour Treatment Agent: Ascorbic Acid.

Sweetener:
Sugar

Serving size:
29g



**Nutritional Information
Per 100g**

Energy: 221Kcal
Fat: 1.8g
Carbohydrates: 37.8g
Sugars: 4.1 g
Fibre: 6.8g
Protein: 10.0g
Salt: 0.90g
VitaminB1: 0.23mg

Servings per pack: 14

Grains: Wholemeal Flour (Wheat), Original Granary Blend (Granary Malted Wheat Flakes (9%), Toasted Wheat, Toasted Rye), Barley Flour, Barley Fibre

GRANARY WHOLEMEAL

Primary Ingredient:

Wholemeal Flour (Wheat), Water, Original Granary Blend (Granary Malted Wheat Flakes (9%), Toasted Wheat, Toasted Rye), Wheat Protein, Granulated Sugar, Yeast, Soya Flour, Salt, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Barley Flour, Caramelised Sugar, Emulsifiers: E471, E472e, E481; Vegetable Oil (Palm, Rapeseed), Preservative: E282, Barley Fibre, Flour Treatment Agent: Ascorbic Acid.

Sweetener:
Sugar

Serving size:
47g



**Nutritional Information
Per 100g**

Energy: 221Kcal
Fat: 1.8g
Carbohydrates: 37.8g
Sugars: 4.1 g
Protein: 10.0g
Salt: 0.90g
Vitamin B1: 0.23mg

Servings per pack: 17

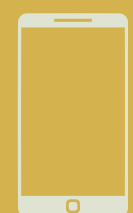
Grains: Wholemeal Flour (Wheat), Original Granary Blend (Granary Malted Wheat Flakes (9%), Toasted Wheat, Toasted Rye), Barley Flour, Barley Fibre

Guires FRL is a global contract R&D that assists food and beverage manufacturers with [food product development](#). A team of food scientists and technologists follow a systematic process, beginning with gaining consumer insights from market and consumer research, followed by prototype development, formulation and product testing for sensory profile and quality. Moreover, the team assists with creating packaging designs that align with the regulations, ensuring the product developed is successful.

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THANK YOU