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The Grocer Guide to...

The Grocer

# Christmas



## Analysis

# Comfort and joy

**The festive season is all about celebration, indulgence and sharing with family and friends. Yet this year, the reality of the UK's economic woes has to be taken into account – and suppliers are all too aware that they are catering to a broader range of needs than ever before**

↘ August each year seems to be the month where a flurry of trend predictions appear for the run-up to Christmas – from inspired decorations to gift ideas to what consumers will be eating and imbibing.

And this year, as always the excitement has started early, despite the financial woes of the UK's economy. For example, Christmas 2023's decor will involve traditional to futuristic and everything in between, according to a report in *Good Housekeeping*<sup>1</sup>, while online Christmas specialist website Jolly Festive<sup>2</sup> offers a range of 23 must-haves that it suggests consumers will not want to miss. It notes: "With seemingly relentless doom and gloom in the press, it's no surprise that we're all eager to cast aside the daily grind and add a little North Pole magic to our lives for Christmas 2023."

While Jolly Festive acknowledges that continuing concerns about the cost of living and eagerness not to be wasteful means Christmas "is looking a little trimmer this year", it says that this doesn't mean consumers cannot "sprinkle a little new on our winter wonderland home scene" and offers a range of Christmas décor ideas from rows of glass mushroom ornaments to woodland creatures and fluffy stars.

Back in the somewhat more down-to-earth world of food and drink, the multiple retailers are also getting hyped up for the Christmas Day cheer.

Tesco has already set out its stall, showing shoppers how to "begin spreading the cost of Christmas sooner"<sup>3</sup>. This message from the retailer focuses on wine and fizz, plus frozen party food, as well as chocolate boxes, truffles and early Christmas presents.

It also promotes its savvy message of "money-saving rewards for early elves" on festive feasts.

Waitrose, meanwhile, is focused on Christmas centrepieces, sides and buffet bites, alongside bakery, desserts and 'Yuletide treats'<sup>4</sup>. However, at Marks & Spencer, shoppers will have to wait until September for their Christmas inspiration<sup>5</sup>.

So, as August begins, the excitement for the upcoming festive season has begun to build. Yet the reality is that consumers will be watching their wallets this year as the economy continues to bite, and suppliers are very conscious that they will need to offer a wide range of formats and styles to woo shopper custom. But first, how did Christmas 2022 pan out for them?

VLAM promotion manager Katrien De Nul reveals the average cost of a



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Christmas dinner last year rose by 22.5% year-on-year (YOY)<sup>6</sup>, which no doubt meant consumers needed to cut back in some areas, she says. However, sales of Belgian potatoes remained very high over this period as the processed potato category, roast potatoes and other potato dishes are such a core element of the Christmas dinner and other winter meals in the UK, she adds.

That said, De Nul identifies some behaviour shifts, as inflation sent consumers to seek out "value, quality and ease of cooking to reduce energy usage" when preparing Christmas dinner. As a result, there was a drive towards frozen and pre-prepared potato products that offered lower prep time and food waste, she says. "We expect this trend to continue in 2023, so there is a huge growth opportunity for

quality chilled and frozen pre-prepared this winter."

According to Nicole Dudley, brand manager for Christmas & Halloween at Mondelez International, the total Christmas confectionery category is worth £1bn<sup>7</sup> and the company has the No.1 SKU in several categories, including Christmas novelty products, sharing tubs and pouches, selection boxes and advent calendars<sup>8</sup>.

"2022's Christmas season ended a somewhat tumultuous year," she says. "But it was clear that, despite the ups and downs of the preceding 12 months, shoppers continued to embrace the occasion with their usual traditions and celebrations. In fact, a November 2022 survey found that despite any current and potential financial hardships they may face, for over two-thirds of adults (68%)<sup>9</sup> the

upcoming season was so important to them that cancelling Christmas in their household was simply not an option."

2022 was a record-breaking year for total grocery Christmas sales, with December passing the £12bn mark for the first time<sup>10</sup>, reveals Cybi Capaldi, senior brand manager, Christmas at Mars Wrigley. Within this, chocolate and biscuits saw significant growth in both spend (+9.3%) and volume (+3.4%)<sup>11</sup> as pre-Covid habits started to return. However, the confectionery category saw a 2.1% decrease in value sales<sup>12</sup> across the season as shoppers, less loyal to a single retailer, sought out value for money. Despite this, Mars Wrigley achieved value growth of 3.9%<sup>13</sup>, she adds.

Irrespective of any volatility, confectionery is and remains a critical category over the festive period, with

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around 90% of consumers<sup>14</sup> purchasing confectionery as a gift or to enjoy with friends and family, reports World of Sweets partner brand manager Chris Smith. “Last Christmas was a strong year for World of Sweets; retail sales value was up 28% YOY<sup>15</sup>,” he says.

Despite the cost-of-living crisis, the confectionery sector remains strong, he adds. “It’s a relatively low-cost item, which consumers see as a treat. Shoppers are looking for good value, but are also willing to trade up with premium products for gifting.”

Post-Covid, boxed chocolate gifting faced an anticipated YOY decline of -3% in the 13 weeks leading up to Christmas Day<sup>16</sup>, says Karen Crawford, marketing director at Colian UK. However, it still proved resilient as consumers always tend to treat their loved ones to chocolate at this time of year, she adds. Despite market declines, [the] Lily O’Brien’s [brand] boasted 13% growth<sup>17</sup>, driven by sales of its Desserts Collection, she notes, while the launch of the Truffles range under the same brand added almost £1m to retail sales value in the casual gifting sector of boxed chocolates<sup>18</sup>.

Fox’s Burton’s Companies (FBC UK) trade marketing director Colin Taylor reveals that the seasonal sweet biscuits category grew by 6% or £7.7m over the 16 weeks to 24th December 2022 compared to the previous year<sup>19</sup>. This drove the overall value of the category within that period to £137.4m<sup>20</sup>, he says. “FBC UK became the No.1 branded seasonal sweet biscuits manufacturer over the 16-week Christmas window<sup>21</sup>, with the Fox’s Classic Biscuit Selection becoming the highest-value seasonal sweet biscuit pack during that time, achieving £12.8m in retail sales<sup>22</sup>.”

In terms of alcohol, the UK beer market saw an uplift in share from December 2022 to February 2023<sup>23</sup>, thanks to the festive period and last year’s sports fixtures, reveals Heineken category & commercial strategy director Alexander Wilson. “Over the same period, data shows more households were buying into beer, with an increase in shoppers switching from wine and spirits to beer<sup>24</sup>. We feel this was linked to cost-of-living pressures for consumers, as beer’s more accessible price points vs wine and spirits became important for shoppers – something we are expecting to see again this year.”



### The importance of brand trust

At Mondelez International one of the main focuses for the 2022 festive season was to drive value for shoppers, reveals Dudley. “In challenging times, consumers look for brands they know and can depend on,” she says. So, the company rolled out new “eye-catching designs” across its portfolio that “really dialled up the festive feeling in our seasonal offerings”, she says. “Several packs also featured ‘for someone special’ labels, making them thoughtful and convenient presents.” As these designs proved successful, the company is bringing them to shoppers again this year.

FBC UK’s Taylor also points to the “positive trend towards quality and trusted brands, with shoppers opting

for their festive and all-year-round favourites in the run-up to Christmas last year”. He notes that biscuit assortments are a small treat that can be bought for the household or gifted for others to share.

Meanwhile, Mars Wrigley’s Capaldi agrees that customers turn to brand favourites during the festive period, shown in the decline in private-label value sales by 8.2% YOY and Mars Wrigley claiming the “fastest growth in sales during Christmas 2022<sup>25</sup>”. To capitalise on shoppers’ loyalty to branded confectionery, despite the recessionary environment, retailers should stock up on both classic offerings, such as Celebrations Tubs, as well as exciting and delighting consumers by stocking NPD, she says.

# Cost of living drives need for variety



Having a broad range of products available to meet different consumer needs at different price points is arguably more crucial this season than ever before, says FBC UK trade marketing director Colin Taylor. As such, the company will continue to share a range of assortments for retailers of all sizes and formats through its Fox's and Paterson's shortbread ranges, while its Chocolatey Tin meets the needs of those after something a little more premium.

In similar fashion to 2022, Mars Wrigley expects to see shoppers prioritising value for money this Christmas, comparing products and stockists, including discounters, to ensure they are saving money where possible, says Cybi Capaldi, senior

brand manager, Christmas." This shift in focus leads shoppers to consider a wider range of formats when seeking confectionery that fits with their budget and has caused a move from boxed chocolate shoppers into both sharing tins/tubs. The gain from this switch has been £2.7m and £1.6m respectively<sup>i</sup>, she says. Retailers should therefore stock a wide range of brands, products and pack sizes, she adds.

"Shoppers will continue to look for indulgent products without a premium price tag," says Colian UK marketing director Karen Crawford. "Our expanding Lily O'Brien's range promises just this, with gifting solutions to suit different price points at £5, £6, £7 and now with £9 on promotion [for the

brand's Christmas Desserts Collection, which will launch into all major supermarkets from early October – RRP £12]."

One key trend observed by Heineken as a direct result of the cost-of-living crisis is the growth of smaller packs. "We are seeing smaller multipacks, such as small and mid-packs growing their share of spend and expect this trend to continue over the coming months as many look to continue shopping, but with a more restricted budget," says Alexander Wilson, category & commercial strategy director.

That said, premium offerings a growing despite the inflationary environment, he adds. "While shoppers are attempting to make savings across large expenditures, such

as household bills or eating out, smaller purchases like alcohol are one where consumers are happy to spend a little more. This includes premium beer brand Birra Moretti ... which has grown an incredible 42% since 2016<sup>ii</sup>, becoming the leading premium brand in both the on- and off-trade."

In addition, research conducted by Heineken last year showed that convenience will drive three-quarters of beer drinkers and over two-thirds of cider drinks into c-stores over the festive season<sup>iii</sup>. The company, which offers Strongbow, Old Mout and Inch's cider brands, unveiled a Masterbrand redesign for Strongbow earlier this year and launched Strongbow Tropical Cider, a blend of mango and pineapple.

## Flavour of Christmas 2023

With ginger having grown 16% over the 2022 seasonal period vs 2021<sup>26</sup>, FBC UK's Taylor anticipates this to also be a key flavour this Christmas and is launching a new Fox's Snowman Gingerbread carton under The Snowman™ licence to better tap into novelty gifting and as a stocking filler.

Mondelez International's Dudley says that, for consumers seeking additional flavours in their chocolate, its new Cadbury Buttons Selection Box is perfect. "This product features Cadbury Buttons in all four of its flavours: Salted Caramel, Caramilk, Orange and Milk Chocolate original," she reveals.

World of Sweets partner brand manager Chris Smith believes "indulgent cocktail flavours" are a

strong taste sensation in confectionery for Christmas 2023. "They offer consumers something different, introduce premium confectionery to a young adult demographic and are a strong gifting option," he says, adding that the Anthon Berg Chocolate Cocktails cater to this trend.

For confectionery, flavours that evoke joyful and comforting feelings associated with the season will be most popular, predicts Colian UK's Crawford. She points to the new Spiced Latte flavour in the Lily O'Brien's Christmas Desserts Collection as a prime example.

## Key trends

Sharing and gifting are the formats anticipated to be important this year, as "consumers take full advantage of

being able to socialise with their loved ones", says Mondelez's Dudley, adding that the company will be rolling out several new products suited to this for Christmas 2023, including a larger format of its Cadbury Mini Snowballs in a 296g bag for shoppers to share and enjoy, she says. This joins the product's 80g bag and 100g blocks which she says are the "top two sharing novelty SKUs<sup>27</sup>, attracting over 800,000 new shoppers to the category<sup>28</sup> between them".

The company is also introducing a 400g format for its Cadbury Chunk Collection, and is adding in Caramilk Chunks for the first time.

FBC UK's Taylor highlights nostalgia as an important trend during the Christmas season. However, he also feels a variety of products in a range

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of formats enables consumers to make responsible choices and enjoy the company's products in moderation, as part of a balanced and varied diet.

Consumers will explore different formats, agrees Colian UK's Crawford, who notes that the casual gifting category, worth £433m<sup>29</sup>, is the largest and only segment of boxed chocolates in growth. The company plans to build on last season's launch of its Lily O'Brien's Truffles (RRP £5) in Salted Caramel and Milk Chocolate flavours this season, which it says added close to £1m to the category in the 13 weeks run-up to Christmas last year<sup>30</sup>. Other than that, she feels that "luxurious experiences" are a "perennial trend within confectionery". "We anticipate intense indulgence will be highly sought after, especially when it's a statement, yet affordable, gift such as beautiful crafted box chocolates."

World of Sweets' Smith notes that the trend for vegan confectionery is showing no signs of slowing down. "We've been introducing vegan confectionery into our product portfolio for a number of years and source confectionery from around the globe to bring consumers the best and tastiest vegan sweets," he says. This year, the company is launching two new vegan products by Bonds of London: the Bonds Vegan Gift Jars, packed with either Giant Strawbs (230g) or Fizzy Dummies (175g) at an RRP of £3.50.

Premiumisation is one trend that Heineken's Wilson expects to continue. "Premium lager has grown by 10.6% in the last quarter<sup>31</sup>, with massive growth in penetration as consumers want better-quality products," he says. "This trend has been consistent over the past two to three years and the key brand driving this growth is Birra Moretti, which has become the UK's No.1 continental premium lager brand<sup>32</sup>.

"Secondly, Gen Z are adopting the mindful drinking trend and looking for ways to incorporate alcohol into healthier lifestyles – something we aren't expecting to slow down over the festive period. Our research from last year showed that 41% would be looking for lower-alcohol or alcohol-free options to drink at Christmas (55% of Gen Z)<sup>33</sup> and we would predict the same for this year." While Heineken now has over 130 non-alcoholic line extensions globally, its priority is Heineken



o.o, which benefits from consistent investment, he notes.

Despite the tendency to opt for indulgent products at Christmas, consumers are still very conscious of personal and planetary health, says VLAM's De Nul. "67% of UK adults state it is important that their diet is healthy for both themselves and the planet<sup>34</sup>," she notes. As such, sustainability of ingredients will become an ever-increasing influence on purchase, she adds, noting that "a range of efforts has been made to increase sustainability in potato production and processing in Belgium, and the sector actively participates in reaching the sustainability goals".

### Marketing/merchandising

Attractive displays are vital to drive awareness early in the season, says FBC UK's Taylor. "One way to do this could be by highlighting our all year round 'red box' of Fox's Classic 275g

assortment early in the Christmas season before moving on to larger displays of the Fox's Classic 550g," he suggests. "Iconic products like these remind shoppers of the opportunity to stock up on sweet biscuits for their households and as gifts." The company will begin advertising activity across social media as well as in-store to appeal to shoppers starting to plan their Christmas shop.

Since 2018, Mondelez has focused its Christmas campaign for Cadbury around its Secret Santa initiative, encouraging consumers to gift chocolate in secret to someone special. Originally starting out as a post office that toured around the country and gave bars in-person to people, in 2022, it was scaled up reach millions more by going digital. It also partnered with the Trussell Trust, a charity working to end the need for food banks in the UK; for every Cadbury bar sent via its Secret Santa post offices, it gave another bar

# At-home inspiration



There has been an influx of baking at home in the UK over the last few years, with 49% of adults baking during the first Covid-19 lockdown, resulting in more than 8.3m new home bakers<sup>iv</sup>, says Mondelez brand manager for Christmas and Halloween Nicole Dudley. As Cadbury is the “nation’s favourite chocolate”<sup>v</sup>, many consumers use it in their baking creations, she notes. She anticipates that home cooking and entertaining will continue this year, as a way of socialising with loved ones more affordably.

“Consumers will be feeling the pinch this winter as the cost-of-living crisis impacts spend,” says

VLAM promotion manager Katrien De Nul. “This will limit the amount Brits are eating and drinking out of home over the festive season, instead opting to celebrate at home. Consumers will still be looking for high-quality dishes to celebrate, and therefore, the right chilled and frozen potato offer is essential for retailers in the second half of the year,” she says. “Retailers should be prepared for customers looking to trade up as more people in the UK plan Christmas parties at home.” She points to variants such as potato croquettes, fries and wedges being ideal party serves for at-home entertaining.

“There is a huge opportunity for retailers to put innovation into the chilled and frozen processed produce aisle,” she adds. “Offering customers in both the convenience and grocery channel a diverse range of products, and impactful recipe ideas with merchandising, will no doubt translate into sales.”

World of Sweets partner brand manager Chris Smith is expecting to see an increased demand in sharing bags and boxes of confectionery over the festive period as consumers celebrate at home rather than going out. “These are central to any good Christmas range and there are

lots of options from the classic Christmas chocolates to jellies, foam sweets and mallows,” he says.

Year on year, entertainment occasions continue to be a large profit driver for grocery retailers over the festive period, notes Cybi Capaldi, senior brand manager, Christmas at Mars Wrigley. To continue to capitalise on this, the company is rolling out its Assorted Truffles market-wide, with Maltesers Assorted Truffles available in all major retailers. “This has the potential to recruit shoppers willing to purchase multiple units into the sector, driving both value and unit growth within the assortment box category.

to the charity on their behalf. This campaign will return for 2023.

Colian UK plans to extend its marketing campaign ‘For the ones you really know’ this Christmas, to put the spotlight on Lily O’Brien’s as the “best chocolates” for gifting or sharing. The campaign will roll out across all consumer touchpoints, including digital, in-store and heavyweight media investment, says Crawford.

Last year, VLAM launched a two-year marketing campaign to promote Belgian processed potatoes in UK retail and foodservice. Its ‘Loved in Britain, Made in Europe’ campaign highlights the growth of the potato category and the opportunity for retail and foodservice to build their business with a good-quality and innovative frozen, chilled and fresh potato category offer.

Meanwhile, Birra Moretti will be encouraging Asda shoppers this October to ‘Live Italian’ with the launch of limited-edition collectable

glassware into stores. “The four designs celebrate the beauty of authentic Italian locations,” says Wilson, revealing that the glassware will be available as a gift with the purchase of a Birra Moretti pack. To encourage trade-up, each glassware box and selected POS will feature a QR code for shoppers to scan and be transported to an AR immersive experience, allowing them to play games and discover recipes from various Italian regions.

Finally, Mars Wrigley is spending over £2m on its Celebrations’ ‘Bring the Whoop Whoop’ campaign alone, reveals Capaldi, while another £1.1m combined will be used to promote the Maltesers Truffles brand and M&M’s Santa range. “In-store, retailers can expect to have access to branded shippers and front-of-store displays,” she adds. “These will help them invite customers further into the store, away from non-HFSS only zones and to the destination confectionery aisle.”

## Sources

- <sup>1</sup> <https://tinyurl.com/48wvdy3z>
- <sup>2</sup> <https://tinyurl.com/3s7a8xvh>
- <sup>3</sup> <https://tinyurl.com/ytu9tdm7>
- <sup>4</sup> <https://tinyurl.com/vj74hs89>
- <sup>5</sup> <https://tinyurl.com/mrx4hdrv>
- <sup>6</sup> Mintec, 2022 Christmas Dinner Index, December 2022
- <sup>7</sup> Nielsen, Xmas Tracker incl. discounters, 4-weekly dat starting from w/e 10.09.22
- <sup>8</sup> NIS, Total Cov excl. discounters - Xmas tracker 24.12.22 and NIS excl. discounters 8 weeks to w/e 01.10.22
- <sup>9</sup> YouGovChristmas Spending 2022 Report, 30.11.22-01.12.22, pg21
- <sup>10-11</sup> Kantar Worldpanel - Take Home Panel 4 w/e 25.12.22
- <sup>12-13</sup> NielsenIQ Scantrack, 21 w/e 24.12.22
- <sup>14-15</sup> Kantar Worldpanel, 20 w/e 25.12.22 and IRI, All Outlets + Kantar Discounters, 20 w/e 31.12.22
- <sup>16</sup> Nielsen, December 2022
- <sup>17</sup> Colian UK, internal data
- <sup>18</sup> See 16
- <sup>19-22</sup> Combined Read-NIQ, Total Coverage, 16 w/e 24.12.22 + Kantar Worldpanel, Hard Discounters + Variety Channel 16 w/e 25.12.22
- <sup>23-24</sup> Nielsen, Full Year 2022 sales, MAT + 12 weeks to 04.02.23/in month Jan sales
- <sup>25</sup> NielsenIQ Scantrack, 21 w/e 24.12.22
- <sup>26</sup> Kantar Worldpanel 16 w/e 25.12.22 vs YA
- <sup>27</sup> Nielsen Xmas Tracker incl. discounters, w/e 10.09.22 to w/e 25.12.22
- <sup>28</sup> See 27 plus TH Kantar, Christmas Novelties, source of change £000, 20 w/e 25.12.22
- <sup>29-30</sup> See 16
- <sup>31</sup> Nielsen, 4 weeks to 28.01.22
- <sup>32</sup> Nielsen Answers data 31.12.22
- <sup>33</sup> Heineken UK data, KAM research, Nov 22, commissioned by Cirkle on behalf of Heineken UK, n= 500
- <sup>34</sup> Mintel, UK Attitudes Towards Healthy Eating Market Report 2022

## Cost of living

- <sup>i</sup> See 25
- <sup>ii</sup> Nielsen 2016 to 2022 CAGR
- <sup>iii</sup> See 33

## At-home inspiration

- <sup>iv</sup> <https://tinyurl.com/4ms6jpe4> – 38 million have turned their hand to baking in the last year, with 22% baking a cake for the first time
- <sup>v</sup> Nielsen GB, Value Sales, Total Coverage incl. discounters, 28.01.23

Colian UK

# Driving festive growth

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**KEY BRANDS**

Lily O'Brien's Desserts Collection  
 Lily O'Brien's Christmas Desserts Collection  
 Lily O'Brien's Milk Chocolate Truffles  
 Lily O'Brien's Salted Caramel Truffles  
 Elizabeth Shaw Mint Collection  
 Elizabeth Shaw Mint Chocolate Crisp  
 Famous Names Signature Collection

 Colian UK is a major player in UK chocolate confectionery. Since bringing together luxury chocolatier Lily O'Brien's, along with heritage brands Elizabeth Shaw and Famous Names in 2021, the company says it has been setting category blueprints for growth.

**Seasonal gifting**

Lily O'Brien's – a leading brand in luxury gifting – is now worth more than £15m<sup>1</sup>, and has continued to achieve record sales, driven by its signature Desserts Collection, the third best-selling inlaid box on the market<sup>2</sup>. The multi-award-winning range is outperforming the category, growing the share of inlaid boxed chocolates to 7.4%<sup>3</sup>, reveals the company.

New and exclusive for 2023, Lily O'Brien's Christmas Desserts Collection will launch into all major supermarkets from early October. The 24-piece collection features nine different flavours, including favourites from Lily O'Brien's Signature Desserts Collection, plus four new limited-edition flavours: Spiced Latte, Zesty Orange, Triple Chocolate Shot and Berry Eton Mess.

“As Christmas dominates seasonal gifting, we wanted to bring innovation to the boxed chocolate aisle,” says marketing director Karen Crawford. “We believe in offering consumers luxury without a premium price tag. This is a statement gift for any moment across the season.”

In 2022, Lily O'Brien's debuted a sharing range of Truffles in two flavours: Milk Chocolate and Product of the Year award-winning Salted Caramel. The launch added close to £1m to the category in the 13 weeks to Christmas alone<sup>4</sup>, and Lily O'Brien's plans to build on that with further increases in distribution this season.



“For Christmas 2023, our brands will continue to spark joy and special meaning in a challenging market”

Crawford adds: “Casual gifting is the largest and only segment of boxed chocolates in growth, worth £433m<sup>5</sup>. Our Truffles bring in new and younger consumers through trend-led tastes and exciting textures, offering indulgence and gifting solutions at different price points.”

**Ritual and tradition**

Elizabeth Shaw, a quintessentially British classic, saw its iconic Mint range grow by 7% at Christmas 2022<sup>6</sup>, bucking wider category declines, with its Crisp and Collection products spurring sales. Crawford explains: “Christmas just wouldn't be Christmas without a box of Elizabeth Shaw Mint Chocolates and our new look and feel to the range has helped to modernise the brand while upholding our proud sense of tradition.”

Last year, Elizabeth Shaw launched its 'Modern Christmas' campaign, championing its status as makers of the original Mint Crisp.

**A success story**

Another jewel in Colian UK's crown is Famous Names – the No.1 liqueurs brand<sup>7</sup>, spearheaded by its Signature Collection which is growing 12% in a challenged market that is up only 3%<sup>8</sup>. “Famous Names Signature Collection (RRP £6) remains a best-seller and a must-stock Christmas favourite. For 2023, our brands will continue to spark joy and special meaning in a challenging market,” says Crawford. “We are elevating gifting and together moments – with over £1m investment in marketing campaigns to drive sales.”



Source  
<sup>1-8</sup> Nielsen, December 2022



Lily O'Brien's

For the ones you really know.



this is  
new!



O' hello there. We're Lily O'Brien's – a leading Luxury Brand in the boxed chocolate category, and we've got big news. We're launching an exclusive box of **Limited Edition Christmas Desserts** to complement our successful signature Desserts Collection. Stock our products this Christmas, and you'll make gift-giving **O' so simple for consumers.**

For more information contact [sales@colian.co.uk](mailto:sales@colian.co.uk)

**Fox's Burton's Companies**

# Festive family favourites

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**KEY BRANDS**

**Maryland Cookies**  
**Fox's Cookies**  
**Jammie Dodgers**  
**Fox's Chocolatey Rounds**  
**Thomas Fudge's**  
**Florentines**  
**Rocky**  
**Wagon Wheels**  
**Fox's Crunch Creams**  
**Fox's Classic Assortments**  
**Paterson's Shortbread**

 Last Christmas, shoppers spent £937m on sweet biscuits and £137m on seasonal biscuits & assortments in British shops<sup>1</sup>. Fox's Burton's Companies is the leading branded baker of 'seasonal sweet biscuits'<sup>2</sup>, with baking expertise dating back to 1853. "Our biscuits will help retailers make the most of their opportunities in sweet biscuits this Christmas," explains Colin Taylor, trade marketing director at Fox's Burton's Companies. "Our family of brands is synonymous with Christmas and getting together with loved ones. Fox's Brandy Snaps were the first biscuits we baked and, 170 years on, are the 9th best-selling branded seasonal 'sweet biscuit' product over Christmas, with £1.3m in sales last year<sup>3</sup>."

**Brand performance and innovation**

The importance and longevity of the FBC UK seasonal biscuit family is perhaps best represented by Paterson's, the No.1 British shortbread brand<sup>4</sup>. "Paterson's has clearly won over consumers: almost twice as many Paterson's servings are chosen by adults because household members have specifically requested the biscuits to be served compared to total shortbread<sup>5</sup>," notes Taylor.

Fox's Classic Biscuit Selection was the best-performing seasonal sweet biscuit product for Christmas 2022. Across the market, sales grew by 12.2% to hit £12.8m over the Christmas window, well ahead of total seasonal assortments<sup>6</sup>.

More than doubling value sales YOY, at +110%<sup>7</sup>, Fox's Chocolatey Winter Desserts Biscuit Selection has four varieties of rich dessert flavours enrobed in chocolate. "This selection has been shown to bring new shoppers into seasonal assortments and responds to the growing shopper trend for dessert flavours," says Taylor.



**“Our family of brands is synonymous with Christmas and getting together with loved ones. Fox's Brandy Snaps were the first biscuits we baked and achieved £1.3m at Christmas last year<sup>3</sup>”**

One of the biggest growth stories of last Christmas was the Fox's Viennese Assortment, with 51% value growth YOY, becoming the third biggest-selling branded seasonal biscuit assortment<sup>8</sup>. Helped by Fox's unique recipe, this contains five varieties of biscuit with an all-butter recipe and a delicate crumbly texture, says Taylor.

Meanwhile The Snowman™ Biscuit Selection brings together two iconic British brands synonymous with Christmas: Fox's and The Snowman™. This assortment includes festive favourites, such as Crunch Creams, Triple Chocolate Cookies and a delicious Chocolatey Fudge Sundae, beautifully finished with a foil wrapper featuring 'The Snowman™. To accompany this, Fox's is also launching a new The Snowman™ product this year – a 100g carton of mini gingerbread snowmen, perfect for novelty gifting.

Also in the novelty gift occasion for stocking fillers, FBC UK launched Party Rings in a new yard format last Christmas. Thanks to its success, this will be back on shelves for 2023.

**Source**

<sup>1</sup> Combined Read – NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22  
<sup>2</sup> NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22  
<sup>3</sup> Combined Read – NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22  
<sup>4</sup> Kantar Worldpanel, Usage Panel, 52 w/e 16.04.23  
<sup>5</sup> Combined Read – NIQ Total Coverage 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail  
<sup>6</sup> Combined Read – NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22  
<sup>7</sup> Combined Read – NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22  
<sup>8</sup> Combined Read – NIQ, Total Coverage, 16 w/e 24.12.22; and Kantar Worldpanel, Hard Discounters & Variety Retail, 16 w/e 25.12.22



# STOCK UP FOR THE SEASON

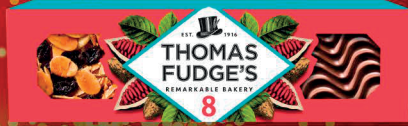


**No.1**  
branded seasonal  
SKU +£1.4m YOY<sup>1</sup>

**UK's No.1**  
shortbread<sup>2</sup>



**+51%**  
value growth  
year on year<sup>3</sup>



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1. Combined Read - NIQ, Total Coverage, 16wk to 24.12.22 & Kantar Worldpanel, Hard Discounters & Variety Retailers, 16wk to 25.12.22 2. Sweet Biscuits excl Healthier Combined Read NielsenIQ Total Coverage 52we 10 06 23 + Kantar Hard Discount & Variety Retail 52we 11 06 23 3. Combined Read - NIQ, Total Coverage, 16wk to 24.12.22 & Kantar Worldpanel, Hard Discounters & Variety Retailers, 16wk to 25.12.22

## Heineken UK

# Stock up with Birra Moretti

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## KEY CONTACTS

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Category & Commercial  
Strategy Director – Off Trade

## KEY BRANDS

**Birra Moretti**  
**Birra Moretti Zero**  
**Heineken®**  
**Heineken Silver®**  
**Heineken® O.O**  
**Fosters**  
**Strongbow**  
**Old Mout**  
**Inch's**

 The festive period brings a huge opportunity for retailers to expand their premium beer offering as consumers trade up to celebrate the holiday season, with 79% of shoppers last year looking to buy more premium options as a treat for Christmas<sup>1</sup>.

Premium beer is a category that is set to shine this Christmas as many use the occasion as an opportunity to celebrate and treat themselves and guests. Alexander Wilson, category & commercial strategy director – off trade at Heineken UK, says: “This year, Birra Moretti, the UK’s No.1 continental premium lager beer brand<sup>2</sup>, will be helping shoppers trade up and add a true taste of Italy to their festivities. Despite the cost-of-living crisis, higher-priced offerings are growing, and this is especially true during seasonal occasions where consumers are happy to spend a little more.”

Premium lager has grown by 10.9% year to date<sup>3</sup> and, in the second quarter of 2023, this accelerated to +15.2%<sup>4</sup>, with huge growth in penetration as consumers look for better-quality products from trusted brands. “Birra Moretti is a vital brand driving this and has grown an incredible 42% since 2016<sup>5</sup> to become the leading premium brand in both the on- and the off-trade,” says Wilson. “With shoppers more inclined to trade up when dining and hosting at home, quality beer brands such as Birra Moretti will be gaining more traction.

“Multipacks are a must-stock over Christmas as shoppers host more parties and look to purchase larger volumes of alcohol,” he adds. “Offering a variety of pack sizes, such as our Birra Moretti 4x440ml can pack or our 12x330ml bottles in-store will allow busy shoppers to conveniently grab



“With shoppers more inclined to trade up when dining and hosting at home, quality beer brands such as Birra Moretti will be gaining more traction”

their desired quantities at a price point that suits them, supporting their needs whatever their budget.”

**Low & no**

The low- & no-alcohol trend has seen an exponential increase in popularity, up 16.4% in the year to date<sup>6</sup>, and plays a key role over the festive period, with 41% of consumers saying they would be looking for lower alcohol or alcohol-free options at Christmas<sup>7</sup>, notes Wilson. “An increasing number of consumers, particularly Gen Y and Z, are seeking out alcoholic drinks that fit their desire to lead a more balanced lifestyle,” he says. “Three years ago, we launched Birra Moretti Zero, an alcohol-free option which provides a premium choice for shoppers who are looking for non-alcoholic and low-alcohol lager.”

**Gifting**

As many look to share an alcoholic gift this season, stocking popular brands and offering gifting options is key to driving sales. “Earlier this year, we launched our ‘Live Italian’ campaign, encouraging shoppers to have a taste of the Italian lifestyle with limited-edition collectable regional glassware,” adds Wilson. “The glassware is returning this October and is available as a gift with the purchase of a Birra Moretti multipack, making the perfect addition to any household hosting this Christmas, as well as a great gift idea for those authentic Italian beer lovers.”



## Source

<sup>1</sup> Heineken UK data/KAM research, November 2022, commissioned by Cirkle on behalf of Heineken UK – N=500

<sup>2</sup> Nielsen Answers data, 31.12.2022

<sup>3,4</sup> Nielsen YTD to 08.07.23

<sup>5</sup> Nielsen 2016 to 2022 CAGR

<sup>6</sup> Nielsen YTD to 08.07.23

<sup>7</sup> Heineken UK data/KAM research, November 2022, commissioned by Cirkle on behalf of Heineken UK – N=500

# CELEBRATE LIFE'S SIMPLE PLEASURES

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*Buone Feste*



*Luigi Moretti*

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\*Nielsen Answers data YTD 22.07.23 total trade, and in Value



BIRRA MORETTI IS BREWED IN THE UK

BIRRA MORETTI ZERO IS BREWED IN THE EU

BIRRA MORETTI ZERO CONTAINS NOT MORE THAN ALC. 0.05% VOL

## Mars Wrigley

# Driving sales and innovation

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Sales Director

## KEY BRANDS

Bounty  
Celebrations  
Extra  
Galaxy  
M&M's  
Mars  
Maltesers  
Skittles  
Snickers  
Starburst  
Twix

↙ Last year saw unprecedented total grocery sales at Christmas, surpassing the £12bn mark in December for the first time<sup>1</sup>. This represented a 9% year-on-year increase following a challenging decline in 2021.

With the cost-of-living crisis taking hold, shoppers were on the hunt for value for money above all else, meaning price resilience and value-for-money were key drivers<sup>2</sup> for Mars Wrigley's blockbuster brand portfolio. With consumers more conscious of their spending than ever, and permissible treating front-of-mind at Christmas, varying pack sizes were key to ensure that family-favourite brands were catering to shopper needs, which contributed to this sales surge.

Last year, Mars Wrigley over-indexed compared to other key brands, seeing value growth of 3.9%<sup>3</sup>, says sales director Matt Boulter. "In 2022, Mars Wrigley saw the greatest value increase (+32%) compared to other large confectionery suppliers<sup>4</sup>, achieving boosts in penetration, frequency and volume," he reveals. "This sales growth was reflected in 560,000 new Mars Wrigley shoppers last Christmas<sup>5</sup>."

Mars Wrigley offers a variety of sharing SKUs, including Celebrations and Maltesers Truffles. "These products satisfy the consumer inclination to enjoy shared moments together, while also meeting the need for varying pack sizes, catering to different financial situations," says Boulter. "To further demonstrate the consumer demand for making the most of sharing moments, Celebrations is No.1 in tins & tubs and twistwrap at Christmas<sup>6</sup>."

## What's coming up?

With Christmas being an over-saturated occasion, particularly within the confectionery category, innovative NPD is vital to sales success. Even in a busy category, there is space for the development of blockbuster propositions from the category's leading brands.

To satisfy the sweet cravings of consumers this Christmas, Mars Wrigley will be bringing back its much-loved M&M's Santa – a hollow



“In 2022, Mars Wrigley achieved boosts in penetration, frequency and volume, reflected in 560,000 new shoppers last Christmas”



chocolate Santa filled with mini shakeable M&M's – to festive aisles up and down the country, driving incremental sales.

"With 53% of exclusive Mars Wrigley shoppers purchasing M&M's Santas last Christmas<sup>8</sup>, these will be an integral and highly attractive product to stock this festive season," he says.

Excitement is front of mind for Mars Wrigley when it comes to new products, channelled into the return of the Celebrations advent calendar. This contains an individual Celebrations chocolate behind each door, ensuring a varied sweet moment for consumers each day in the build-up to Christmas, explains Boulter.

Also new for 2023 is the Maltesers Christmas Mix, including a mouth-watering selection of Maltesers Reindeers in both milk chocolate and mint flavours, and Maltesers Teasers, which are perfect for sharing, he adds.

Gifting and sharing remain significant rituals during Christmas, with consumers looking for cost-effective ways to provide indulgent treats to loved ones. To maximise this opportunity in 2023, Mars Wrigley is launching a further wave of NPD, including: Maltesers Assorted Truffles, which will be rolling out nationwide; Maltesers Mint Truffles as a Tesco exclusive; and the return of the Maltesers Assorted Truffles Advent Calendar.

## Source

<sup>1</sup> Kantar Worldpanel – Take Home Panel – 4 w/e 25.12.22

<sup>2</sup> NielsenIQ Scantrack 21 w/e 24.12.2021

<sup>3</sup> NielsenIQ Scantrack 21 w/e 24.12.2021

<sup>4</sup> Kantar Worldpanel – Take Home Panel, 4 w/e 25.12.22

'ooh,  
you really  
should have'

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milk, white and  
dark chocolate!



#5

Truffle SKU  
in value  
sales\*

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**Mondelēz International**

# Making Christmas magic

**DETAILS**

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 Brand Manager Christmas & Halloween

**Susan Nash**  
 Trade Communications Manager

**KEY BRANDS**

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 Cadbury Dairy Milk  
 Green & Black's  
 Trebor  
 Maynard Bassetts  
 Halls  
 belVita  
 Cadbury Biscuits  
 Mikado  
 Toblerone  
 OREO  
 Ritz  
 Barny

 Mondelez International is a key supplier come Christmas-time, with shopper favourites in the confectionery, biscuits and chocolate categories from well-loved brands including Cadbury, Oreo, Maynard Bassetts and Toblerone, says Nicole Dudley, brand manager for Christmas & Halloween. “The selling opportunity for the festive season starts early; shoppers will explore the confectionery category further from September, when nights draw in and more time is spent at home with loved ones,” she says.

**A seasonal starting point**

By October, shoppers have the next few weeks of festivities front-of-mind and will begin to treat themselves to seasonal offerings, she notes. “Ensure these are on-shelf and signposted clearly, where HFSS restrictions allow. Cadbury’s Mini Snowballs range, in strong growth<sup>1</sup> last season, is perfect for this time of year; comprising 80g bags and 110g blocks, this year it will be joined by a 296g bag format for shoppers to share during cosy nights in.”

**The Christmas countdown begins**

“As we reach November, Christmas preparations will be in full swing, with shoppers starting to stock up on tree decorations, gifting formats and advent calendars,” says Dudley. This year sees the launch of the new Cadbury Dairy Milk Advent Calendar, with an assortment of delicious treats including Cadbury Chunks, Robins and Jingly Bells, all leading up to Christmas Eve when consumers can enjoy a 100g Winter Wonderland bar. In elegant purple and gold packaging, this is our ‘trade-up’ option for those looking for an extra-special countdown to Christmas.”



**“The selling opportunity for the festive season starts early; shoppers will explore the confectionery category further from September, when nights draw in and more time is spent at home with loved ones”**

**Feeling festive**

In the final weeks’ run-up to Christmas, stores should offer a range of gifting formats as shoppers enjoy social events and parties, she says. “Selection boxes are particularly popular as gifts bought for hosts, family or friends; their variety of individually-wrapped flavours mean there is something to suit all tastes. For 2023, an exciting twist to our Cadbury Chunk Collection sees the chunks of Cadbury White, Cadbury Dairy Milk, and Cadbury Dairy Milk Wholenut joined by Caramilk. Since launching in 2021, the Caramilk range has been popular and, last year, was the No.1 overall NPD in standard chocolate<sup>2</sup>.”

**Christmas magic**

This Christmas, Mondelez International is bringing back a product that was at the heart of many consumers’ seasonal rituals: Cadbury Dairy Milk Coins. “These can be given as a ‘just because’ gift between loved ones, or as a Christmas Day stocking filler,” says Dudley. “We’ll also be offering Cadbury Dairy Milk Coins in a Money Box Tin format, which sees them accompanied by delicious Cadbury Robins. 43% of shoppers<sup>3</sup> have said they regularly buy vintage products, and the Money Tin’s playful design will help retailers tap into this. Our Coins will also support the Trussell Trust in its important work to alleviate hunger in the UK.”

**Source**

<sup>1</sup> Nielsen Xmas Tracker incl. Discounters, w/e 10.09.22 to w/e 24.12.22  
<sup>2</sup> Nielsen IQ, Total Market incl. Discounters, Standard Chocolate (excl. SYC), MAT data to w/e 31.12.22  
<sup>3</sup> <https://tinyurl.com/4zc4azew>





Cadbury  
Secret  
Santa



Stock our **Christmas** range  
for seasonal success\*

\* Cadbury is the No 1 Confectionery supplier at Christmas, Nielsen, Christmas Tracker including discounters, w/e 10.09.22 - w/e 24.12.22

Nestlé UK & Ireland

# Festive treats for shoppers

**DETAILS**

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**Alice Thorpe**  
Seasonal Brand Manager,  
Nestlé UK & Ireland

**KEY BRANDS**

KitKat®  
Aero®  
Milkybar®  
Munchies®  
Quality Street  
Rowntree's®  
Smarties®  
Caramac®  
Yorkie®

**NEW FOR 2023**

Aero Candy Cane Bubbles  
Smarties Candy  
Cane Giant Tube  
Rowntree's Randoms  
Festives  
Quality Street Collisions  
Hazelnut & Caramel  
Chocolate Sharing Bar

 Nestlé Confectionery's Christmas 2023 line-up is made up of classic holiday treats and brand-new winter wonders. With delicious flavours and textures that capture the spirit of the season, the range offers something for everyone, says the company.

According to recent market research, 88% of shoppers purchased Christmas confectionery in 2022<sup>1</sup>, with the category seeing a 1.5% growth year on year<sup>2</sup>. This highlights the enduring popularity of confectionery and underscores the importance of offering a wide range of options to meet the diverse tastes and preferences of shoppers.

Pocket-friendly treats did well in 2022: the Christmas novelty format saw 12.7% growth year on year<sup>3</sup>. It's in this category that Quality Street bars stood out, with the Purple One® ranking in the top 10 NPД for the season<sup>4</sup>.

This year is set to be even more exciting, with a new bar on the block. For Christmas 2023, two favourite flavours have been fused together to create the new Quality Street Collisions Hazelnut & Caramel Chocolate Sharing Bar bringing together caramel, smooth hazelnut, and crunchy hazelnut pieces all encased in milk chocolate, reveals Samantha Hirst, brand manager for Quality Street. "Quality Street fans will love the fact that two favourites have been brought together to make a triple-layered indulgent treat that's perfect for gifting or sharing with family and friends this Christmas," she says.

Quality Street has made moves on its sustainability journey, too. In 2022, Nestlé started to transition its Quality Street wrappers from dual foil and cellulose to recyclable paper wrappers. This will see Quality Street remove almost 2 billion individual pieces of packaging material from its supply chain in the UK.



**“Quality Street, a Christmas favourite, will remove almost 2 billion individual pieces of packaging material from its supply chain in the UK”**

**Spreading holiday cheer**

Meanwhile, the seasonal team has been getting ready to spread holiday cheer with Nestlé's new Smarties Candy Cane Giant Tube and Aero Candy Cane Bubbles, featuring a unique mix of red and white candy cane-themed treats – perfect for stocking fillers, festive bakes, and sharing with loved ones.

Smarties Candy Cane Giant Tube contains a special mix of red and white milk chocolate Smarties while Aero Candy Cane Bubbles have a delicious, aerated vanilla flavour centre and a half red/half white shell.

For retailers looking to benefit from the double-digit growth of sugar pouches at Christmas seen over the past two years<sup>5</sup>, Rowntree's Randoms Festives will be one to watch. Wrapped in winter wonderland-themed packaging, the new sugar pouch contains festive and random jelly shapes in delicious fruity flavours, says Alice Thorpe, seasonal brand manager at Nestlé UK & Ireland. "Packaging design is a key driver behind seasonal purchases and all three of our new seasonal products tap into this through their Winter Wonderland and Candy Cane themes," she notes.

**Source**

- <sup>1</sup> Kantar Worldpanel: 20 w/e 25.12.22\*
- <sup>2</sup> Circana, All Outlets + KWP Discounters, Value Sales, 20 w/e 31.12.22
- <sup>3</sup> Circana, All Outlets + KWP Discounters, Client Defined novelty segment, Value Sales, 20 w/e 31.12.22.
- <sup>4</sup> Circana, All Outlets, Value Sales, 20 w/e 31.12.22.
- <sup>5</sup> Circana, All Outlets + KWP Discounters, Value Sales, 20 w/e 31.12.22

\* Based on Kantar Worldpanel data



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VLAM

# A real gift for home cooks

## DETAILS

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vlam.be

## KEY PRODUCTS

Processed potato products  
(fresh, chilled, frozen)



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It's no secret that potato dishes are a vital component of the British Christmas dinner. In fact, in a recent survey by Statista, 80% of UK respondents noted that they will be serving roast potatoes at Christmas, above turkey (69%) and gravy (76%)<sup>1</sup>. Even mashed potato made the top 10 most common Christmas dishes, with over 40% of meals including mash<sup>2</sup>.

However, with the cost of Christmas dinner rising by 22.5% year on year in 2022<sup>3</sup>, and with cost pressures showing no sign of abating, inflation will be sending consumers to seek out value, quality and ease of cooking to reduce energy usage, when preparing for festive gatherings on the big day. With this drive towards products that offer lower prep time and food waste, there is a huge growth opportunity for quality chilled and frozen food this winter.

"Pre-prepared from fresh or frozen, Belgian potato products require minimal cooking time and are very simple to make, without any reduction in quality," says VLAM promotions manager Katrien De Nul. "With consumers expected to look for cost- and time-saving solutions this Christmas, turning to pre-prepared roast potatoes, mash potatoes and other innovative potato products is an effective way for consumers to reduce how much energy they are using in the kitchen compared to cooking from scratch, while also minimising food waste, particularly if using frozen products."

## The Christmas party heads home

Naturally, consumers will be feeling the pinch this winter as the cost-of-living crisis impacts spend, notes De Nul. "It is likely to limit the amount Brits are eating and drinking out over the festive



**“Inflation will be sending consumers to seek out value, quality and ease of cooking to reduce energy usage, when preparing for festive gatherings on the big day”**

season, instead opting to celebrate at home," she says. "Consumers will still be looking for high-quality dishes to celebrate, so the right chilled and frozen potato offer is essential for retailers in the second half of the year. Retailers should be prepared for customers to be looking to trade-up as more people in the UK plan Christmas parties at home. Quick and convenient potato variants such as croquettes, fries and wedges are ideal party serves, and Belgian producers have the diversity and quality of processed potato products to match the needs of grocery and independent retail customers."

## Consumers still want sustainability

Sustainability is an ever-increasing influencer on purchase for consumers, even at Christmas, with 77% of 18- to 34-year-olds saying they would be purchasing sustainable products or gifts for Christmas in recent years<sup>4</sup>.

"The Belgian potato sector has already taken action to tackle packaging and plastic, reduce its carbon footprint and water usage to help create confidence in a sustainable product with full traceability," reveals De Nul. "A combination of efforts is allowing the sector to contribute towards positive targets, such as those laid out by the European Commission, including the goal to be the first climate-neutral continent by 2050."



## Source

<sup>1,2</sup> Statista, Which dishes are you planning to have on Christmas, Dec 2022

<sup>3</sup> Mintec, Mintec's 2022 Christmas Dinner Index, Dec 2022

<sup>4</sup> Opinion and American Express (NYSE: AXP), Oct 2021

# From Belgium to Your Table this Christmas: Europe's Finest Potato Products

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World of Sweets

# 2023 festive range unveiled

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Partner Brand Manager

KEY BRANDS

**Anthon Berg**  
**Bonds of London**  
**Nerds**  
**Pez**  
**Tootsie**  
**Warheads**  
**Vimto**  
**Zed Candy**

 Danish confectioner Anthon Berg, distributed in the UK by World of Sweets, will be taking centre stage with its premium festive offering alongside a fun range of products from Bonds of London.

Two advent calendars – the Anthon Berg Chocolate Liqueur and Marzipan 24-piece Advent calendars – are luxurious and perfect for an indulgent Christmas countdown, says the company. “Each beautifully designed and decadent calendar has 24 windows,” it says. “In the Chocolate Liqueur Advent, a premium chocolate liqueur bottle featuring a world-renowned spirit brand is sealed behind each day. The Marzipan Advent, designed in striking pink and gold, hides a delicious, handcrafted Anthon Berg marzipan chocolate to enjoy each day. RRP for the calendars is £21.99.”

For customers looking for luxurious Christmas gifts, the Anthon Berg range has something for everyone, it adds. “The high-quality Chocolate Cocktails, created by Anthon Berg’s team of chocolatiers, feature premium dark chocolate bottles with smooth liquid fillings, inspired by the world’s most-loved cocktails,” it reveals. “Having worked with expert mixologists to develop the delicious cocktail recipes, they include Cosmopolitan, Mojito, Espresso Martini, Vodka Mule, Piña Colada and Lemon Drop.”

The iconic Chocolate Liqueurs are bottle-shaped dark chocolate filled with famous liqueurs from across the globe. Among the tasty tipples are Cointreau, Famous Grouse, Drambuie, Rémy Martin and Grand Marnier, with fruity whiskey liqueur Southern Comfort introduced for this Christmas. Available in formats ranging from 4- to



“Having this breadth in our range allows us to cover multiple festive price points and offer gifting choices for all shoppers”

24-pieces, these are a perfect Christmas gifting item and give retailers and their customers increased choice, it notes.

For the Single Malt Scotch Collection, a popular Christmas gift, Anthon Berg has teamed with five renowned single malt Scotch whisky brands to create delicious liqueur-filled chocolates.

Meanwhile, Bonds of London’s tasty Christmas confectionery range includes Christmas Candy Cups and Vegan Gift Jars. Bonds Candy Cups, up 53% YOY<sup>1</sup>, are a popular choice among customers, with over 40 cups and a limited-edition Christmas range. For 2023, the Bonds Winter Wonderland Candy Cup is packed with a mix of mallow poles, foam penguins, snowflakes and snowies. Bonds Vegan Jars are filled with vegan favourites, including the Vegan Giant Strawbs Jar and Vegan Fizzy Dummies Jar. These retail at £3.50.

Helen Bradshaw, sales and marketing director at World of Sweets, says:

“We’re delighted to bring Anthon Berg’s Christmas range to grocery, high street, garden centre and farm shop retailers across the UK, alongside the confectionery products from Bonds of London. Having this breadth in our range allows us to cover multiple festive price points and offer gifting choices for all shoppers – from luxury chocolate to fun stocking fillers.”

Source

<sup>1</sup> Volume growth based on World of Sweets internal sales data, 52wk sales 2021 vs 2022

\* World of Sweets is the UK’s largest confectionery distributor, importer and wholesaler, supplying thousands of customers across all retail channels





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