

Cheese



Analysis

Homing in on a volatile market

As a broad range of macro factors hit the cheese category, brand suppliers are looking to at-home occasions and the power of snacking to bolster flagging volumes



As with many fmcg categories across the past year, cheese value is up, but volumes are down, reflecting the inflationary environment and growing competition from own label.

In terms of volume some major brands have taken a real hit over the past year, as reported recently by The Grocer¹. Yet the UK's consumption of cheese remains high and, with inflation easing, suppliers are confident that they can win back or win over consumers as the year progresses, by using a blend of product quality, investment and new product development to tempt purchase.

One of cheese's main calling cards is its strength as an alternative protein to meat. This, and its versatility for different eating occasions, is likely to keep the category popular. And suppliers are upbeat in their assessment that cheese brands will

bounce back from any hardships encountered over the past year.

The UK cheddar market – the same as total cheese – has seen a decline in volume sales, but the value growth in UK cheddar has been rapid," says Richard Clothier, managing director at Wyke Farms. "Rising prices have contributed to this trend and it is projected that value sales will reach £4.5bn by 2028². Cheddar is widely consumed and, with nine out of 10 people in the UK consuming cheddar³, it remains the UK's cheese of choice," he says. "It is an affordable and adaptable food and an excellent protein source for those affected by the cost-of-living crisis, demonstrating the trend of customers trading out of brand in preference for private label. However for the Wyke Farms and Ivy's Reserve brands, which offer sustainability and

provenance values to customers and attract a less price-sensitive consumer, performance has remained good. Our customers are seeking aged flavour profiles for their 'big night in' usage occasions, like sharing boards, pairings and adding something a little bit special to their cook-from-scratch meals."

He points to the polarisation of wealth in the current "mini recession" with price-conscious shoppers at one end of the spectrum looking for cheaper, own-label options. But at the other, he says, the growth in home dining means people are increasingly likely to buy more premium cheese for weekend entertaining with guests.

2023 was certainly challenging for the grocery industry, with inflationary pressures increasing manufacturing and ingredients costs, says David Brandman, marketing director at



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This supplement to The Grocer was published by: William Reed Ltd, Broadfield Park, Crawley, West Sussex RH11 9RT. TEL: 01293 613400

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DESIGNER: Michael Joslin; Stuart Milligan; Nick Figgins; Karen Palmer

PRINTERS: St Ives

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Bel UK. However, shoppers are still willing to spend more on iconic, trusted brands that deliver on quality, he notes. "For instance, Mini Babybel continues to lead the snacking sector, holding a 25% sector share⁴ and boasting sales six times those of private-label snacking cheeses⁵." This, he says, underlines the importance of prominent displays of the biggest-selling brands to signpost the sector to shoppers.

In addition, Boursin is the biggest-selling indulgence brand, with sales of more than £27.3m⁶, outperforming own-label, which has seen significant double-digit volume declines, he notes.

Cheese offers consumers taste, nutrition, versatility, convenience and good value, which is why it's found in 94% of fridges in the UK⁷, says Heloise Le Norcy-Trott, group marketing director for Lactalis UK & Ireland.

However, despite being an everyday essential, the ongoing cost-of-living crisis and Brexit, unsurprisingly, have impacted how frequently consumers are buying cheese, she says.

The UK is by no means out of the woods, but there is plenty to be optimistic about in 2024, she notes. "The Bank of England has predicted inflation will keep on falling in 2024⁸, and GfK's consumer confidence index now measures at -30 for 23 October, up from -47 last year. As a result, we expect a recovery in market share for branded cheese as pressures on shopper spending ease, especially with cheese types where quality and taste are emphasised, such as continental. As part of this recovery, embracing innovation to drive excitement back into the category will be paramount."

At Mondelez International, the

company's Global State of Snacking report found that, in these more challenging times, shoppers are looking to buy from brands they know and trust, says trade communications manager Susan Nash. "67% of people said they would rather buy fewer amounts of their favourite snack brand, than buy the less expensive generic alternative⁹," she says.

"With the current economic landscape, consumers will be increasingly evaluating their choices in this category," she adds, pointing to the company's Philadelphia and Dairylea brands, which between them, have over 170 years of experience in crafting soft cheese, spreads and snacks. "Throughout these rich histories, they have built up trust among shoppers that they can consistently deliver on taste and quality."

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Italian company DalterFood Group, says recent figures for 2023, issued by the Italian Parmesan Cheese Consortium show a slight growth (+1.1%) in tonnes for the UK market. For the company itself, it says sales of Parmigiano Reggiano in the UK are also in line with this trend, showing steady growth. So, the UK market is a strategic export destination for DalterFood Group, it notes.

In-store retailing

The cost-of-living crisis has seen retailers rationalise their cheese fixtures, with some eliminating deli counters completely. So maximising the in-store cheese fixture is increasingly important to sales.

However, as Matthew Hall, fourth-generation owner at Butlers Farmhouse Cheeses says: “The fixture is notoriously difficult to shop, and when you factor in cost saving at retail level, from reduced space on shelf, shutting down experiential and deli counters and the march of own-label – which can directly conflict with ease of shop as the fixture becomes a sea of the same – there are lots of competing factors. The challenge is creating that interest and intrigue for the shopper; brand will play its part here, as will the bravery of retailers to think about space, visual display and being pioneering with layout to evolve the fixture and grow the category at a total level.”

Wyke Farms’ Clothier says there is always a risk that during recession, SKU rationalisation can reduce consumer choice and category interest. “We would like to see multiple retailers offering more choice within the cheese and cheddar category and promoting from the fixture rather than end of aisle. Promotions from the fixture draw people into the wider cheese category, so they are more likely to expand their shop by picking up other varieties of cheese within their main purchase.”

Mondelez International and Bel UK agree that listing best-selling products, tapping into trends such as plant-based and making the most of brand investment are key to creating a successful cheese fixture.

Flavour trends and NPD

Hot eating cheese and use of cheese as a meat alternative are two of the trends that Lactalis is focusing on, launching Seriously Cheese Burgers last July.



Made with a combination of Scottish cheddar and mozzarella, giving them a melting cheesy centre, and coated in light crispy breadcrumbs, they are quick and easy to prepare, says Le Norcy-Trott. “The launch offers retailers an opportunity to tap into the hot eating cheese trend, while providing consumers with a tasty vegetarian meat alternative,” she notes.

Total truffle cheese continues to grow in popularity, making it a £3.5m market in double-digit growth¹¹, reveals Bel UK’s Brandman. To play into this, Bel UK launched Boursin Truffle to Tesco’s Christmas range last year, the first NPD from Boursin since 2022. This will roll out nationally from May this year.

Boursin is also an example of how cheese can have a wider appeal beyond snacking or the cheeseboard, as it is increasingly being used by consumers as toppings for salads or as a luxurious ingredient for lunchtime or evening meals, he adds. “This year, we tapped

into Boursin’s popularity with cooks – and consumer desire to waste less food – with our ongoing partnership with UK FoodCycle. Our insights show us that 56% of Brits don’t know what to do with leftover food or ingredients¹¹, which prompted us to launch a donation-based pop-up Boursin Bistro in Bournemouth, alongside Great British Bake-Off star Manon Lagrève to help demonstrate to home cooks how they can waste less food by using up leftovers.

Last summer Dairylea launched a new and improved recipe for its Lunchables range under the new name Lunchers, to align the product with the rest of the portfolio, including Dunkers, Snackers and Filled Crackers, reveals Mondelez’s Nash. Meanwhile, with the cream cheese category, including cheese snacks, continuing to grow by 2.3% year on year¹², the company launched an indulgent soft white cheese product Philadelphia Intense – a gourmet cheese with extra creamy aerated

Macro factors affecting the market

Across the Wyke Farms business the last two years have been defined by inflation, says Clothier. “During the period, the value of our cheese held in stock has increased to almost £50m. This has put significant pressure on the business as we finance a higher working capital requirement, particularly from cheese stocks. In a much higher interest rate environment, we have seen a marked increase in financing costs in order to hold a high level of aged cheese stock.

In addition, the company has had to seek cheese and butter price increases from

customers to cover milk price increases, labour cost rises and packaging increases, he notes. “Towards the end of this financial year, we saw milk prices start to weaken, although any respite was soon used up further increases in labour and, now, rising interest rates. Some of these cost increases will not reverse, as in the case of our labour we have seen a significant and permanent step-change in cost.”

As many food and farming business are in rural areas with a lower population, labour is scarce, he notes. “The food sector’s biggest challenge is

investing in increased productivity and automation to raise output per person and upskill jobs,” he says. “The food sector has to get more productive, upskill jobs and pay more.”

The rise in all major food costs, such as milk as well as packaging materials, transportation and energy, has had a very heavy impact on us, as well as all other operators in the industry, says DalterFood Group. “We cope with this by continuously engaging with our suppliers and partners, with whom there is an open dialogue and great cooperation. Establishing

longstanding relationships with all the players in our supply chain has been to our advantage,” it says. “DalterFood Group has worked hard to create a sustainable supply chain model, rewarding and incentivising all the actors involved to give their best to achieve a product of the highest quality. As an ethical model in the sector, the company works every day to guarantee a fully integrated, controlled and sustainable Parmigiano Reggiano production chain, from milk collection to production, cutting, and packaging to product distribution.”

texture – in Garlic & Herbs and Herbes de Provence flavours, she reveals.

Meanwhile, Wyke Farms has launched two new products in the Ivy’s Reserve brand family in the last six months, reveals Clothier. “Ivy’s Reserve Somerset Red was developed to meet emerging market trends across the world and fulfil a global appetite for new, creative offerings within the category,” he says. “Somerset Red surpasses traditional vintage recipes and the complex flavour profile is perfectly suited to global taste preferences.” Also new to the market is Ivy’s Reserve Salted Farmhouse Butter, with a clean finish emanating from the use of why cream, created as part of the cheese-making process, he reveals.

Healthy vibes

“Consumers are increasingly interested in how what they eat and drink affects their bodies – with more than half of consumers reading product labels

more than last year¹³,” says Lactalis’ Le Norcy-Trott. “Consumers seeking out cheese for its nutritional benefits is a trend cheese brands can benefit from,” she notes. “Packed full of essential dairy nutrients, such as protein, cheese provides 15% of our daily requirement. Unlike some plant-based proteins, cheese contains all of the nine essential amino acids our bodies need. Protein is vital for many different functions in the body, including building and maintaining muscle and supporting healthy bones, but also for helping to make other body tissues and organs, the antibodies in our immune system and haemoglobin, an important protein that carries oxygen in our blood¹⁴.”

Apart from its Seriously Cheese Burger, she points to Leerdammer Lighter, a naturally lactose-free cheese which is pre-sliced for convenience and has 50% less fat than cheddar, with only 52 calories a slice.

In April last year, the company

added Leerdammer Grated to its range to “diversify the cheddar-dominated grated cheese market”, she notes.

“To help cater for those looking for more excitement from a plant-based diet, Philadelphia launched its first plant-based soft cheese alternative last year, combining oats and almonds into a creamy spread,” says Mondelez’s Nash. “The product has performed strongly since launch, becoming the UK’s No.1 soft cheese alternative¹⁵, with a 36% repeat rate¹⁶ and 84% incrementality¹⁷ to the cream cheese category, demonstrating its ability to attract and win over plant-based consumers,” she says.

Wyke Farms is very much focusing on what it calls the “new healthy – natural unadulterated dairy products produced in the way they always should have been”. There is a growing market within healthy eating for fully unadulterated foods, says Clothier. “So our cheddar, made on the farm in

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Somerset, using local milk, answers all of these needs.”

Looking ahead

Following two years of contracted volume sales¹⁸ the cheese market has an opportunity to regain momentum in 2024, says Le Norcy-Trott. “Even though grocery prices are increasing and consumers have been choosing to buy fewer units of cheese, premiumisation still has the potential to drive market growth, she says.

In addition, time-poor consumers are likely to be drawn to cooking with cheese, using time-saving options such as grated and sliced formats. Sliced and grated – the UK’s second-biggest subcategory after block cheddar¹⁹ – increased 16% in value and fell just -0.5% in volume²⁰, in line with the overall cheese trend. Grated cheddar has seen a proportionately larger rise than block cheddar in volume bought per trip²¹, likely due to its comparatively lower rise in average price, but also its convenience for busy shoppers.”

New consumers coming into the market are likely to personalise how they use cheese, based on imagination and preferences, adds Le Norcy-Trott. “As these shoppers recognise the recipe potential for cheese and the varieties available, we can expect greater creativity in its use in planned dishes, and making use of leftover cheese.”

Bel UK’s Brandman points to innovation as always important to ensure brands remain in consumers’ minds. “Inflationary pressures will continue to challenge the cheese category, but on the positive side, consumers are, more than ever, open to innovation – in flavours and formats,” he says. “Bel UK expects to tap into these adventurous appetites while investing in marketing, advertising and partnerships, and harnessing the power of social media to reach current loyal consumers and the next generations.”

Mondelez’s Nash agrees that the challenges faced by shoppers are expected to continue for some time, but says the company will continue to support its brands by looking for new innovations in key and growing categories. “For Philadelphia, this means focusing on our three growth pillars – elevating our core range, driving premium shoppers into the category, and offering consumers more



choice by catering to varying shopper diets and needs. For Dairylea, we will continue our mission to deliver products that offer a friend in every family fridge, every day. We have some exciting partnerships and launches planned for 2024, with more news to follow.”

DalterFood Group says environmental sustainability will be one of the main drivers that will spread change across the cheese industry, which, like many others, is directly impacted by climate change. “Our initiative to invest in renewable energy, particularly solar, and transition to more sustainable packaging materials (from laminated to recyclable mono-materials) highlights a path forward. The opportunity here lies in further reducing the environmental footprint of cheese production through innovative packaging solutions and more efficient energy use,” it says. “As awareness and concern for animal welfare grow, the cheese industry faces the challenge of ensuring ethical and sustainable practices across its supply chain.”

Wyke Farms’ Clothier points to three key factors affecting the cheese category in the year ahead. The first he describes as ‘value straddling’, noting:

“In an economy where there appears to be increased polarisation of wealth, how do we cater for both ends of the consumer demographic?”

The second challenge is volatility. “How do we maintain stable retailers that do not alienate customers in an increasingly volatile supply situation and how do we maintain stable supplies of critical ingredients such as milk in increasingly volatile markets?” he asks.

Finally, he highlights the environmental hurdles faced by the dairy industry, which he feels needs to go through fundamental change over the next three years to address challenges around carbon and nutrient pollution.

Sources

¹ <http://tinyurl.com/29radn4d>

²⁺³ Mintel, UK Cheese Market Report, 2023

⁴⁺⁵ IRI, Total Grocery + Discounters (Cheese Snacking), 52 w/e 30.12.23

⁶ IRI, Total Grocery + Discounters (Indulgence), 52 w/e 30.12.23

⁷ www.dairyuk.org/the-uk-dairy-industry

⁸ Bank of England, 21.09.23:

‘When will inflation in the UK come down? <http://tinyurl.com/lyc679ry6>

⁹ Global State of Snacking 2022 Report: <http://tinyurl.com/3dnybtue>

¹⁰ Circana, IRI All Outlets & Sainsbury’s 52 w/e 12.08.23

¹¹ ITC

¹² Nielsen, Total Coverage incl Discounters, w/e 07.10.23

¹³ The Waitrose Food and Drink Report 2023

¹⁴ British Nutrition Foundation, 2023

¹⁵ Nielsen, Total Market incl discounters, w/e 09.09.23

¹⁶⁺¹⁷ Kantar Worldpanel, MAT w/e 11.06.23

¹⁸ Circana, Unify+
¹⁹⁺²¹ Circana/IRI, YOY, 52 w/e 02.12.23

Blacksticks

Cheese for any occasion

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Sunday Best
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Parlick

“Blacksticks is set to change the category landscape and turbocharge growth. We are ripping up the speciality cheese rulebook and helping shoppers unlock flavour every time they eat cheese,” says Matthew Hall, fourth-generation owner at Butlers Farmhouse Cheeses.

As Butlers reveals a new look and feel for its flagship brand, Blacksticks, it is bridging the cheese and speciality fixture with a range that focuses on usage occasion, inspiring different cheese eating moments and driving speciality sales for retailers, he says. “Blue cheese sales at Christmas show people love eating it,” he adds. “The way to unlock growth potential is by meeting consumers’ need states all year round and that’s what Blacksticks offers – versatility, energy and relevance with an incredible flavour to enable amazing cheese eating moments every week.

“Blacksticks is cheese and that’s why we have removed ‘blue’ from the name.



“By focusing on usage occasion, our range bridges the cheese and speciality fixture”

With Original, Mega Melts, Dip and our new easy-to-slice Everyday block, Blacksticks pops on-shelf and inspires a variety of eating occasions. Retailers have a huge opportunity to join us in driving greater purchase frequency of British speciality cheese. Blacksticks will have a major OOH campaign to drive awareness and unleash the limitless possibilities of cheese.”



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KEY BRANDS

Babybel®
Boursin®
Port Salut®
The Laughing Cow®
Nurishh®
GoGo SqueeZ®

➔ Bel UK offers a £153.5m¹ trusted portfolio of iconic, quality brands, which sit at the heart of today's biggest food trends: flavour and format innovation, portion control, purpose and responsibility, says the company. To build on the significant NPD and investment in brand campaigns last year, all of which helped signpost and attract shoppers to the cheese category, retailers can expect another 12 months of innovation and investment, it notes.

“Bel UK's unique brands – Mini Babybel, Boursin, The Laughing Cow, Port Salut and plant-based Nurishh are instrumental in driving shopper engagement and eating occasions, with flavours and formats that simply cannot be replicated,” it says.

Reimagined classics

The rise in hybrid working, the viral social media trend of showcasing snacking selections and an appetite for protein as part of a healthy diet² all play directly to the strengths of Bel UK's biggest brand – Mini Babybel, with sales of more than £95m³. With 22% protein per 100g (4.4g per 20g portion), Mini Babybel offers consumers a fun, convenient, and portion-controlled, healthier snack – underlined by its leading position in the snacking cheese sector⁴. The Laughing Cow, the UK's No.1 cheese spread portion⁵ is also perfect for mindful snackers, with 65% of sales derived from the Light range, which contains 25 calories per portion.

Consumers have a big appetite for innovative flavours and formats, and Babybel plans to capitalise on that by bringing more novel moments to cheese snacking. Last year's runaway success was Maxi Babybel – the limited-edition, supersized 200g version of the sector-leading classic. In the first 24 hours of launch, it racked up more than one million views and 80k likes on TikTok, with engagement running at 10% – higher than the TikTok average of 5%.

Maxi Babybel's resonance with this new generation of young adults resulted in sales of nearly £550k in just one month⁶. Expect to see more flavours and formats to capture shopper imagination and drive brand engagement.



“To build on the significant NPD and investment in brand campaigns last year, all of which helped signpost and attract shoppers to the cheese category, retailers can expect another 12 months of innovation and investment”

Indulgence fit for foodies

Meanwhile, Boursin is holding firm as the UK's No.1 indulgence cheese brand⁷ with sales of £27.2m⁸. One of the sector's biggest launches last year was Boursin Truffle – timed perfectly for Christmas, in limited-edition festive packaging exclusive to Tesco.

Targeting the £3.5m truffle cheese sector⁹, currently experiencing double-digit growth, it played directly to food enthusiasts looking for a little extra luxury over the festive period. In the 12 weeks from launch, sales hit more than £200,000 just in one retailer¹⁰, making it the best-performing, limited-edition Boursin SKU to date.

Available to all retailers from May, Boursin Truffle offers both cheeseboard and culinary inspiration for the growing foodie movement, being a perfect recipe ingredient – from pizza and salad topping – to a luxurious addition to elevate everyday meals.

Celebrating an iconic partnership

Bel UK continues to invest in brand-specific initiatives across its portfolio and this year Babybel celebrates its 25-year partnership with Comic Relief. It has donated more than £1.5m to date.

To mark the milestone, Bel is investing in a significant campaign, including limited-edition promotional packs to help retailers drive visibility, sales and shopper support.



Source

- ¹ IRI Total Grocery + Discounters Cheese 52 w/e 02.12.23
- ² Waitrose & Partners, Food & Drink Report 2023-24
- ^{3*} IRI Total Grocery + Discounters: Snacking Cheese 52 w/e 30.12.23
- ⁴ IRI, Value Sales Total Market, MAT to 25.12.22
- ⁵ Bel UK, w/c 11.11.2023 – 30.12.2023
- ⁶ IRI Total Grocery + Discounters: Indulgence Cheese 52 w/e 02.12.23
- ⁷ IRI Total Grocery + Discounters 52 w/e 30.12.23
- ⁸ Circana, IRI All Outlets & Sainsbury's, 52 w/e 12.08.2023
- ⁹ Bel UK, Boursin Truffle, 12 w/e 30.12.23



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For more information visit
www.bel-uk.co.uk

¹: Circana Total Market Value Sales, 31.12.2023

DalterFood Group

Elevating dairy excellence

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Parmigiano Reggiano

At DalterFood Group, we take pride in our 45-year journey towards becoming an emblem of Italian dairy excellence globally, says Andrea Guidi, general manager at DalterFood Group. “Over the past year, our commitment to sustainability and high quality products, and the contribution of each of our workers and partners have led to remarkable achievements, including a 15% increase in turnover to reach €146m.”

Sustainability and excellence

DalterFood Group’s journey towards sustainability is guided by a philosophy of continuous improvement, he says. “Our second Sustainability Report, adhering to GRI standards, transparently outlines our progress and future vision. We’ve made significant strides in environmental, social, and governance (ESG) areas, including a substantial reduction in plastic use (-31% vs 2021), investment in renewable energy, and impactful community growth projects.

“Our Parmigiano Reggiano is a symbol of this commitment. Produced in our two mountain dairies, we ensure excellence at every stage, from the purchase of the milk, provided by 40 farms, to implementing a zero-waste approach throughout the production process. Our Parmigiano Reggiano is not just a product of Italy’s culinary heritage; it’s a testament of our dedication to excellence and sustainability.”

DalterFood Group meets the needs of 1,500 customers in the professional food industry, foodservice, large-scale



“Our Parmigiano Reggiano is not just a product of Italy’s culinary heritage; it’s a testament of our dedication to excellence and sustainability”

retail and normal trade, supporting and promoting the values of the Italian dairy tradition around the world, with an increasing focus on sustainability, animal welfare and environmental impact, explains the company.

“We are also accelerating our efforts to make our packaging even more sustainable, transitioning to single material packs, that can be recycled,” says Guidi. “Our goal is to implement the new materials on all consumer packs and on industrial packs by 2025.

“A key milestone in our sustainability journey was the opening of our solar energy system at one of our dairy farms. This investment is part of a broader strategy, with energy efficiency among priority assets: the aim is to implement the solar system in all our plants, with the aim of us directly producing at least 20% of the energy we consume by 2025.

“In 2022, we grew our team by 4% and resumed our training programs,” he adds. “This approach fosters a secure and inclusive work environment and ensures our team is equipped to drive our sustainability mission forward.”

In a world facing economic, environmental, and social challenges, DalterFood Group remains steadfast in its commitment to making its business sustainable for its customers, community and the planet.





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Lactalis UK & Ireland

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KEY BRANDS

Galbani
 Président
 Leerdammer
 Seriously Spreadable
 Seriously
 Galloway
 Orkney

“As a leading player in the cheese market here and around the world, we have built our position by monitoring trends and anticipating demand with our product ranges,” explains Heloise Le Norcy-Trott, group marketing director for Lactalis UK & Ireland. “As a result, we are proud to say we have some of the nation’s favourite cheeses in our portfolio – including Galbani, Président, Seriously Spreadable, Seriously, Galloway, Orkney and Leerdammer.

“From cheese as a convenient source of protein and everyday pleasure, to the growth in hot eating products, usage in recipes and cheese as a meat alternative, we’ll tap into key consumer trends throughout the year to ensure our brands stay relevant.”

In response to the trends towards hot eating cheese and use of cheese as a meat alternative, the company launched Seriously Cheese Burgers in July, she reveals. “Combining award-winning Scottish cheddar and mozzarella – to give a deliciously melting cheesy centre – and coated in light and crispy breadcrumbs, Seriously Cheese Burgers are quick and easy to prepare, making them the ultimate simple hot meal-time solution,” she says.

“Another trend we capitalised on in 2023 is convenience, with the launch of Leerdammer Grated, offering shoppers a convenient way to enjoy their favourite cheese. Made with authentic Dutch cheese and finely grated for perfect melting, Leerdammer Grated is available in 160g resealable pouches.

“Investing in our award-winning cheeses is the key to our success, which is why we kept our brands highly visible with impactful marketing campaigns in 2023,” she adds. “We invested in an engaging ATL media campaign for the No.1 Italian cheese brand and No.1 mozzarella brand¹, Galbani, with the ‘For a taste of La Dolce Vita, it’s got to be Galbani’ strapline, which inspired consumers to enjoy an Italian way of life, while also promoting some of the range’s hero SKUs, including Galbani Mozzarella and Galbani Burrata.

“Seriously Spreadable, our award-winning and market-leading range of



“We are proud to say we have some of the nation’s favourite cheeses in our portfolio”



Scottish Cheddar cheese spreads, was back on TV in July with a campaign to promote its five varieties, including Original, Vintage, Smokey, Chilli, and Lighter with 30% less fat. The ads, appealing to those predominantly aged 45+, featured three creatives to highlight the product’s irresistibility via a series of humorous and relatable habits.

“We also supported the No.1 French continental cheese brand², Président, with a bespoke and targeted ATL media campaign targeting ABC1 foodies aged 40-65. The campaign encouraged consumers to take things at a slower pace and make time to enjoy the ‘Good Life’ with Président.”

Galbani, Seriously Spreadable and Président will be back on TV again in 2024 via VOD, with high-reaching plans that will continue to build awareness and prompt purchase, she reveals.

“Finally, a design update on the award-winning Seriously Spreadable range across all channels, to improve visibility on-shelf and navigability, will include its 2023 Great Taste Awards logo. The new packaging will be available from April 2024.”

Source
^{1,2} IRI, 52 w/e 30.12.23

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REAL CHEDDAR**

*Kantar WPO. 52we 24/12/23

Mondelēz International

Bringing innovation to lunch

DETAILS

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 Trade Communications
 Manager

KEY BRANDS

Dairylea
Philadelphia

Philadelphia is the UK's No.1 cream cheese brand, growing year on year¹ and Dairylea is the UK's No.1 processed cheese², reveals Mondelez International trade communications manager Susan Nash.

Keeping lunching at the core

The lunch occasion lies at the heart of the Philadelphia and Dairylea brands, she says. "In fact, Philadelphia launched a refreshed brand positioning to inspire consumers to spread friendship around them. 'You've Got a Friend in Philly' reminds shoppers that Philadelphia can be a true 'friend in their fridge' as part of a far-reaching brand investment, driving engagement with the lunch occasion."

Dairylea launched a new and improved recipe for its Lunchables range under the new name Lunchers, to align the product with the rest of the portfolio, which includes Dunkers, Snackers and Filled Crackers, reveals Nash. "Perfect for families looking for quick and convenient snacks, Lunchers can be packed for easy out-of-home consumption on busy days," she notes. "With tasty snackable crackers, delicious Dairylea Cheese and Ham or Chicken options, the packs are a good source of protein and calcium with no artificial colours or flavours."

Stock up on heritage brands

While spend and purchases are under increasing evaluation, shoppers can put their trust in Philadelphia to deliver, with a strong range featuring various flavours, fat levels and formats, says Nash. "Shoppers can enjoy the delicious soft white cheese by itself with Original or paired with



“The lunch occasion lies at the heart of the Philadelphia and Dairylea brands”

a multitude of exciting and enticing accompaniments such as Sweet Chilli, Chives, Salmon and Garlic & Herbs.

“With products in the spreads & portions, slices and snacking segments, Dairylea meets a range of consumer needs. The brand has been an iconic staple since 1950 and is present on one out of two UK families’ shopping lists. The new Lunchers range is currently in growth, driven by families continuing to undergo busy, on-the-go routines.”

The rise of plant-based

Consumer demand for healthy and more sustainable lives continues at pace. To help cater for those looking for more excitement from a plant-based diet, Philadelphia launched its first plant-based soft cheese alternative, Philadelphia Plant Based. “The product was perfected over two years, so the taste, texture and quality that Philadelphia is renowned for is not compromised,” says Nash. “With such advances, the brand is able to reach audiences who follow flexitarian lifestyles and vegans who do not currently consume dairy cheese.

“The product has performed strongly since launch, quickly becoming the UK’s No.1 soft cheese alternative³.”



Source
¹ Nielsen, Total Coverage, Value Sales, MAT data to 31.12.22
² Nielsen, Total Coverage, Value Sales, MAT data to 30.12.23
³ Nielsen: Total Market incl Discounters. w/e 09.09.23

GET SET FOR
LUNCH



**#1 PROCESSED
CHEESE BRAND
IN THE UK***

dairylea

**You've GOT A
FRIEND
in PHILLY**



**#1 CREAM
CHEESE BRAND
IN THE UK***

*Nielsen, Total Coverage, Value Sales, MAT data to 30.12.23

Simply V

Plant-based indulgence

DETAILS

Simply V

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KEY BRANDS

Simply V Plant Based Intense Gourmet Slices
Simply V Plant Based Mild Gourmet Slices
Simply V Plant Based Gourmet Grated
Simply V Plant Based Mature Block

↙ In a world where plant-based choices are of greater importance to modern diets, Simply V has emerged as a stand-out player in the European market, says James Gilks, MD of Altura Group, the organisation responsible for Simply V in the UK.

Simply V is Germany's leading plant-based cheese brand and held a dominant market share of 42% in 2022¹. "The brand's success is attributed to using almonds as its base ingredient," says Gilks. "The product range delivers exceptional melting properties and an indulgent taste and experience that truly doesn't feel like an alternative."

"We are privileged to have been appointed to launch and manage the Simply V brand here in the UK as it offers a unique opportunity to grow the category," adds Alice Lovell, Altura's marketing director.

While Simply V's current offerings include a broad range of formats, the plan is to build a strong core range for the UK. "We spent time with the Simply V team in Germany to support the development of a block format, addressing the demand for a high-quality plant-based cheddar alternative and showing commitment to understanding and meeting UK consumers' preferences," says Gilks. "Our focus is on delivering a plant-based cheese that excels on that crucial melt and absolutely wins on taste.

"Last year, we revealed the Simply V UK range at trade and consumer shows such as NOPE, PBWE and Taste of London. We sampled more than 13,000 people over five days at Taste and received remarkable reviews and an impressive 99% approval rate,



Source

¹ Nielsen, vegan database. LEH without discount, 2022



“The Simply V product range delivers exceptional melting properties and an indulgent taste and experience that truly doesn't feel like an alternative”

solidifying the brand's position as a preferred choice.

"Simply V officially launched into the UK on Ocado in December 2023 to an exceptional start, with almost all reviews boasting a 5-star rating," he reveals. "The dedication to freshness and quality, evidenced by the shorter 45-day shelf life and chilled storage, sets Simply V apart from many competitors in the market, ensuring customers can enjoy a high-quality product."

This year, the brand is gearing up for a comprehensive multichannel media campaign, leveraging social media platforms like Instagram and TikTok, as well as collaborations with influencers and branded partnerships to highlight the taste and versatility of Simply V.

"Our plans involve a series of delicious and trending recipes to introduce simple ways to incorporate Simply V into daily meals," explains Lovell. "For example, we pioneered a vegan 'kimchi cheese toastie' at the Taste of London event, which proved to be an instant hit and was inspired by a trend featured on TikTok at the time."

Simply V is not just another plant-based cheese alternative, concludes Gilks. "The brand is a game-changer and we hope to replicate the success in Germany and broaden the appeal of cheese alternatives to a wider audience in the UK."

DELIVER the melt



★★★★★

HONESTLY
AMAZING!
THE BEST I HAVE
EVER TASTED!
OCADO SHOPPER



★★★★★

I'VE TRIED
MANY BRANDS
AND THESE ARE
THE BEST
OCADO SHOPPER



MADE WITH ALMONDS



Wyke Farms

In balance with nature

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KEY BRANDS

Wyke Farms
Ivy's Reserve

“Our grandmother Ivy Clothier used to say that if you look after nature, then nature will look after you,” says Richard Clothier, managing director of Wyke Farms. “It is fitting that the cheese that carries her name, Ivy’s Reserve, our flagship cheddar, carries strong sustainability credentials.

“We work with our farmers to lower emissions through our pillar sustainability system and encourage tree planting schemes and hedgerows to improve biodiversity. Not only that, we produce all of our own energy from waste, supply green gas to local communities and recycle our wastewater – just some of the ways we are balancing what we do with nature to produce the most sustainable cheddar in the world.”

Shoppers across the world want to see a reduction in the environmental impact of dairy, notes Clothier. “This is why we focus on our primary Scope 3 emissions and, as farmers ourselves, we understand the challenges and collaborate with our milk producers to reduce GHG emissions,” he says. “Farms in our low carbon group, including our own family farms, now produce milk at less than 25% of world average emissions. Plus, we are funding farm energy audits, soil sampling to measure carbon sequestration and ruminant feeding trials.

“At Wyke Farms we don’t just say ‘good cheddar needn’t cost the earth’, we live by it; we are investing more in producing our own self-generated renewable energy and green gas, which in addition to reducing environmental impact, also reduces costs,” he adds. “We are rebuilding our new cheese dairy to the highest environmental standards of water and energy usage, using the latest heat and water recovery techniques. This highly automated, efficient new dairy will double our capacity and allow us to make more cheese using milk from grass.”

The Ivy’s Reserve brand occupies a unique, premium position in the category, appealing to older, less price-sensitive customers who appreciate the quality, heritage and provenance of the cheese and butter they purchase,



“At Wyke Farms we don’t just say ‘good cheddar needn’t cost the earth’, we live by it”

says Clothier. “These customers are brand-loyal, concerned about the environment and are increasingly looking for products with solid environmental commitments.

“Wyke Farms has developed Ivy’s Reserve Somerset Red to meet emerging global market trends and fulfil an appetite for new, creative offerings within the category,” he reveals. “Somerset Red surpasses traditional vintage recipes, and the complex flavour profile is perfectly suited to global taste preferences. The natural starters used to produce the rich and creamy texture have been kept on the farm by the Clothier family for over 100 years.

“Perfect for sophisticated cheese markets, Ivy’s Reserve is branded to reflect the true provenance and heritage behind this special cheese, which was originally made by Ivy for gifting to friends and family. Her range is now sold in 167 countries around the world – not bad for a lady who never left Somerset, let alone travelled on a plane.”

ROLL OUT THE RED CARPET



We're proud to announce a new member of our family: smooth, creamy and deliciously moreish Somerset Red.

Made with all the care and expertise of our award-winning vintage Cheddar and Farmhouse Butter, it's available now.

To stock Ivy's Reserve, contact us on

IVYS-RESERVE.COM

HELLO@IVYS-RESERVE.COM

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