

## Fresh Thinking around old favourites can yield good results

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emodelling old favourites has become an increasingly fashionable way to approach new product development. A win for consumers as it gives a clear and comforting steer on what to expect, with the additional frisson of something new; a win too for the developers as it provides a tried and tested start point. Many of these twists on old favourites are just minor tweaks and can either focus on offering a new flavour or added textural dimension: the use of a different fruit or vegetable, added indulgence using chocolate or caramel or maybe a new base or topping. Adjustments may also include making the product appear to be healthier; adding wholegrains, pulses or nuts as our Showcase Product of the Month has successfully demonstrated, incorporating a super food or using a locally sourced ingredient. Sometimes the products take a recipe into a whole different market. We've long seen desserts in the confectionery and cake aisle and vice versa and one recent take on a sweet Yorkshire Pudding caused a furore when the New York Times appeared to attribute the recipe to a Dutch pancake when it clearly looked more like a classic British Yorkshire. The product had the added benefit of being potentially versatile - another key component in driving sales. Any multi-purpose product that can be enjoyed for breakfast, brunch or dessert clearly has the potential to sell well. Winners at this year's Own Label Excellence Awards included several familiar sounding products with a twist, such as Orange flavoured Gingerbread, Rhubarb & Custard Tea and a Salted Caramel and Apple Tart. Mainstream tastes may be slow to change but we are seeing an increasing number of new and unusual recipes from smaller brands that are more targeted in their appeal to specific consumer segments. They are unlikely to generate top scores, but we look out for signs of appeal amongst early adopters to identify those that have the potential for growth. This month's Kefir Coconut & Honey Drink is a case in point: not the highest scorer, but with clear resonance amongst the growing number focussing on their gut health.

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### SHOWCASE PRODUCT OF THE MONTH



Warburton's Pulses & Seeds Batch Loaf hit the top spot for consumers (50/50). Tasty and very fresh as well as a healthy choice. (Review: 180501)



**Aero Heavenly Salted Caramel Mousse:** promised so much with its gooey caramel twist but was only for those with a very sweet tooth (Review: 180510)



**The Collective Dairy's Kefir.** Given a cautious welcome but tasted sufficiently like a yogurt to gain mainstream acceptance. (Review: 180523)



Marks and Spencer offer a fun new bakery line for summer: **Salted Caramel Chouxnuts.** Consumers could'nt wait to try this cross between choux pastry and doughnuts (45/50) (Review: 180530)



Nestle's use of ruby chocolate beans in its latest **Kitkat** variant was an exciting idea but the rather 'sour' taste was polarising. (Review: 180509)



**Oasis Aquashock Spicy Raspberry with Chilli** an interesting twist aimed at younger consumers, but lacked the expected Chilli hit. (Review: 180536)



**Milkybar Wowsomes** lacked the 'wow' factor for consumers. (Review: 180533)