

BART®

Project Title:
Bart Ingredients Company

Category:
Packaging

Sub Category:
4.1 Branded Food

Client:
Bart Ingredients Company

Design Consultancy:
Honey

Date:
June 2013



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EXECUTIVE SUMMARY

Established in 1963, Bart Spices has been a pioneering company selling premium quality herbs and spices for 50 years. Products range from classic herbs, spices and baking ingredients to more exotic blends.

Despite having been listed in Waitrose for 20 years and having a small presence in other retailers, there was little awareness of the brand.

In 2010 venture capitalists Langholm invested in the Brand and, in 2011, Honey was appointed to work alongside Bart for the re-brand.

Research found that herbs and spices are seen as a commodity and that there is little emotional engagement with brands in that category. There was a need to differentiate Bart and to engage emotionally with the consumer at the point of purchase.

In 2012 the company was rebranded 'The Bart Ingredients Company' to allow for the expanding product range. The brand was re-positioned as the experts in ingredients with the aim of becoming the preferred brand for expert and creative cooks.



Project launch date

First new products into retail in September 2012

Full range in store December 2012

Size of the design budget

£84,700



Outline of design solution

Herbs and spices are not products purchased very often. People have herbs and spices sitting in their kitchen cupboards for years and often don't think about where they come from, how and when to use them or if they are of premium quality. At the point of purchase there is often little emotional engagement or brand loyalty.

At the same time there is an increased demand for quality ingredients and a continued emphasis on good natural products. More people are cooking from scratch, cooking to impress and looking for new food inspiration.

The new design solution capitalises on these trends and engages with the consumer by giving the packaging a quality and expert feel, using foodie and inspirational pack copy and a functional pack mechanism especially designed around the usage behavior of cooks.



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BART'S IMMEDIATE PHASE 1 AMBITIONS WERE TO:

1. Re-enforce a differentiated position for the Bart brand versus the other players in the market, based on expertise and innovation.
2. Create a compelling reason for consumers to choose Bart over the competition, driving key consumer measures:
 - Brand penetration
 - Brand value
 - Units sold

The new design solution has been successful against all of the above ambitions.

42.5%

In 12 weeks post launch of the full range Bart grew its value by 42.5 %, £447,000 (Homescan data) vs. the same period the year before. By comparison the Herb and Spice market grew by 10.4 %, Own label grew by 13.8 % and Schwartz declined by 2.8%.

22.8%

By the same measures Bart's household penetration grew by 22.8%, again outperforming the market and its competitors.



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PROJECT OVERVIEW

Outline of the project brief

To work alongside the Bart Ingredients Company to develop and bring to life the brand positioning and re-design the range to become the preferred brand for expert and creative cooks.

The aim of the packaging re-design was:

1. To communicate the brands premium credentials and the experts in ingredients proposition, building emotional engagement with the consumers.
2. To create structural and functional innovation for the core range that is designed to deliver against unmet consumer needs.
3. Look at the range architecture, creating a consistent, strong brand feel yet allowing for sub ranges and future expansion of the range.
4. Achieve greater impact in store.
5. Create graphics and pack communication that is user friendly and educational allowing the consumer to find products quickly and be inspired to use the product.

Key objectives

1. To re-enforce a differentiated position for the Bart brand versus the other players in the market based on expertise and innovation.
2. To create a compelling reason for consumers to choose Bart over the competition, driving key consumer measures:
 - Brand penetration (20% growth on previous year's performance)
 - Brand value (20% growth on previous year's)

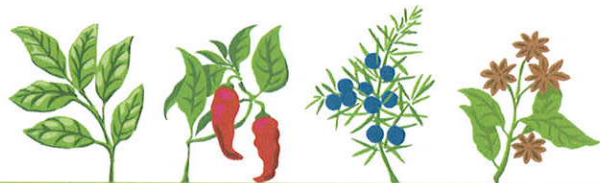
Only once the brand was fully established as a desirable brand did they want to focus on increasing their distribution. The 20% growth targets above are based on no additional distribution.



DESCRIPTION



**ESTABLISHED IN 1963
BART SPICES HAVE BEEN
A PIONEERING COMPANY
SELLING PREMIUM
QUALITY HERBS AND
SPICES FOR 50 YEARS.**



Products range from classic herbs, spices and baking ingredients to more exotic blends like Moroccan Ras El Hanout, Madagascan Vanilla paste and fresh French Basil in oil. They have been listed in Waitrose for 20 years and have a few peripheral products in Tesco, Morrison's and Sainsbury's (less than 10 out of a category of c.150 skus).

Despite of having been the authority in herbs and spices for many years (Edwards Shaw the ex Chairman of Bart was frequently consulted on TV programmes such as the BBC's Spice Trail and on various books on spices) the brand did not have great brand awareness. Schwartz, its main competitor, was generally seen as being the trusted brand that people remember from their childhood.

Research showed that consumers did not engage with herbs and spices the same way they engage with other hands-on food products on the supermarket shelf. Herbs and spices are seen as a commodity and people shop the fixture by A-Z without much brand loyalty. There was a need to communicate that Bart was different and to engage emotionally with the consumer at the point of purchase.

In 2010 venture capitalists Langholm invested in the Brand and in 2011 Honey was appointed to work along side Bart for the re-brand.

OVERVIEW OF THE MARKET

In 2010-2011 the price of spices skyrocketed. Spice traders blamed the weather, which destroyed harvests in Asia, Africa and South America. In addition European regulations surrounding the entry requirements into Europe were tightened and regulations on processing of dried spices were made stricter, pushing up costs even further. Mace was up 140%, dried garlic up 100%, nutmeg up 63%, ginger up 60%, black pepper up 53%, pimento up 50% and turmeric up by 47%.

In the year ending on the 17th April 2012 the Herbs and Spices was worth £137 million with the market value growing by 7.5% in comparison with the previous year. By the same measures, units purchased were however down by 1.1% and penetration down by 2.2%. In other words, the price increases were barely covering the cost increases and, even so, were having a depressing effect on purchase.

Due to low performance, Schwartz, Bart's main brand competitor, invested heavily in their brand, launching new products and re-branding in May 2012.

Schwartz was also promoting aggressively for a large percentage of 2012. Their 2 for £2 promotion ran in Tesco till the end of Dec 2012 and their 3 for 2 promotion ran in Sainsbury's till the 30th March.

Own label do not promote in this category.



BRANDING:

Overall, there is a minimalistic simplicity and sophistication about the packs that communicates confidence and makes the packs stand out amongst the competition as superior products.

Label:

- The tamper seal communicates quality and the heritage of Bart.
- The logo was modernised and made bolder to have more impact on shelf.
- The pack uses more silver and high quality print finishes to communicate the premium quality of its products.
- The plant illustrations and Latin names are educational and convey the brands expertise.
- The pack copy provides the consumer with education about the product and how to use it. It also encourages users to engage with the brand to share knowledge and their own experiences on the Bart website.



There is clear segmentation between the products and sub-ranges, making it easy for the consumer to browse and shop the fixture and encouraging multiple purchase. In a context where shoppers often look for a specific product (dictated by a recipe) by A-Z and do not generally browse the category, the different formats, graphics and colours break up the uniformity on shelf. Bart's offers the consumer usage suggestions across a variety of products from mills, re-fills, spices in oil, exotic seasonings to a BBQ range of marinades and sauces, etc. encouraging people to buy more.



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STRUCTURE:

The structure of the packaging was developed to meet the needs of all cooks. After learning from consumer research about how people cook with herbs and spices – some like to spoon and some like to sprinkle - the 'Spoonkler' concept was developed. The dual feature flip cap has been designed around all cooking needs, with one side wide enough to fit a teaspoon and the other side to be used to sprinkle product into the cooking.



The design has delivered on the following criteria:

- *In store impact*
- *Emotional engagement*
- *Raising quality perceptions*
- *Usefulness*
- *Clear segmentation*

SUMMARY OF RESULTS

The new design started to go into store in Sept 2012. By the end of December, the full range was available. According to Homescan, in the first 12 weeks period of full availability, ending 17th April 2013, Bart grew its value by 42.5 % vs. the year before.

By the same measures the entire Herb and Spice market grew by 10.4 %, Own Label grew by 13.8 % and Schwartz, its main brand competitor, declined by 2.8%.

Bart household penetration was up 22.8%, whilst the total market was down 0.9%. Own Label was up by only 0.2% and Schwartz declined by 2.5%.

This performance is based on no change at this stage in retail distribution.

42.5%  **BART GREW ITS VALUE**

 **HERB AND SPICE
MARKET GREW** **10.4%**


22.8% **BART HOUSEHOLD
PENETRATION
WAS UP** 

During this 12 week period, the value growth of the Bart brand represents an increase in sales of £447,000. Rolling this figure forward over a 52 week period the increase would be just shy of £2 million equating to approximately £200,000 profit.

11% of this growth can be attributed to the growth of Waitrose market share, therefore 31.5% to the redesign (there was no promotional activity in this period).

The investment in design fees was therefore recouped by the additional profit directly attributed to design in just over three weeks sales.

More importantly it serves as a case study for Bart to take to other retailers to demonstrate the performance of the Bart brand post the re-brand.



12 Weeks	Purchase Value		Penetration	
	Absolute	%Chg y.o.y	Absolute	%Chg y.o.y
Total Market	£33.3m	+10.4%	46.7%	-0.9%
Bart	£1.5m	+42.5%	1.8%	+22.8%
Schwartz	£8.5m	-2.8%	13.5%	-2.5%
OL	£15.3m	+13.8%	33.1%	0.2%

£200,000 PROFIT



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Looking at the 52 weeks ending 17th April 2013, Bart growth of 19% is clearly due to a combination of the growth of Waitrose as a retailer and, in the later part of the year, the redesign. If we isolate the Waitrose growth element (11% = £540,000), it can be seen that all of Bart's independent brand growth is contained within the £447,000 in the last 12 week period, when the new design was on shelf.

52 Weeks	Purchase Value (52 weeks to 14/04/12)	Purchase Value (52 weeks to 17/04/13)		Penetration	
		%Chg y.o.y.	% Chg y.o.y.	Absolute	%Chg y.o.y.
Total Market	£127m	+7.5%	+7.5%	80.5%	-2.2%
Bart	£5.05m	+19%	+19%	4.6%	+0.7%
Schwartz	£38.8m	-2.7%	-2.7%	35%	+8.3%
OL	£56.7m	+5.2%	5.2%	67.2%	-2.6%

In summary, Bart has exceeded its objectives of 20% growth in value sales and household penetration since the re-launch.

£447,000 INCREASE IN SALES

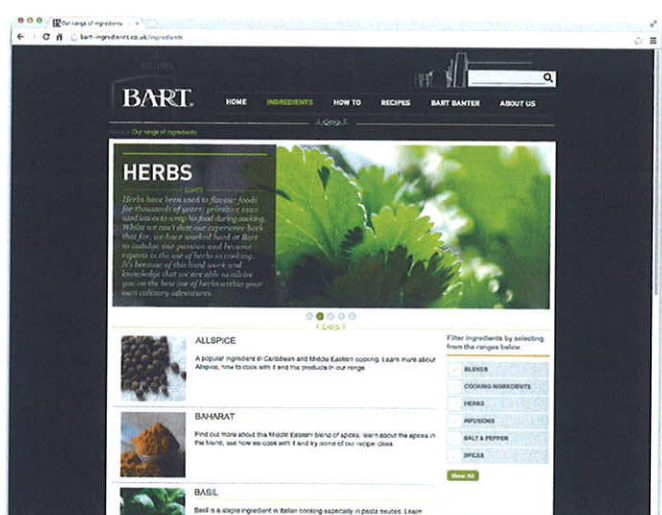
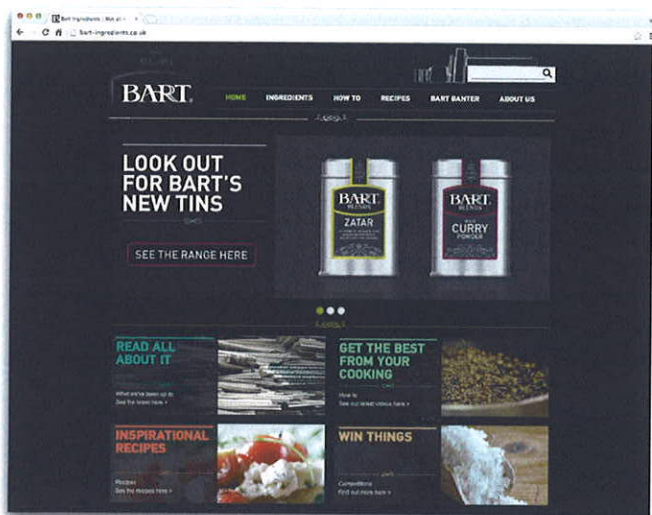


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Subsequent Activity

Since the pack re-designs Honey was asked to design Bart's in-store shelf solution that includes scented herb and spice aromas and a tablet to gain information about cooking ingredients. This is to be implemented in flagship stores shortly.

Honey also designed the company's stationery and the new website bringing to life the brand off pack. The website is a user friendly, educational site that offers an array of information about herbs and spices and inspirational tips showing users how to be more creative with their cooking.



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CONSUMER FEEDBACK

'Let me congratulate you on the new packaging, making it easy to switch between sprinkling and pouring. Previously it was difficult to access the sprinkle option.'

Via website



'LOVED the Spoonkler, such a great idea'.

Via Twitter

Other influencing factors

There was no Bart promotional activity in the 12 weeks post launch. Bart ran a minor promotion on tins for 4 weeks in March 2012 prior to the re-launch.

Research resources

Data: Nielsen Homescan 52 w/e 17th April 2013

The Grocer February 2011

Euromonitor 2010

Bart's own research - 100% Cotton March 2009,

Axis Management Consultants 2010