

TASTY FOODS CUISINE

Overview

This case study highlights how Tasty Foods Cuisine, a Northern Irish Food supplier, has used shopper insight to support its marketing decision-making. Through new product development (NPD) and the adaptation of existing lines, Tasty Foods continues to grow as it meets the needs of its ever-expanding customer base.

The Company

Tasty Foods Cuisine was established in 1990 by Conor & Kathy Daykin. Their aim was to supply a range of high quality concentrated sauce products to independent traders and the local market within Northern Ireland. The company has grown rapidly since 1990 and is now Northern Ireland's leading pie and sauce brand. Supplying a range of products to supermarkets and caterers in the UK and Northern Ireland, they source local produce to use in their high-quality products, giving them a unique selling point whilst supporting other local food producers within Northern Ireland.



Insight

Tasty Foods Cuisine first engaged with the Who Buys My Food project in May 2016, following an Invest Northern Ireland Workshop. With products ranged within two categories, fresh stocks and sauces and pies and pastries in Tesco stores in Northern Ireland, Conor wanted to review how his products were performing and to identify any unfilled gaps in both markets.

Back in 2016, Tasty Foods Cuisine had three products ranged within the fresh stocks and sauces category; Gravy Paste, Curry Paste and Spicy Hot Curry Paste, retailing at £2.00 per unit. The shopper insight report revealed that all products had strong sales and that one product, the curry paste, accounted for over a third of the total category sales. After a further in-depth analysis of the curry paste performance, the insight also revealed high customer penetration and repeat rates, important indicators of strong demand. However, analysis of customer segmentation revealed that this product appealed almost exclusively to 'mainstream' and 'price sensitive' shoppers who favour established brands and look primarily for value.



"The insight highlighted strong performance which was great news, however what we didn't know was that we only appealed to a specific segment. We saw this as an opportunity to launch another range of products targeted towards the premium shopper!" **Conor Daykin, Sales and Marketing Manager.**

The shopper insight report for the pies and pastries category revealed similar results; sales were strong across the range of six pies, with the larger 800g pie being particularly popular with both younger and older families. The insight also revealed another gap in the market for single pies aimed at individuals and smaller households rather than families, as the category as a whole was underperforming with respect to younger adults, older adults and pensioners.

Action



With the ambition of filling a gap in both markets, Tasty Foods developed a range of three new premium sauces; Creamy Pepper, Creamy Stroganoff and Chinese Curry, retailing at £2.29 per unit, as well as a range of 500g pies to meet the needs of smaller households. Having reviewed the performance of their entire range, Tasty Foods made the decision to remove their under-performing lines and reintroduce them in a different format. It was decided that the larger Steak & Stout family pie would be reintroduced into stores as an individual pie, as families may have been deterred by the presence of alcohol in the product.

Outcome

Following NPD and promotional activities, Tasty Foods sauce and pie ranges are now suited to a wider range of customer segments, with a particular appeal to families and convenience shoppers. As a result of an expanding customer base with new products tailored to meet distinct customer needs, Tasty Foods sauces continue to grow.

Within the past 52 weeks, customer penetration has grown significantly, with 4 of the 6 sauces seeing customer penetration at above average levels for the category. The introduction of new, premium sauces has also proved successful, with customer numbers above the category average. Sales continue to grow for all sauces also, with the curry sauce paste still the top performing line in terms of sales for the category within Northern Ireland. In April 2018, Tasty Foods also launched a further three lines into the category to increase their offering with Beef Gravy, Chicken Gravy and Pepper Sauce, retailing at £1.50 per unit.



“Our premium sauce range has allowed us to capture sales from another type of shopper that we otherwise would not have. These sauces have been a great addition to the Tasty Foods Cuisine Range.” **Conor Daykin.**

Additionally, within the pies and pastries category, over half of all Tasty Foods pies are above the category average in terms of sales and repeat purchase rate, proving that the launch of the individual pie to target another new segment has been a success. Across its Chicken and Ham and Minced Steak pie products, customer penetration and customer numbers have risen significantly, as Tasty Foods continue to attract new customers.

Next Steps

Tasty Foods Cuisine now plans to focus on growing its newly launched sauces as well as its new individual Steak and Stout Pie, Steak Pies and Cottage Pie launched in September 2018.

“We have always been open to new ideas but for years we relied on great products and gut instinct. With increased competition and customer expectations, we knew we had to take a more scientific approach. The shopper insight report could not have come at a better time and helped us target our NPD at untapped market segments, helping us to continue to grow our business” **Conor Daykin.**

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