

MANTINGA™

Enjoy the freshly baked taste

MANTINGA

OBJECTIVE

Storm was approached by a new start-up business, Mantinga UK Limited to launch the company to the retail grocery and foodservice trade at IFE, helping generate awareness and appointments with potential customers. Drawing on its experience as the leading bakery brand in the Baltic, this new UK venture boasted one of the largest ranges of continental breads and pastries on the market, and wanted to create maximum noise in the run up to and at the UK's leading food and drink show.

SOLUTION

Starting work just three months before the exhibition, Storm implemented a high-profile launch campaign with the key grocery and foodservice trade media. Interviews with owner, Steven Mackintosh were set up with titles such as British Baker, The Grocer and European Baker, which resulted in profiles on the company, and news coverage was generated in the month before the show in all the main magazines. In addition, Storm secured exposure in the preview features for IFE, ensuring that buyers planning to visit the show were aware of the company and its product range.



RESULTS

The campaign certainly worked – Mantinga had a number of pre-arranged meetings with potential customers at the show thanks to the media coverage, and many buyers visited the stand saying ‘they were one of the companies they came to see’ as a result of the PR work.

Coverage was spread across both the key grocery and foodservice titles, with The Grocer, Caterer & Hotelkeeper, Pub Chef, Speciality Food, Marketing, Fine Food, Frozen Food Europe all covering, as well as the bakery press of British Baker, Bake & Take and European Baker. The coverage generated over 300,000 OTS for Mantinga during the three month campaign, and a ROI of six times total PR budget was achieved.

As a result of the campaign, Storm was appointed by Mantinga on an on-going basis to maintain its awareness and launch new products through the key trade titles.

Rise for Mantinga's continental style

Mantinga is amongst the country's newest bakery suppliers and claims to offer one of the largest ranges of continental breads and pastries in the UK. The company name is independent products.

FINE FOOD

Mantinga's IFE debut hopes to impress a cross-section of buyers with freshly baked products such as seeded baguettes, Gouda cheese loaves and a dark Italian Ciabatta with peppers from the on-stand oven. A new range of Danish pastries is being unveiled to join the existing line-up of morning goods.

Further information: www.mantinga.co.uk
Tel 0845 4504484, IFE stand SP4341



Mantiga, the Baltic bakery firm, is to launch into the UK in March with a range of continental breads and pastries. Targeting independent retailers, delicatessens, food service and national wholesalers, it hopes to achieve a turnover of £9m by 2000.

Marketing

Mantinga Makes its Mark in the UK

An exciting new bakery supplier, Mantinga UK Limited, is taking the sector by storm with one of the largest ranges of continental breads and pastries on the UK market.

Drawing on the expertise of the largest bakery brand in the Baltic, founders of the UK business, Steven Mackintosh and Roger Bellamy, have selected a diverse range of European speciality breads and pastries to suit a wide variety of customers and eating occasions. Having secured exclusive distribution rights of Mantinga products in the UK, the company has set ambitious targets to achieve a turnover of nine million pounds within four years and handles over 2,000 tonnes of product per year, becoming one of the largest bakery suppliers in



SPECIALITY FOOD

will appeal to consumers' increasing interest in speciality breads, by offering a point of difference to existing brands on the market," said managing director, Steven Mackintosh.



The East comes to the UK

The UK consumer has a new product range to discover. Eastern European Bakery Mantinga has joined forces with a distributor in Gloucestershire, which is now offering 120 new products.

What does this mean for the UK consumer? The new product line offers a wide range of continental breads and pastries, including seeded baguettes, Gouda cheese loaves and a dark Italian Ciabatta with peppers from the on-stand oven. A new range of Danish pastries is being unveiled to join the existing line-up of morning goods.



Steven Mackintosh (left) and Roger Bellamy, director of Mantinga UK.

EUROPEAN BAKER

Mackintosh expects that the company will achieve a turnover of £9m by 2000.

All rise at IFE

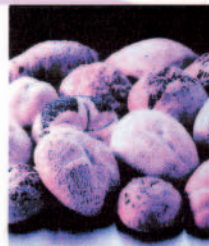
New bakery supplier Mantinga will be launching at IFE 2000 on stand SP4341, with one of the largest ranges of continental breads and pastries on the UK market. The company is looking to enter retail, wholesale, baked M... on-stand... by... of buyers.

The Independent Retailer

current growth in the specialty bread sector, we feel there is a gap in the market for a brand like Mantinga to meet consumers increasing appetite for these products in a versatile format," commented Managing Director Steven Mackintosh.

BALTIC BAKERY

Mantinga UK is the new British arm of the largest bakery brand in the Baltic, specialising in Continental breads, bakery snacks and pastries for the retail and food service sectors. Mantinga is aiming to be one of the largest bakery suppliers in the UK market, and lists part-baked products for bake-off, as well as fully baked products for thaw and serve. Products include seeded croissant whirl, multiseeded heart-shaped roll, Gouda cheese loaf, Danish gipfel with poppy seeds, pain au chocolat, pizza slices, muffins, and doughnuts. The company guarantees next-day delivery.



STAND NO: SP4341
AVAILABLE FROM: Mantinga
www.mantinga.co.uk

Caterer & hotelkeeper

PubChef

Mantinga is a leading bakery supplier in the UK, offering a range of Baltic breads in the UK. Mantinga UK Limited will deliver products including Gouda cheese Babi loaves direct from the firm's base in Lithuania to customers in the UK. The company will offer next-day delivery of its specialty bread range, featuring Paninose baguettes, flower and ciabatta's and dark gipfel with poppy seeds and sesame seeds rolls. Muffins, doughnuts and pastries are also available to bake. Steven Mackintosh said he had to act on his own advice and quit his consultancy job with Auburn.



MANTINGA

On the rise

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New bakery supplier targets ambitious sales

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BRITISH BAKER

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MANTINGA UK MAKES ITS MARK

New bakery supplier Mantinga UK Limited is set to launch one of the largest ranges of continental breads and pastries on the UK market. The diverse range, to be officially launched in March, will include European speciality breads and pastries to suit a variety of customers and eating occasions. The size of the range is broad, with various new products introduced in selection of snacks in which "enable retailers demand for freshly baked out the day". Mantinga is looking food outlets, retailers, food service and

bake & take

Preview

ence to existing brands on the market.

New bakery company Mantinga makes its mark on UK market

An exciting new bakery supplier, Mantinga UK Limited, is taking the sector by storm with one of the largest ranges of continental breads and pastries on the UK market. Drawing on the expertise of the largest bakery brand in the Baltic, founders of the UK business, Steven Mackintosh and Roger Bellamy, have selected a diverse range of European speciality breads and pastries to suit a wide variety of customers and eating occasions. Having secured exclusive distribution rights of Mantinga products in the UK, the company has set ambitious targets to achieve a turnover of nine million pounds within four years and handles over 2,000 tonnes of product per year, becoming one of the largest bakery suppliers in



The Grocer

LITHUANIAN LINKS LEAD TO BIG IDEAS WITH BAKERY

Rural business consultant Steven Mackintosh found himself hankering on at food producers time and again that the only way to get new business ventures off the ground was to be fully devoted to the project.

when one of the employees said he should take a look at a bakery company in Lithuania. "The quality of the product is fantastic, costs are low and everything we sell is hand finished, which creates the feel of a craft bakery". He secured exclusive UK distribution rights for five years with the Lithuanian company and his independent company was set up in September, with the official launch at IFE00. "We started selling to local retailers in Gloucestershire. Now we've finished our entry strategy to get the products out with the right packaging and branding, we can concentrate an expansion". Mackintosh is now distributing in Oxfordshire and has been working with wholesalers to get the products out nationally.



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