



DELICIOUSLY SWISS

SWISS DELICE

OBJECTIVE

Swiss Delice is the export brand for Swiss chocolate giant, Chocolate Frey – a Migros owned company. Predominantly in Duty Free outlets around the world, the company took the strategic decision to launch the brand in the UK targeting the major retailers to complement its existing and established own label activity. Storm was brought on board ahead of its launch, to build its profile within trade circles and assist in obtaining listings in the UK's crowded confectionery market.

SOLUTION

The brand needed to be positioned as offering something different to the existing Swiss products on the market, and its packaging and brand image was fresh and contemporary rather than mountains and cows. To mirror this positioning, Storm recommended that Swiss Delice became the Official Chocolate Sponsor of London Fashion Week, using the show as the springboard for a trade buyer and press launch.

By associating itself with this high point in the fashion calendar, Swiss Delice quickly positioned itself as a modern, premium and female focused brand. Sponsorship involved branding the Fashion Café at both London Fashion Week and the consumer event, London Fashion Weekend, with samples being given away on stands, at the Catwalk Shows and in the Café itself. The venue was also used for a launch party, which was attended by all the major retail buyers and key trade press, such as The Grocer. Buyers were also offered the exclusive



- ▶ opportunity of attending leading designers' catwalk shows, to build relationships.

In addition to this, a media relations launch campaign was implemented within the grocery trade press, with trips to Switzerland to see production facilities, interviews and launch releases.

RESULTS

The launch for Swiss Delice was high profile and quickly positioned the brand as different to other chocolate companies on the market. The launch party attracted all the key trade buyers, and helped build relationships and achieve listings with Sainsbury's, Tesco, Waitrose and Somerfield from day one.

The media launch campaign achieved blanket coverage across all the key retail grocery, independent and confectionery press, and also resulted in Swiss Delice being named 'Star Product' in the confectionery sector by The Grocer, just three months after the launch in the publication's annual Top Product Survey.

New Swiss chocolate on the block

Shoppers, particularly women, love chocolate and a growing number of them are now keen to find out a little more for a good quality product. Premium brands are offering increasing opportunities and this is the time to try them.



Swiss Delice is a subsidiary of the Swiss retail and manufacturing giant Migros, which already operates UK retailers with premium, well-labelled chocolate and biscuits brands - so it has all the right ingredients to succeed in the UK market.

Up-market Swiss brand arrives

Premium continental brand Swiss Delice is set to launch a range of chocolate and biscuits into the UK this autumn.

Part of retail and manufacturing company Migros, Swiss Delice was developed and tested through more than 100 duty free outlets world-wide for five years before launching in several countries in 2002.

The full Swiss Delice range consists of everything from biscuits to pasta but the brand is careful of which products it launches into which country.

Frank Spring, chief operating officer, said the biggest opportunity in the UK market was in premium chocolate and biscuits.

The brand has already been piloted in top stores such as Selfridges and now it will be rolling out into Waitrose and Somerfield with other retailers showing interest as M&S went to press.

Spring said: "The UK is an exciting, yet challenging market which presents a big opportunity for Swiss Delice. UK consumers are extremely educated when it comes to quality foods and are totally open to new brands and innovations in the market."

And he added that the Swiss Delice positioning was very different to existing brands in the market. "We are predominantly targeting the high-end woman shopper, aged between 30 and 40, and have positioned the brand very much as a lifestyle choice."

Launch plans include sampling and the sponsorship of the high profile London Fashion Week in October.

Swiss on a roll

SCOTTISH GROCER

The premium confectionery and biscuit market is the target for the international brand Swiss Delice as it looks to expand into the UK this autumn.

Swiss Delice was launched by Migros in 2002 and within nine months it had broken into markets as diverse as Germany, France, Spain and North America, commanding sales of £10m. The UK is the next crucial link in the brand achieving its ambition of becoming the consumer's automatic choice for premium Swiss chocolate and biscuits.

The UK range will initially focus on chocolates, biscuits and confection chocolate.

Contact: 01803 212401.

Swiss Delice makes assault on UK market

The premium confectionery and biscuit market is the target for the young international brand, Swiss Delice as it looks to expand into the UK this Autumn. The Swiss based company is investing heavily in the launch into the UK to gain a foothold into what it considers one of the key markets in its worldwide expansion strategy.

Swiss Delice is part of Swiss retail and manufacturing giant Migros. With a turnover of more than 20 billion CHF, the group has 600 food retail outlets across Switzerland and owns 15 manufacturing industries making over 10,000 products.

Swiss Delice was launched by the Group in September 2002 as its international brand and within just nine months, it has broken into markets as diverse as Germany, France, Spain, North America, Eastern Europe, Asia and South Africa, as well as 100 airports worldwide, and established £10 million in sales. The UK is the next crucial link in the brand achieving its ambition of becoming the consumer's automatic choice for premium Swiss chocolate and biscuits.

"After five years of research and market testing, Swiss Delice was introduced to the UK by Migros as a premium food brand that could be exported worldwide," said Chief Operating Officer, Frank Spring. "Its

positioning was very different to existing brands in the market. "We are predominantly targeting the high-end woman shopper, aged between 30 and 40, and have positioned the brand very much as a lifestyle choice."

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Swiss Delice set to target women with launch in UK

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>> STAR PRODUCT

Retailers have complained about the lack of 'real NPD in chocolate confectionery so a new premium range from Swiss retail and manufacturing giant Migros might grab some interest. Swiss Delice was launched into Somerfield and M&S in September and is now in Waitrose.



The Grocer

PROWHOLESALER

Swiss Delice targets premium sector

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UK seen as a key market for chocolate success

Premium Swiss biscuit and confectionery brand Swiss Delice says it is planning to expand into the UK this Autumn. The company is investing heavily in the UK launch to gain a foothold in

months, it has broken into markets as diverse as Germany, France Spain, North America, Eastern Europe, Asia and South Africa, as well as 100 airports worldwide and

Confectionery Production

The group has 600 food retail outlets across Switzerland and owns 15 manufacturing industries making over 10,000 products. Its chocolate heritage stretches back to 1887 and it now commands a 40% share of the market in Switzerland, making it the country's largest chocolate maker.

Independent retail news

Swiss Delice makes UK assault

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Top chocolate brands by value (£b)

Brand	2001	2002	% change
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
Meica	1,038	1,038	0
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Delice for the UK

Swiss retail and manufacturing giant Migros is bidding to establish a foothold in the UK with a new range of chocolates and biscuits under the Swiss Delice banner.

Migros, which has a turnover of £20bn worldwide, launched the brand in other parts of the world nine months ago and it is already boasting sales of around £20m across 27 markets.

New the company is turning its attention to Britain in earnest following a successful test run over Christmas through Sainsbury's and Asda.

Headling up its offering will be a selection of flat and filled chocolate, as well as premium packs of biscuits.

Recommended prices will be around £1 for the 100g blocks of chocolate and £1.50 for the 100g biscuits.

Chief operating officer Frank Spring said listings had been secured with Somerfield and M&S for the brand's September launch, with 'final discussions' currently taking place with the 'larger multiples'.

"The 'Big Figure' deal has also been struck for Swiss Delice to act as the official chocolate at London Fashion Week in September," Spring added. "We have great hopes for this brand in the UK. A good result would be sales of £20m in the first year and then 50% annual growth."



Migros range of chocolate and biscuits under Swiss Delice banner

Check out

BRAND LAUNCH SWISS DELICE



This autumn a new chocolate and biscuit brand from Switzerland is hitting UK supermarket shelves. Swiss Delice is pitched at the premium end of the market, as a 'lifestyle choice' targeted at women.

Fiona Briggs tracks its launch

Swiss Delice is a premium brand of chocolate and biscuits launched by Migros, a Swiss retail and manufacturing giant. The brand is targeting the UK market as a 'lifestyle choice' for women.

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More information: 01803 212401

The Grocery Trader

Despite the market already having a number of established premium brands, Swiss Delice is confident of achieving its goals in the UK. "Our positioning is very different to existing brands in the market," said Frank. "We are predominantly targeting the high end female shopper, aged between 30 and 40, and