



## SHARWOOD'S

### OBJECTIVE

Implement a PR campaign to get Sharwood's back on the food pages in key consumer press, and re-affirm their market leading 'authority' positioning in leading trade titles, such as The Grocer.

### SOLUTION

A media audit at the start of the campaign showed that there was a lack of knowledge and understanding of the Sharwood's range and therefore an intensive pro-active media relations programme was implemented to educate and re-introduce Sharwood's to the media.

New product ranges were announced through media launch events, face-to-face briefings, media sampling campaigns and releases. Existing products were supported by gaining coverage within recipe and taste test pages, TV product tests, features, through interviews and by focussing on key seasonal dates such as Chinese New Year and Diwali. Trade activity focused on news releases around NPD, gaining significant share of voice in features and selling in ad-hoc profiles and interviews.



### RESULTS

By the end of quarter three of the campaign (January 2007) 243 cuttings with a circulation of over 44 million had been achieved, with regular coverage in all key consumer and trade media such as Fresh, Olive, The Mirror, UKTV's Daily Cooks, Ready Steady Cook and The Grocer to name but a few. The EAV return on investment of this nine month period was over four times the total annual PR budget.

A media audit also showed that journalists' perception of the brand had already changed. Compared to 10% in April 2006, 50% of journalists now consider Sharwood's as one of the most authentic ethnic cuisine brands.

**ENTERTAINING** World cuisine

### The long and the short

For midweek meals in moments, it's hard to beat good old noodles—the longest you'll need for these Oriental-influenced dishes is just 15 minutes



**HO-SIN DUCK NOODLE SALAD**  
The essence of crispy duck is normally found with pancakes—go just to work with egg noodles.

**CRAB NOODLES**  
The delicate flavor of the crab is preserved by line and combined for the sticky summer dish. Please an elevated taste when you work with crab in this recipe.



**itv**

**COOKS CHOICE**  
Sharwood's mango chutney £1.20

**DAILY COOKS!**

### The Ten Best Chutneys



**THE INDEPENDENT**  
NEWSPAPER OF THE YEAR

**Classic Vegetable Chutney** £2.95 for 310g  
Dusky Original's recipe contains chunks of carrot, parsnip and onion as well as flavoured apple and dried apricots. Delicious and traditional. [www.sharwoods.co.uk](http://www.sharwoods.co.uk)

**Bengal Spice** £1.20 for 380g  
India influences quantities of this traditional orange chutney. It's full of spices with the hint of chili and the result a fiery addition to a mild curry.

**Hot Gooseberry** £1.40 for 250g  
An imaginative chutney full of spicy fruit whose wild will appeal to chili lovers. It's guaranteed to turn your cold meats into an exciting meal.

**Ecote Conser**  
This one was made from 100% organic ingredients.

# HELLO!

Next time you've got friends over, treat them to Sharwood's new snacks and dips. Their Mini Puppodums and Mini Prawn Crackers are all handmade in Southern India using natural ingredients. Their Mango Dip hits 1.39 from Sharwood's.

**ONE FOR YOUR TROLLEY, DOLLY!**

**Reveal**

### Ethnic reflects dining out

As the world's cuisines continue to influence each other, it's not surprising that the dining experience is becoming more and more diverse. From the traditional to the modern, the world of food is constantly evolving. This is reflected in the way we eat and the way we think about food. The dining experience is becoming more and more diverse. From the traditional to the modern, the world of food is constantly evolving. This is reflected in the way we eat and the way we think about food.

### Chillers get the allure of saucy Asian lovelies

**ACID TEST**

For those moments when all the chilli in the world isn't enough, Sharwood's has the solution. Introducing Sharwood's chilli sauces, which are perfect for adding a little heat to your meals. They are perfect for adding a little heat to your meals. They are perfect for adding a little heat to your meals.

### Healthy but delicious snacks

Sharwood's fresh chilled sauces

We really rate the Thai Green Curry Sweet & Sour both full of fresh crunchy veg. Just chicken or prawns. [www.sharwoods.co.uk](http://www.sharwoods.co.uk)

**olive**

### Win a night with a chef!

Sharwood's is offering one lucky fresh reader the chance to win a chef for the night! We also have five sets of exotic premium sauces to give away to the runners up.

**od**

### woman

oil and come with bamboo shoots and mushrooms.

**fresh**

### CHINESE BARBECUE AND SESAME BURGERS

A favourite with an Oriental slant—pork burgers deliciously spiced with Chinese flavours

**HELLO!**

### Assembly NO-COOK

Antipasti for sharing, dips, and a host of fresh vegetables and dips are all available in our ready-to-go packs. Perfect for a quick and easy meal.

**Assembly**

### Sharwood ...and so would we with spiced top treats!

**The Grocer**

Snacks and dips  
BY Sharwood's £1.79 per bag or jar

**Consumer's verdict...**

The range of snacks and dips stands out strongly and rightly so. The Sharwood's brand well. The packs look authentic while maintaining a mainstream image, pleasing reviewers and customers. The packaging brings the range together well. The snacks taste good when eaten with the dip, but they might struggle to impress if consumed on their own, as they are rather bland. This product is likely to go down well with consumers, although it is a little expensive. I think a £1.09 to £1.19 price tag would have worked better.

**Overall verdict**

Sharwood's entry, with four products, into chilled sauces is a much needed challenge to own label's dominance in the category. Brands have but long sweet and sour, combine fresh vegetables etc. Building on the strong Sharwood's name, it looks set to be a winner.

### ladsmag

**delicious.**

### SPICE UP YOUR LIFE

Spices have long been used for their medicinal qualities as well as their flavour. Indulge your taste.

**in the KNOW**

### eat!

**FOOD SUM** A tasty beef dish to celebrate National Curry Week.

**best**

1 packet Sharwood's Classic BBQ or Sesame Coating Sauce  
4 burger buns  
2 spring onions, shredded  
5 mushrooms, cut into fine strips, to garnish

**HELLO!**

**delicious.**

**ladsmag**

**in the KNOW**

**eat!**

**FOOD SUM**

**best**

**eat!**

**FOOD SUM**

**best**