

KETTLE CHIPS



We helped the popular Kettle Chips brand growing in the highly competitive Italian market

Objectives:

Created in the early 80's in the US, the Kettle brand has since become the reference point for natural hand cooked potato chips. Kettle prides itself on the premium quality of its products having successfully managed to remain at the forefront of this segment in the UK market. Italy was the first export market for Kettle in 1999 where the development of the brand in Continental Europe began.

Response:

As a premium snack sector did not exist in Italy at this time, Green Seed supported Kettle in identifying clear gap opportunities and establishing a bespoke commercial strategy for the Italian market. Today Green Seed represents the extended arm of Kettle Chips in Italy providing key account management and merchandising services as well as coordinating promotional, trade marketing activities, PR and events. We also manage the client service assistance – following orders, payment checks and logistics, management of the stock in Italy and deliveries to Italian customers.

Results:

As a result the Kettle brand has gained recognition and loyalty within the Italian consumer base. Sales of Kettle Chips continue to experience strong and healthy growth while consumers are being rewarded via in-store promotions and kept informed through various PR campaigns.