



**Producer of the Gressingham duck**  
**Customer since 2013**

### **Objectives**

Launch the special Gressingham duck breed in Belgium. Bring innovation and added value to a sector which is rather static for many years.

### **Response**

Appoint one partner in both retail as well as upmarket foodservice to sell the fresh duck under a Gressingham branded proposition. Work closely with this customer on all elements of the 4P's. Special attention is given to new product development and tailored promotions

### **Results**

Gressingham duck was launched under its brand in retail at Delhaize and in foodservice at ISPC. It is still dynamising the duck category.

