

KETTLE CHIPS

Market leader in premium hand cooked chips
Customer since 2004

Objectives

Launch of a premium crisps brand in Belgium and Luxemburg

Response

The premium snack sector in Belgium was still in its infancy when Kettle arrived. GSB supported Kettle in identifying clear gap opportunities and establishing a bespoke commercial strategy for the Belgian market which led to retailer Delhaize being approached as first partner. The Kettle brand is now available in all mainstream multiples having positioned itself as market leader in premium chips. GSB today remains the extended sales and marketing arm of Kettle Chips in Belgium and Luxemburg providing key account management and merchandising services as well as promotional and event coordination for the Kettle brand.

Results

The Kettle brand has clearly gained recognition and loyalty within the Belgian consumer base. Sales of Kettle Chips keep on experiencing a strong and healthy growth while consumers are being rewarded via promotions and innovation.

