

KETTLE CHIPS

Market leader in premium hand cooked chips
Customer for more than 10 years

Objectives

Well-established on the British market and the founder of the premium chips category, Kettle® Chips had an ambition to expand to the Dutch market.

Response

Following extensive market research Green Seed NL identified and planned a successful entry to the Dutch market. Green Seed NL has been responsible for the key account & category management for more than 10 years and has been instrumental in growing the brand within the Dutch market.

Results

With the launch of Kettle in the Dutch market a complete new segment was added to the chips category adding value to the whole category. The brand is now listed nationwide with a weighted distribution of more than 50% and is by far the market leader in the premium hand cooked chips segment.

