



KETTLE & GREEN SEED SPAIN-Case Study

Market leader in premium hand cooked chips
Customer since 2016

Objectives

Re-Launch of a premium crisps brand in Spain through a direct Business Model

Response

The premium snack sector in Spain was still in its infancy when Kettle arrived. GS Spain supported Kettle in identifying clear gap opportunities and establishing a bespoke commercial strategy for the Spanish market with a direct service to customers. The Kettle brand is now available in all mainstream multiples having positioned itself as market leader in premium chips. GS Spain today is the extended sales and marketing arm of Kettle Chips in Spain providing key account management and trade marketing and back office services as well as promotional and event coordination for the Kettle brand.

Results

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

