



Developing a brand and building UK business for Belgian chilled dessert specialist

Objectives

To review whether there could be any opportunities in the UK and if so, for which products, to which target customers and whether to take a branded or private label approach. And then to make it happen.

Response

Our role was to identify which products had the best opportunity, We identified a gap in the desserts range of Costco - whose shoppers match the typical Waitrose/Marks & Spencer profile.

We pitched Herman's chocolate mousse and showed them our plans to develop a new brand – Gaston.

Results

Costco listed the 6 pack Gaston chocolate mousse across their entire UK network within 12 weeks of our initial discussions – supplied direct from the factory.

We developed a supporting demo/advertising programme, driving rate of sale for this one item to 60 per store per week.

Following the success of the initial range we introduced a beautifully presented family sharing pot which sold in large volumes over Easter and Christmas periods.

