



## Established brand in premium frozen potatoes

### Objectives

Launch of a premium frozen potato brand into Sweden in 2008

### Response

The premium frozen potato category was lacking innovation and growth when Lamb Weston arrived. Green Seed has been with all the way from seeding the interest to developing the market and managing the business.

The result is that today the range is in national distribution and has created a high value segment for Sweden's largest retail group.

### Results

The Lamb Weston brand has clearly gained consumer acceptance and even today the brand is growing faster than it's competitors.