



Promoting English Lamb to trade and consumer Customer since 1998

Objectives

EBLEX (English Beef & Lamb Executive) engaged Green Seed Belgium to help increase the presence of English lamb on the restaurant menu in Belgium. EBLEX was hoping to educate restaurant chefs on the versatility of English lamb, from both a creative (“new” lamb cuts for Belgian horeca) and an economical (lower food cost) perspective. A positive and original image around English lamb in Belgium was created by GSG, as well as a very high visibility for English lamb.

Response

First, Green Seed Belgium determined the primary and secondary targets, and identified the optimal instruments to reach these targets. Then an efficient campaign was developed, integrating different activities in order to obtain optimal impact. The face of the campaign was Belgium’s leading Michelin Chef Johan Segers, who would be referred to as the “Lambassador”. Accompanied by culinary journalist Dirk De Prins, the Lambassador travelled through the English countryside on a classic motorcycle with a sidecar, visiting lamb farms and cooking top lamb dishes with renowned English chefs. Through a series of articles and recipes in Belgium’s leading culinary magazine along with regular cooking sessions, newsletters, events and website feeds, the Lambassador informed professional colleagues and all Belgian foodies with professional advice on recipe suggestions using lamb.

Results

The objectives were clearly and successfully met. Belgian chefs and foodies started to put more English lamb and “new” cuts on the menu, keeping in mind the Lambassador’s recipe ideas and suggestions. The campaign gave a boost to the image of English lamb in Belgium, thanks to widespread and high quality media coverage, including interviews and in-depth discussions on national TV and radio. All the Lambassador’s English lamb recipes, his journey through England, and information on English lamb in general, were combined to create a hardcover book called “We Love Lamb” by Johan Segers and Dirk De Prins. The book was very well received by the press, chefs, foodies, and the trade and is now a general reference work for lamb in Belgium.