

# CULLY & SULLY



**Producer of fresh chilled soups**  
**Customer since 1990**

## **Objectives**

Hain Daniels has been supplying fresh soups to Belgium since 1990. In order to dynamise the chilled soup offering, a new brand was launched in 2013: Cully & Sully.

## **Response**

Convenience food is driven by innovation and quality. Delhaize, Hain Daniels retail customer in Belgium since day 1, wanted to upgrade its soup assortment. The new brand Cully & Sully was suggested as clear innovator to the soup segment : improved quality, new flavours and an attractive packaging did the work. New recipes are refreshing the offer every season and original promotions keep the brand under the consumer's attention.

## **Results**

6 new soups were launched with immediate success. Sales saw a massive uplift, a trend which still continues today.