

THE JORDANS & RYVITA COMPANY LTD



**Leading brand in muesli and crunchy muesli
Customer since 2012**

Objectives

Jordans Ryvita, is a large UK company in breakfast cereals. After 25 years market supply through a traditional importer's model, Jordans Ryvita wanted to establish a direct trading relationships with all key multiples in Belgium and develop Jordans as a real A-brand.

Response

A focused approach with tailored Belgian tactics both at sales and marketing levels was implemented. Logistics were put in place to increase service level. A clear product differentiation and strong NPD was rolled out.

Results

Sales increased strongly through distribution growth, product extension and correct promotional tactics. Jordan's market share increased nicely in a very competitive market.