



Mr Kipling from Manor Bakeries, part of Premier Foods Group, is the number one cake brand (Source: IRI). Consumed in over half of UK households, the Mr Kipling broad range of cakes has been developed to satisfy cake eating occasions throughout the day. The brand has seen continued growth, most recently demonstrating significant increases of 16 per cent year-on-year due to a focused marketing campaign which included redesign and new product development.



ambient packaged cake in the UK. By 1970 the brand had risen to national status and by 1976 Mr Kipling was a brand leader, a position that has been retained for three decades. Within a year of going national, there was a huge 89 per cent awareness of the brand and over the

Market

The total UK ambient packaged cake market, currently valued at more than £969 million, growing at three per cent year-on-year (Source: IRI), is a mature market with more than 95 per cent of the UK population consuming products.

Cakes are consumed in the home, and increasingly out of home, throughout the day meeting sweet treat needs from mid-morning, to the afternoon break and to evening indulgence as well as satisfying snacking/sharing occasions.

There are huge opportunities within the ambient cake market, from expanding product lines to driving value growth through high quality innovation.

Achievements

Mr Kipling launched in 1967 and since then has been a driving force in the development of

following 30 years, Mr Kipling became synonymous with cake. It has been the only consistent advertiser in the ambient cake market, contributing significantly to the creation of a brand with a powerful and longstanding reputation.

Today the Mr Kipling brand is worth more than £155 million in terms of retail sales (Source: IRI). This represents more than 146 million packets of cake being sold per year.

Mr Kipling's share of the cake market is 16 per cent, making it the biggest brand within this market (Source: IRI).

Product

The Mr Kipling strategy is to produce the nation's favourite ambient cakes and the brand prides itself on consistently

over-delivering when benchmarked against its competitors.

All Mr Kipling products are free from artificial colours, flavours and have no hydrogenated vegetable oils (HVOs).

Covering a broad range of consumer need states and eating occasions, the Mr Kipling range is split into five main categories and currently includes over 30 different lines of cake.

The 'slices' sector, in which Mr Kipling holds a 90 per cent share, includes favourites such as Lemon Slices, Angel Slices, Victoria Slices and Almond Slices. Meanwhile, 'small cakes' encompasses variants such as French Fancies, Viennese Whirls and Victoria Mini Classics. In 'large cakes' Manor House cake and Battenberg are key performers for the brand. The 'pies and tarts' sector includes Cherry Bakewells, Jam Tarts and Bramley Apple Pies with the newest 'healthier' category introducing Mr Kipling's new Delightful range.



1965

Work begins on a new range of cake – with the same stamp of quality, integrity and expertise as local bakers had provided but in a more modern and convenient format.

1967

In May Mr Kipling is launched in London and the Southern regions in colourful, premium boxes with handles for carrying the product home.

1970

The brand is rolled out throughout the country with an initial range of 20 products based on traditional bakers' fare such as Jam tarts, Almond Slices and Battenberg.

1971

The brand achieves 89 per cent awareness.

1976

Mr Kipling becomes brand leader and remains at the top of its market over the next 30 years.

2007

Mr Kipling becomes part of the Premier Foods Group.



In addition to this, there are more than 15 seasonal products in the portfolio with Mr Kipling being brand leader in mince pies at Christmas time. Further to which, limited edition launches every year bring variety and refreshment to the brand, reflecting the constant drive for innovation.

Recent Developments

The Mr Kipling brand has had considerable recent success, with 16 per cent year-on-year growth which is attributed to a number of key initiatives. Firstly, product packaging has been refreshed with a recent brand redesign. This has made a direct contribution to incremental sales. In addition, a promotional in-store campaign has been undertaken to remind consumers of the Mr Kipling offer. This has also been successful, with penetration rising to over 52 per cent.

In line with the brand's overall strategy of innovation, Mr Kipling launched the

Delightful range in early 2006. The entire range is lower in fat and calories than Mr Kipling standard products. Due to the success of this launch, the range of Apple Slices, Lemon Sponge and Chocolate Slices was followed in 2007 by the introduction of a Blueberry Bar, which contains less than three per cent fat and a Cherry Bakewell with 30 per cent less fat than Mr Kipling standard products.

This introduction into the healthier sector, which is valued at £38 million (Source: IRI) has resulted in Delightful achieving a £5.8 million stake in the market, with a 15 per cent share of this growing sector. It has also driven incremental growth for Mr Kipling, and the category as a whole.

Promotion

The original objective to express the personality of the Mr Kipling brand still remains today, achieving this not only through the products themselves but also through the brand name, packaging, pricing, above and below-the-line promotional campaigns, display and merchandising.

Television was chosen as the primary launch medium, partly for its impact and immediacy and partly for its ability to express the intended warmth and friendliness of the Mr Kipling character. TV has continued as a major medium for the brand over the past 30 years and the phrase 'exceedingly good cakes' has become one of the best-known slogans in advertising. Although Mr Kipling himself is a fictitious character, Manor Bakeries has developed and cultivated his warm image among consumers.

Mr Kipling TV campaigns have evolved over the years, reflecting the changing nature of the brand as well as bringing it more up-to-date.

In recent years the focus has been on other activities with investment being channelled into poster ads outside major supermarket chains and heavyweight PR and print campaigns targeting the women's and lifestyle press. The advertising has been supported with strong in-store

promotional activity, new point of sale material and merchandising.

The new Delightful brand was recently supported with a fully integrated campaign, which included posters and radio, aimed at raising awareness and generating brand trial.

Brand Values

The essence of the Mr Kipling brand has always been to produce highly desirable cakes finished with the care and attention to detail required to create little treats. This is designed to generate a feeling of happiness from a baking brand that strives to be seen as warm, friendly and personable, rather than simply a food.

The brand values have evolved to reflect a product range that can be eaten any time, any place, with modern convenient packaging to appeal to today's consumers.

www.mrkipling.co.uk

Things you didn't know about Mr Kipling

1.7 million Mr Kipling cakes are eaten every day.

The most popular variant is Angel Slices – more than 10 million packs are sold per year.

Mr Kipling uses 770 tonnes of marzipan each year to make its Battenberg cakes and uses 5,250 tonnes of icing every year.

Mr Kipling uses 60 million English Bramley apples in its individual apple pies every year.

A whopping 1,900 tonnes of mincemeat goes into Mr Kipling mince pies each year. That's the equivalent weight of 317 adult elephants.