

Pink Lady®



PINK LADY®, MORE AND MORE ATTRACTIVE...

2008/2009 was quite similar to previous seasons for Pink Lady®: a sell-out rate and a marketing end date identical to 2007/08, consumer demand still as high as ever in Europe, a steady level of in-store promotional presence and a new visual communication campaign widely approved by consumers (press approval score of 85% and a purchase incentive score of 74% - IFOP France post-test campaign results– March 2009).



This ability to weather the first jolts of the crisis can be explained both by the high quality offered, thanks to strict compliance with the specifications (60% of the production marketed under the Pink Lady brand this season, down from 70% during the 2007/2008 campaign), optimal distribution across the principal European markets (over 90% of national distribution in France), supermarkets increasingly wishing to highlight Pink Lady® and consumer awareness lifting the most attractive apple up to the ranks of the major, most popular varieties.

These 2008/09 results, which are extremely encouraging and stimulating for the future, have persuaded Pink Lady® Europe to take the brand to new levels, starting next season :

- ➔ A new level in terms of advertising/promotional action, with an unprecedented budget increase. The objective is to heighten the visibility of the brand right from the beginning of the season, with a huge TV comeback on the major markets, together with online advertising and a focus on Valentine's Day.
- ➔ A new level in terms of promotional dynamics, especially by providing distributors with consumer incentive techniques such as instant discount coupons, loyalty-building strategies (delayed discounts), direct bonus operations (increasing the quantity purchased/purchase action ratio) and new merchandising tools.
- ➔ A new level in terms of control over product quality: over 1,000 batches inspected during the season by Bureau Veritas and Pink Lady® packing performed by stations 100% certified BRC, IFS or with a quality system assessed by Bureau Veritas.
- ➔ A new level in terms of the website: new sections, non-stop customer contests, a full shop offering items inspired by the brand, as well as a big first in the world of produce: development of a CRM (customer relationship management) strategy to ensure greater proximity to the brand's consumers.
- ➔ A new level in terms of packaging, totally redesigned in the colours of the new logo and new, more contemporary shapes for the trays.
- ➔ A new level in terms of marketing innovations, with the launch of a Pink Lady® apple sauce in November 2009 by one of the market leaders, and marketing of a new reference specifically dedicated to children.

Made possible by the ambition of Pink Lady® Europe to adjust its total investment capacity to meet its development targets –95,000 tons sold in 2009/10 – these numerous challenges will enrich the brand's world more than ever. A world now firmly based on two essentials: incomparable and universally recognised quality – the promise – combined with the undeniable pioneering spirit – "So much more than an apple".

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