

# **PRESS INFORMATION**

## **- from *Gibsons* -**

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### **Gibsons at Expo 2000 - An introduction**

Gibsons' twenty years' experience in the sandwich manufacturing sector, allied to an upsurge in the popularity of 'food on the move' products, make the company's presence at Expo 2000 both timely - and overdue!

As 1998 winners of the BSA Sandwich Manufacturer of the Year Award, Gibsons are no strangers to the recognition which their new product development work attracts. Visitors to this year's exhibition were able to experience at first hand the company's new products which are being launched in response to growth in specific market sectors which include: Healthy Eating; Value for Money; and the 'Gourmet' market.

These products will continue the impressive sales momentum created through a range which combines both own-label sandwiches, plus a selection of other sandwich products created specially for major British outlets such as Shell Select forecourt shops, Morrisons Supermarkets and British Home Stores.

In addition, Gibsons manufacture the licensed sandwiches range for 'Weight Watchers from Heinz' - a strategic liaison which has led the two companies to jointly finance a stand at Expo 2000, the first appearance for both companies at this important food industry venue.

Co-operation between the two companies began in May of last year with the initial test marketing of the 'Weight Watchers from Heinz' range among British Home Stores customers. Initial sales confirmed the potential which both Gibsons and Heinz had identified in the marketplace.

With six mainstream sandwich varieties now available nationally, the next stage is to launch the all-new 'Weight Watchers from Heinz' wraps together with four new sandwich varieties. All comply with the low fat/low sodium/ low calorie content which are required criteria for all 'Weight Watchers from Heinz' sandwich products.

Also on view for the first time at Expo 2000 was Gibsons' new Gourmet Selection, six luxury varieties each with adventurous new fillings and all using speciality breads made in Gibsons' own on-site bakery. These will feature alongside the all-new big value range of American-style 'Sub' rolls - each with mainstream popular fillings which will appeal to customers eating on a budget.

Expo 2000 also provided an opportunity to see at first hand the new eye-catching packaging designed to create maximum on-the-shelf appeal. Extensive research and customer testing resulted in a richer combination of on-pack imagery and graphics to give optimal appeal, especially under the fluorescent lighting of display cabinets and refrigeration units.

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### **Gibsons work closely with 'Weight Watchers from Heinz'**

Since May of 1999, Gibsons have worked closely with 'Weight Watchers from Heinz' to develop what has become a highly successful range of sandwiches licensed under the Heinz branding umbrella.

The combination of Heinz' marketing expertise and Gibsons' experience in the sandwich development market has proved a winner. Initial test marketing among British Home Stores customers indicated that there was a strong demand for sandwiches which met the growing trend towards 'healthy eating' - a market which is growing at 20% per year.

The Heinz brand name plus the Weight Watchers endorsement were both powerful factors in breaking into this market. From a standing start, the 'Weight Watchers from Heinz' sandwich range is now one of the biggest selling healthy eating brands in the UK.

The primary criteria established at the outset to qualify as a WWfH sandwich product were low fat, low sodium and low calorie content. Six sandwich recipes are currently available nationally in the WWfH range and now, at Expo 2000, this will be extended with the popular new 'wrap' concept plus four additional sandwich varieties.

Visitors to the exhibition were able to preview the two launch recipes in the wrap range which include Chicken Fajita together with Tuna & Peppers. The Fajita wrap has been developed to capitalise on the increasing popularity of Mexican food in the UK.

Its folded tortilla with spicy salsa sauce complements the chicken breast perfectly! Similarly, the Tuna & Peppers wrap features a richly-coloured tomato-flavoured tortilla to provide the ideal vehicle for a fresh, modern recipe.

Expo 2000 visitors were also able to see the launch of four new sandwich varieties including Smoked Ham Salad, Roast Chicken and Smoked Ham with Mustard Mayonnaise:

- **Smoked Ham Salad** is a wholemeal sandwich using low-sodium smoked ham with sliced tomato, lettuce and wholegrain mustard.

- **Roast Chicken** comes on malted wholegrain bread and contains roast chicken with seasoned sour cream dressing.

- **Smoked Ham** sandwiches are made with ever-popular white bread. The filling is smoked ham with reduced-calorie mustard mayonnaise.

The fourth sandwich variety - the 'Weight Watchers from Heinz' Three Cheeses and Spring Onion sandwich - is a specially created variant of that perennial retail best-seller, the Cheese & Onion sandwich!

Gibsons have worked with a local cheese 'expert' to develop a unique and exciting blend of three cheeses. In keeping with

other WWfH sandwiches, this new full-flavoured product has been designed to be 95% fat-free.

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### **Gibsons launch all-new 'Gourmet Selection'**

Gibsons' exclusive new Gourmet range of up-market speciality sandwich products will cater for that growing sector of consumers who are 'trading up' to both quality and excitement.

This relatively new market - individuals who are driven in their tastes by increased levels of foreign travel and eating out in restaurants - will welcome these new additions to what they may perceive as a predictable, and even staid, sandwich sector.

Gibsons' new Gourmet Selection comprises six initial recipes, each one using speciality breads made to different recipes in Gibsons' own on-site bakery. Ciabattas and rolls have been created with new and unusual ingredients whose flavours and textures go perfectly with the equally adventurous sandwich ingredients.

The full Gourmet range comprises:

#### **Nouvelle BLT (On sun-dried tomato ciabatta)**

Crispy bacon with mi-cuit tomato, roquette and mayonnaise.

#### **Scottish Beef Salad**

**(On caramelised onion roll)**

Slices of Scottish beef with horse-radish sauce, sliced tomato, red mustard and mizuna leaves.

#### **Gammon & Chargrilled Pineapple**

**(On sunflower & honey roll)**

Slices of gammon with chargrilled pineapple, lettuce and mayonnaise.

**Poached Salmon and Prawn**

**(On lemon & dill ciabatta)**

Poached salmon and prawn with lemon zest, mayonnaise and lettuce.

**Pork with Apple, Peach & Apricot Chutney**

**(On apple & thyme roll)**

Slices of pork with apple, peach and apricot chutney, lettuce and mayonnaise.

**Chicken and Sun-dried Tomato**

**(On sun-dried tomato & mozzarella roll)**

Pieces of marinated chicken with sun-dried tomato, roasted red and yellow peppers, lettuce and mayonnaise.

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#### **Value is the key with Gibsons' new 'Subs'**

Gibsons new range of 'Sub' rolls are targeted specifically at customers looking for value for money in a sandwich snack. This large market includes budget-conscious consumers such as the ever-growing student sector, factory workers and so on.

The new range available from Gibsons currently offers four mainstream and highly popular fillings - all on white bread in a user-friendly shape made at Gibsons' own on-site bakery.

Gibsons all-new 'Subs' range includes:

**Egg Mayonnaise & Tomato**

Egg mayonnaise and diced tomato

**Egg Mayonnaise & Ham**

Egg mayonnaise and smoked ham

**Cheese & Onion**

A blend of soft cheese, Cheddar, Red Leicester and Edam cheese with mayonnaise and onion

**Tuna Mayonnaise**

Pieces of chicken with sliced tomato, mixed salad leaves and basil mayonnaise

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