



Bisto Spare Chair Sunday

We discovered a third of people in the UK over the age of 70 eat alone every day.

Bisto believes in the power of food to bring people together, so we've joined forces with charity Contact the Elderly to launch the latest Bisto Together Project, 'Bisto Spare Chair Sunday'.

Championed by TV presenter and celebrity Rachel Riley, our Bisto Spare Chair Sunday campaign urges people to offer a spare place at their Sunday dinner table to an older person in their community who would otherwise be eating alone.

In the past month we've been spreading the word and encouraging people to sign

up to this fantastic initiative. So far, we've achieved extensive coverage across radio, TV, online and in national newspapers. And we've introduced the campaign to Rachel Riley's and Contact the Elderly's combined 400,000 Twitter followers.

YOUR COMMUNITY NEEDS YOU

We're urging colleagues to join the Spare Chair Sunday crusade and help an elderly person in their local community feel less lonely. For more information about how you can get involved and to sign up, visit www.bistotogetherproject.com today.



COMPETITION!
Win a signed Rachel Riley apron and Bisto Made Simple goodies! See page 4 for details...

Cadbury 'amazes' consumers

We brought joy to consumers this month when we introduced our delicious new Cadbury Amaze Bites – bite-size pieces of double-blended chocolate brownie studded with chocolate chips and coated with the nation's favourite Cadbury milk chocolate.

Based on an idea that came from colleagues at our Cadbury producing factory in Moreton, Amaze Bites come in three tempting flavours – Double Chocolate, Chocolate & Orange, and Chocolate & Mint.

Each tub contains 14 pieces of chocolate yumminess – perfect

for sharing with friends and family on any occasion.

A NEW DIRECTION FOR CADBURY

Amaze Bites takes our Cadbury brand into the 'nibbles and bites' cake subcategory for the first time. The growing consumer trend towards bite-size sweet treats has seen this subcategory grow by over 40% in the past five years and almost 16% in the last year alone.

Delighted by the success of the launch, Karmel Maletta, Innovation Controller for Sweet Treats, said: "The feedback from



retailers and consumers has been extremely positive. Our colleagues at Moreton continue to do a fantastic job to keep production ahead of target so we can meet the high demand for our wonderful new product."

Coming soon... Sharesave

Sharesave is a simple savings plan available to all permanent Premier Foods colleagues. Sharesave will launch on 20 November 2015, a little later than usual because of the change in our financial year. Watch out for more information during November and an invitation pack that will be posted to your home. What could your savings buy?



Uniting with our suppliers

Every year we hold a supplier conference to help us work even closer with our suppliers. We share our progress and our upcoming challenges with them to help them better understand how they can support us to ensure the success that they in turn benefit from.

We held our 2015 conference this month, attended by around 400 people from our suppliers. The delegates heard from our CEO Gavin Darby who discussed how the strategy for our business is working, and from SBU heads Alex Whitehouse (Grocery) and Graham Hunter (Sweet Treats) who shared the exciting things we've got coming up for our brands.

The day included an innovative street market lunch, jointly hosted by our creative chefs and suppliers, and our annual Supplier Awards, where we awarded ingredients supplier AAK 'Supplier of the Year' in recognition of their tremendous achievements in helping spark innovation and increase sales.

Other worthy award winners included McCann London for helping us increase sales through our Bisto Together campaign, Factora Solutions for helping us reduce costs by generating significant manufacturing savings, and Prima Foods UK for working with us to drive sustainability, including a switch to sustainable palm oil.

Delighted by the success of the day, Mark Hughes, Procurement and Central Operations Director said: "Our suppliers have a huge part to play in our success. What we've achieved in collaboration together shows the importance of giving our suppliers an insight into our business, so that we can work together to achieve mutual success."



Premier goes global

Our international team were in Cologne, Germany, this month representing Premier Foods at Anuga, one of the world's largest trade shows for food exporters.

Attracting around 155,000 visitors from the international food industry, Anuga presents a unique opportunity for us to showcase our great food

and build relationships with potential distributors and partners from across the world.

During the show, the team welcomed George Eustice MP, Minister of State at the Department for Environment, Food and Rural Affairs (DEFRA), to the Premier stand.

Mr Eustice chatted with

our CEO Gavin Darby and Peter Ellis, Managing Director of our International SBU, about our plans to increase export sales of our British-made brands.

He also enjoyed samples of our delicious Mr Kipling snack pack slices, Ambrosia mini pots and Sharwood's poppadoms and chutney.

New soup range from Batchelors

We've expanded our popular Batchelors Cup a Soup range with the launch of more substantial and filling Deliciously Thick soups.

Inspired by flavours from around the world, this premium range comes in four exotic flavours – Thai Inspired Chicken & Sweet Potato, Mediterranean Style Tomato & Red Pepper,

Southern Style Pulled Pork and Classic Carrot & Coriander – and has been developed to tap in to key consumer trends for global cuisines and high quality ingredients.

We believe that by innovating like this in the dry soup sector, we'll attract a new wave of consumers and welcome back those who left in favour of pot snacks and chilled soups.



Charity Supplier Benefit boosts fundraising

At our Supplier Conference every second year we hold a Supplier Charity Benefit dinner to raise funds for our corporate charity partner.

This was one of those years,

and thanks to the enormous generosity and donations made through auctions and fundraising activities on the evening, attended by 300 people from our suppliers, we raised an incredible

£105,000
for Cancer Research UK!

Thanks to all who helped us raise this enormous sum!



On the menu... with Gavin Darby

There's recently been a lot in the news about sugar. According to the scientists, we're generally eating too much of it. And this is contributing to rising levels of obesity and disease.

The Government is consequently planning a new strategy to combat childhood obesity and it's no surprise there are many commentators lining up to put forward their preferred solution – from sugar taxes to restrictions on marketing and promotions to reformulation targets.

This is clearly a very important debate for the food industry. Sugar is a critical ingredient, particularly for categories such as cake, and whatever action the Government decides to take will likely have an impact on us. However, I strongly believe we, and the rest of the industry, need to be taking a lead.

Over the past few years we've been very active in driving the nutrition agenda. We've eliminated trans-fats in our products, reduced salt levels, improved our recipes and pioneered the introduction of traffic light nutrition labelling. We're now actively working on programmes to reduce sugar and calories and collaborate with others to tighten restrictions on marketing to children as well as initiatives to promote healthy eating.

Obesity is a complex problem. But by taking a proactive approach and taking a leadership role in the industry, I believe we can make a real difference and be part of the solution.

Gavin

FUNDRAISING AROUND OUR SITES



ST ALBANS COLLEAGUES SHINE

Eleven female colleagues from our St Albans office united to take part in Cancer Research UK's annual Shine Night Walk. By completing this half marathon walk through London, they raised an incredible £2,500 for Cancer Research UK.



ASHFORD AIM HIGH

Nicola Ghiliss and Steve Soper from our Ashford site, along with Nicola's sister Sarah, took on the London Three Peaks challenge and raised a wonderful £1,600 for Cancer Research UK.

This adrenaline-inducing event is not for the faint-hearted. Having run up the stairs of three London landmark buildings – The Gherkin, Salesforce Tower and 200 Aldersgate – participants had to abseil down the outside of 200 Aldersgate to cross the finish line.

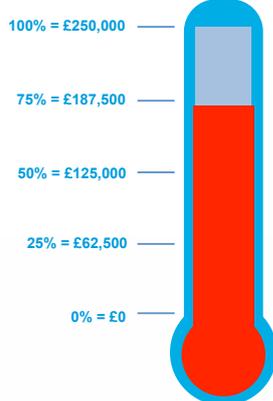
FUNDRAISING TOTAL

Ten months into our partnership with Cancer Research UK we've raised a staggering

£185,000

– that's almost 75% of our two-year target!

Thank you for all your fantastic efforts so far, and please keep on fundraising to help Cancer Research UK Beat Cancer Sooner.





Recipe of the month...

Loyd Grossman Vegetarian Nacho Bake

Look no further than our Loyd Grossman Classic Chilli cooking sauce to create a tasty Mexican feast perfect for sharing!

Preparation Time: 10 minutes
Cooking Time: 50 minutes
Serves: 8

Ingredients

500g peeled and chopped red onion
450g seeded and chopped red or yellow peppers
80ml olive oil
700g Quorn mince
4x350g jars Loyd Grossman Classic Chilli Sauce
200ml water
500g tortilla chips
100g sliced jalapeno chillies
120g grated cheddar cheese
120g grated mozzarella cheese

Method

- Heat the olive oil in a large pan.
- Add the onions and peppers and cook for 5 minutes until they are soft and starting to brown a little.
- Add the Quorn mince and stir well.
- Add the sauce. Use the water to wash out the jars and add that too.
- Bring to the boil and cook over a medium heat for 20 minutes. Set aside for a few minutes.
- Place the tortilla chips in a large oven proof dish. Spread them out evenly.
- Spoon the chilli over the tortilla chips while it is still hot. Top with the sliced jalapenos and grated cheese.
- Place into a 180C preheated oven for 15-20 minutes until the cheese is melted and everything is piping hot.
Dig in!

Worksop supports its local community

During September we partnered with the Institute for Grocery Distribution (IGD) and Job Centre Plus to support Feeding Britain's Future programme for a fourth consecutive year.

The programme saw many of our sites run workshops for local young unemployed people (aged 18-24 years) to deliver pre-employment skills training including CV writing guidance and interview

practice. In fact, over the four years of the programme, we've offered over 1,000 training opportunities in total.

So impressed were our Worksop colleagues by three participants this year that having given them all an initial two-week work experience placement, they've since offered them each a three-month paid contract to work as Technical Operators at the site.

Working on Waste

Throughout October we supported Working on Waste – an industry campaign led by the Institute of Grocery Distribution (IGD) and developed in collaboration with environmental charity WRAP and Love Food Hate Waste.

The aim of the initiative is to help the four million people employed within our industry reduce their household food waste and save money.

We've shared daily tips, video guidance and posters to help you make the most of the food you buy and to help you plan your food shop.

You can find all this information plus recipes, portion guides and time saving tips at www.lovefoodhatewaste.com.

FOOD WASTE FACTS!

An average UK household wastes £470 worth of food and drink each year.

UK households are responsible for 7 million tonnes of food and drink wasted each year, most of which could have been used.

Food waste produces methane if buried in landfill sites, which contributes to greenhouse gas emissions and global warming.

DID YOU KNOW? THE FOOD WE WASTE THE MOST

26%
fruit and vegetables

16%
drinks

13%
bakery

12%
meals

10%
dairy

6%
meat

COMPETITION

Sign up to our Bisto Spare Chair Sunday campaign and share your story to be in with a chance of winning a **Rachel Riley signed apron and Bisto Made Simple goodies.**

All entries must be sent to communications@premierfoods.co.uk before 30 November 2015.

LAST MONTH'S WINNERS: In our competition last month we asked you to tell us who you'd most like to share our delicious new **Mr. Kipling Fabulous Fancy** with. Thank you for all your fantastic entries. Here are the winners, who will each receive a Fabulous Fancy – and who they wanted to share their cake with. **Alfonso Orsi from PBS Manchester:** 'All my fantastic colleagues at PBS.' **Eleanor Thompson from Worksop:** 'My mum! She always bought them for the family when I was a child and we all liked the pink ones best so it was always a fight for them. It

would be nice to have a giant one to share instead!' **Matthew Gammon from Ashford:** 'Mr. Kipling himself – he deserves a tea and cake break after making all these exceedingly good cakes!' **Michelle Drammeh from Stoke:** 'This is my favourite cake and I couldn't possibly share it with anyone. I'd hide it under the bed and sneak a piece each night till it was all gone!' **Peter Kerr from Charnwood:** 'My partner Karen – she's my fabulous fancy.' **Susannah Haynes from High Wycombe:** 'My colleagues at work. It's always nice to share a fancy after a hard day's work.'