

RAMPING UP PRODUCTION: New cooking sauces roll off the lines at Worksop



Hand in hand with Tesco



Since Spring 2014 we've been partnering with our biggest customer Tesco to transform the cooking sauce category.

We started with new research that showed traditional dishes are making a comeback. So we set about creating a brand new range of sauces using our iconic

Loyd Grossman and Homepride brands to deliver today's restaurant experience at home.

Our chefs, food engineers, marketing experts, Worksop production team and Loyd himself worked with Tesco to create 19 new products that are now hitting the shelves.

The new Loyd Grossman

Classics range features five evergreen flavours such as bourguignon and stroganoff, whilst the *Gastropub* range boasts five modern favourites, all exclusive to Tesco for a year. The launch will be supported by an extensive in-store marketing programme to entice consumers.

We've also introduced the brand new *Pour Over* range, offering four popular sauces of today which, along with five new Homepride Oven Bake sauces of contemporary dishes, will be offered to all customers. All the new products are in stores, so why not give them a try?

For the love of food

Welcome to our first *What's cooking? monthly* which replaces our previous Being Premier magazine. The channel is designed to bring you fresher, more up-to-date news and features every month at a reduced

cost. It will be printed and distributed at all sites and also shared digitally.

The *What's cooking?* branding emphasises our passion for what we do and the food we make, and will be used across a range of

new communication channels being launched as part of Project Best Connected. You can read more about how we're aiming to be the UK's best connected food company on page three.

What's cooking? is another step on our journey to continuously improve our communication, in line with

your feedback from the last employee survey. We hope you like it, so please let us know what you think by emailing whatscooking@premierfoods.co.uk



Charnwood get stuck in

Our Charnwood site have showed how they respect and encourage their local community by continuing their long-standing support for the local Brocks Hill Country Park by helping to build an all weather shelter.

A group of colleagues, including site manager Bob Hurst, gave up their time to help build the shelter in the local park, which is popular with the local community. The Charnwood team got stuck in by digging holes, levelling the ground and sanding wood for the new

'railway sleeper seating'.

Results from the employee survey showed that colleagues in Charnwood wanted to play a more active role in the local community. With Brocks Hill Country park located just a few miles away and much frequented by local families and especially children from local schools, it was the perfect place to start giving back. Over the past few years colleagues have supported a number of projects including planting over half a kilometre of hedgerow!



Premier takes seat on Skills Academy Board



David Wilkinson, Human Resources Director, has been invited to join the Board of the National Skills Academy for Food and Drink, a national body promoting skills training within the industry. This appointment recognises the increasing role we're playing in supporting skills training, particularly for young people entering the industry.

Commenting on his appointment David said: "The NSA do great work promoting careers in our industry.

We've already signed up colleagues from sites to be NSA ambassadors, which will see them visit local schools to talk about the careers and opportunities on offer in our fantastic industry."

As well as doing our bit to support national initiatives, we've recently agreed to increase the number of apprenticeships in our business to 40 by the end of 2016. This follows a near doubling of apprenticeships in 2014. We're also improving the quality of apprenticeship programmes offered by working with the Department of Business, Innovation and Skills as an Apprenticeship Trailblazer.

Christmas is 'Better With Cake'

Mr. Kipling was the star of Christmas according to Gavin Darby, CEO, in our most recent trading update announced on 23 January.

Gavin reported that: "Mr. Kipling delivered a particularly strong performance following its re-launch in the second half of the year". This helped contribute to the highest December market shares for our brands for the last four years and the highest quarterly market shares for the last three years.

The City update went on to report that we sold more cakes in the run up to Christmas than at any other time in the previous two years. We can also confirm that Mr. Kipling officially makes the nation's favourite mince pie! This is a great achievement by the Sweet Treats team and follows the successful relaunch

and sustained marketing campaign. We're planning to keep the momentum going with Valentine's and Easter specials this year, more TV advertising and exciting new products.

Also, keep an eye out for Cadbury cakes. Following a successful Halloween and Christmas, more activity is planned for Easter with a push on mini egg cakes. Exciting news on Mini Rolls will be announced later in the year too.



“Thanks to the boundless energy, enthusiasm and determination of our Charity Champions, we were all motivated to aim higher and beat our target”



We aimed higher for Macmillan

Thanks to a terrific effort across the company, we exceeded our two-year target to raise £250,000 for Macmillan Cancer Support by close to 30%.

Together we've raised in excess of £320,000. This will help fund 12,800 Macmillan nursing hours, providing information, advice and support for people affected by cancer.

From sponsored bake-offs, BBQs, coast-to-coast cycle rides and golf tournaments, to our hugely successful company Three Peaks challenge in Yorkshire, Premier Foods' colleagues

united to support a fantastic cause. Thanks to the boundless energy, enthusiasm and determination of our Charity Champions, we were all motivated to aim higher and beat our target. Thanks also to the generosity of many of our suppliers, who contributed almost 30% of our grand fundraising total. To everyone involved, we say a huge thank you.

In the next *What's cooking? monthly* we'll be talking about our plans to hit (and exceed!) our new £250k target for Cancer Research UK, our new corporate charity partner, chosen by you.

Connecting Premier Foods

We're aiming high and embarking on a mission to make Premier Foods the 'best connected food company in the UK'.

Project Best Connected will use the latest technology and the best traditional methods to get the latest news and information to more colleagues, more easily and more often. It will also help us better connect colleagues with each other across our business.

What's cooking? monthly is just one of the ways we'll be connecting with you more regularly. Project Best Connected will also bring Google for Everyone, giving every colleague the option of a Google account for their own devices.

That will bring access to Google email and other tools, including our Google+ social media feed and our brand new intranet, launching at the

end of February.

We're also bringing a daily information screen to every site by the end of March and we've already installed Google video conferencing to make connecting our locations easier. A brand new corporate website will also be launched by the end of April to better connect our business to the outside world. This means lots of new ways to connect us and help us be united.



On the menu... with Gavin Darby

I'm delighted that we've launched this new *What's cooking? monthly*. In each issue I plan to use this column to write about a subject that's on my mind. It seems fitting to start with the subject of communication.

In our last employee survey you told us communication could be better. Since then a lot has been done to improve the communication flow and create opportunities for you to feedback. (This new update is just one example, and part of a broader plan to improve our communication channels called Project Best Connected, which you can read about on the left.

Getting our communication right is a challenge for everyone. Without good communication, how can we know what's important to our business or how we can best contribute? Feedback helps us improve. And, when we do something well, words of encouragement do wonders for motivation.

But it's not just down to management or the communications department. We all have a responsibility to speak up, share our ideas and encourage one another, as well as to listen to what others have to say.

A business that communicates well is a business that will be more successful. Let's all do what we can to step up our communication.

Gavin

A healthy start to the new year

Undoubtedly the turn of the year prompted many of us into a New Year's resolution to eat a little less, do more exercise and improve our health. To help you keep on track we staged the first of our special 'Healthy Eating' lunches across our sites to showcase how our brands can be used to make

easy to cook, healthy dishes. The dishes designed by our development Chef, Anthony Warner along with nutritionist Luise Kloster included Sharwood's Cauliflower, Potato and Chickpea Bhuna and Loyd Grossman Spinach and Ricotta Cannelloni. All the recipes can be found at <http://tinyurl.com/pfhealthyeating>



Your What's cooking? recipe

Loyd Grossman Bourguignon Cottage Pie

MEAL TYPE:

Main

Product:

Loyd Grossman Classic Bourguignon Cooking Sauce 350g

Prep / Cooking Time:

5 minutes / 50 Minutes

Serves:

Four

INGREDIENTS:

500g Lean Beef Mince

100g Frozen Peas

1 Large Carrot (Small Diced)

100 ml Water

1 Loyd Grossman Classic Bourguignon Cooking Sauce 350g

1 Kilo Peeled Maris Piper Potatoes (Roughly Diced)

50g Melted Butter

Salt & Pepper For Seasoning

METHOD:

1. Pre-heat the oven to 170c

2. In a large non stick pan, fry the beef for about 5 minutes until brown. Stir in the sauce, peas, carrots and water and gently simmer for 15 minutes

3. Meanwhile, boil the potatoes in lightly salted water and simmer until soft

4. After 15 minutes, place the pie filling into a suitable sized ceramic dish

5. Once the potatoes are soft, drain and return to the saucepan, mash the potato using a potato masher then add half the butter and season to taste

6. Spoon the mash over the pie filling and brush with the remaining butter

7. Place in the hot oven and bake for 30 minutes or until piping hot

Gavin checks out China

In a break from the dark winter days, Gavin Darby, CEO, recently travelled to China with Peter Ellis, General Manager of our International Strategic Business Unit to see first hand how our trial launch of Ambrosia rice pudding pots in Shanghai are tempting Chinese consumers.

The pots have only been available since September of last year, but are already stocked in 160 supermarkets in the chiller rather than on the shelf

across Shanghai, supported by a creative sampling programme led by Moo the Ambrosia cow. Sampling is critical to the success of the venture given that Ambrosia will be the first time many consumers will have ever tasted rice pudding. Early signs suggest that they're loving it.

Commenting on the trip, Gavin said: "It's great to see how Ambrosia is performing in-store and to talk about potential new growth opportunities together with our partners."



WIN!

Flavour fest

Can you solve the anagrams below to reveal the key classic ingredients that make up the new Loyd Grossman sauces?

TREIACACOC

QUANIVCO

FOGROFNATS

KCCNEIH NAD RIZOHCO

YERMACEKLE DNA OBNAAC

COMORNAC NEIGTA

To win, email your answers to whatscooking@premierfoods.co.uk by Friday 20 February.

