

Rolling out the joy

ENTER OUR COMPETITION ON PAGE 4 TO WIN A CADBURY CAKE HAMPER!

Our consumers love Cadbury Mini Rolls, so we think they're going to love our two new special edition flavours, Banana and Cola, available from 8 April in Asda nationwide. And to tempt even more consumers to buy the delicious treats, we're launching new packaging and new TV ads.

INNOVATIVE NEW PRODUCTS

The more modern packaging adds personality and fun to the full range of Mini Rolls flavours. The new ads will be on screen in May and September and will show it's not only kids who love Mini Rolls. We've also worked closely with our customers to secure significant in-store promotion including dedicated end of aisle shippers and giant posters.

The new packaging and flavours for Cadbury Mini Rolls show how we're bringing innovation to our consumers. By 2020 we're aiming for 20% of all our sales to come from innovative

new products and working closely with our suppliers is a crucial part of realising that ambition.

To help kick start the process, our Procurement team and Sweet Treats Business Unit jointly hosted an innovation day in March with 16 of our most important ingredients and packaging suppliers. The day was focused on discussing future opportunities for sweet treats products, and working together with our suppliers to help come up with innovative ideas and solutions.

MUTUALLY BENEFICIAL

This follows the introduction of our Supplier Innovation portal last year, to help our suppliers tell us about their latest innovations and how they can help future products. The portal has already received over 100 suggestions.

Continuing the momentum from our successful supplier conference last year and working ever closer with our suppliers will help us drive future, mutually beneficial success!



Lunch o'clock? Think Mugfull!



Research shows that consumers are looking for easy to prepare, hot, filling and healthier alternatives to the traditional lunchtime sandwich. So we've launched a new hearty soup range, Batchelors Mugfulls.

While our popular Batchelors cup-a-soups are often enjoyed as a light meal or snack, Mugfulls are substantial enough to be regarded as a meal in

themselves. They come in four delicious flavours – Bolognese Pasta, Tikka Rice, Chilli Con Carne Rice and Chicken & Mushroom Noodles. They can be enjoyed in under 4 minutes after adding boiled water.

And, with each portion containing less than 2% fat, no artificial flavours or MSG, and being low in salt, they provide the healthy yet filling lunch

option consumers are looking for. Slimming World, one of the nation's most highly regarded weight loss programmes, have partnered with Batchelors and we're hoping to attract some of their 550,000 members and 1.1 million magazine readers with a series of print, digital and sampling campaigns to support the launch of Mugfulls. They're on shelves in Asda now!

Invoice-a-thon aims to raise £7,500!

This month we're uniting behind our PBS team in Manchester to reduce our number of outstanding supplier invoices and pay suppliers quicker. For every invoice resolved before April we donate 50p to our corporate charity Cancer Research UK.

So far, the 'Invoice-a-thon' has raised an incredible £3,000. We're now aiming higher by going for £7,500! We're also giving away a day's holiday to the colleague who resolves the highest number of invoice queries during the period, and to the SAP user who has been the most compliant with the Purchase-To-Pay process over the last 6 months.

Questions? Please contact bukky.banjo@premierfoods.co.uk or lesley.davies@premierfoods.co.uk

Market Focus: Ireland

This month our international journey takes us to Ireland, a key market for the International Business Unit. General Manager Peter Ellis shares his thoughts on the future for us in the country.



What are the opportunities in Ireland for us?

The Irish market is worth 9 billion euros

so this is a big opportunity for us. We've added a few new faces to the Irish team so we can build closer customer relationships. Some of our brands aren't currently listed in Ireland so our first aim is to increase the number available to Irish shoppers.

Who are the main players we're focusing on and why?

Similar to the UK, Tesco is a big player in Ireland. But there are other major supermarkets

you may not have heard of such as SuperValu and Dunnes. As in the UK, convenience is a growing market, so we're looking to build distribution with the likes of Eurospar and Centra.

What's the experience of your team?

We have some great experience. Many have worked in Ireland so know the territory well and others have great experience working with major brands such as Lucozade and Birdseye.

Do our brands have a good reputation in Ireland?

Yes! A lot of our brands are leaders in their categories.

Take Ambient Desserts, for example, where Birds and Ambrosia are the two biggest brands. And it's the same story for the cake and stocks & gravy categories. We're in a really good position to grow the market.

What's your strategy?

In countries like America and China we're trying to get a foothold but in Ireland we have an advantage because many of our brands are already firm favourites. The next year will be about building on this strong foundation and encouraging consumers to try our new products. We'll also use our brands to make specific products for the Irish market.

Showdown at No. 10

Our legendary Charity Champions from Moreton, Alice Cavanagh and Brenda Hughes, recently took the capital by storm on their way to meet Samantha Cameron at Number 10 Downing Street.

They were in London to represent our Moreton colleagues following the site's amazing fundraising for Comic Relief. Alice has been organising the Comic Relief efforts at the site, ably

supported by Brenda, for over 25 years!

They took this year's Comic Relief theme of 'Make your face look funny for money' to heart. They dressed as cowboys, complete with horses, to raise over £500 for our Cancer Research UK corporate charity from passersby and fellow train passengers on the way to Number 10. Thanks to Alice and Brenda, and all our Moreton colleagues, for their amazing efforts!





"I've received continual practical training while also extending my knowledge through different skill courses"



Confidence in the future

We recently celebrated National Apprenticeship Week in style by announcing we'll extend our 2014 commitment to double our intake of apprentices for another two years.

Apprenticeships are a great way for young people to 'earn while they learn' and obtain valuable qualifications for a successful career.

We currently have 24 apprentices. We caught up with third year apprentice Alex

Presley from our Worksop site. "I'm really enjoying my apprenticeship. A university course wasn't right for me because I learn better by being hands-on," said Alex. "I've received continual practical training while extending my knowledge through skills courses. Premier is giving me the support to develop my engineering career."

MP VISIT

With apprentices a hot topic, we invited three local MPs to

our sites in Worksop, Ashford and Moreton to meet our apprentices.

Support for apprentices is just part of our larger programme to support skills for young people. This month we joined forces with the Food and Drink Federation at the Big Bang Science Fair, the largest UK science, technology, engineering and maths (STEM) career event, with apprentices and food technologists on hand to promote STEM careers in our industry.



Aiming higher for charity

Following last year's hugely successful cross-business Yorkshire Three Peaks Challenge (£22k raised for Macmillan!), for this year's charity event we wanted even more colleagues to be able to take part. Inspired by the Tour de France visiting Yorkshire in 2014, the Premier Tour de Yorkshire was born!

The Tour de Yorkshire gives ultra keen cyclists the chance to test themselves against 115

miles of the official Tour de Yorkshire route. And because not everyone likes a bike ride, there's also a 24 mile hike that, while still challenging, is less extreme than 2014's Three Peaks.

Friday 11 September 2015 is the day. To take part, all we ask is you commit to try and raise £250 for our charity Cancer Research UK. Our target for the event is £25k. All our sites have committed to field a team, so you could be there with colleagues

from your location, but it's also a great opportunity to meet colleagues from across the business. You won't need to take a day off for the event, and we'll provide accommodation on the nights before and after. We'll also give you training and equipment guides running up to the event, and branded T-shirts, refreshments and support on the day.

To find out more and to sign up, just visit www.tinyurl.com/AHCC2015



On the menu... with Gavin Darby

April marks the new financial year. I'm looking forward to what it holds. The tough work we did together in 2014 to reshape our business along with the investments in developing new products, promoting them to consumers, putting the right resources in place and working ever closer with customers, is really starting to pay off.

In 2015/16 we'll increase those investments, helping drive growth for our brands and categories in what will continue to be a tough market. This higher level of investment will clearly cost more.

We expect some financial benefits from falling oil and ingredient costs. But we need to find more savings to fund that investment and keep up our momentum. This is where we all, no matter our role, have a part to play.

Our dedicated programmes to improve efficiencies, use technology better and spend less on our raw materials make a big difference. But if we all treat every pound our business spends as if it was our own, we could save more. Would we use as much electricity, water or paper if we had to pay for it ourselves? Or would we do more to reduce waste and share ideas on how to do things better?

I'm sure if we all think this way, we can generate savings. And by investing those savings in our business, we'll grow faster than our competitors. As colleagues and shareholders, that's good for us all!

Gavin

Ashford unites

Early in March, Ashford Factory Manager Simon Ellmore and his team invited all 360 Ashford based colleagues to an offsite venue. The day was all about discussing their new five year strategy for Ashford to help support our company vision of achieving £1 billion in branded sales by 2020.

The day gave all colleagues the opportunity to ask questions and share their ideas about how they can best apply the strategy in their day to day operations. Colleagues discussed the importance of understanding their customers, being agile

and turning challenges into opportunities, and how everyone had a role to play. A series of fun games in the afternoon helped bring these core messages to life, and saw colleagues work together to create a giant jigsaw of our purpose, vision and values.

Reflecting on the day, Simon said: "It was fantastic to get everyone from the site together around our new strategy, and the opportunity to get input from everyone was incredibly valuable. Feedback has been very positive and I'm looking forward to seeing great results for Ashford and the business over the coming years!"



Your What's cooking? recipe

Cadbury Mini Roll Sundae

A tasty and super simple recipe to make, using our delicious Mini Rolls!

What you need:

- One Cadbury Mini Roll
- One scoop of ice cream
- A handful of strawberries

How to make it:

1. Take a Cadbury Mini Roll and slice in half lengthways and place onto a plate.
2. Place the plate into the

microwave for 10 seconds (750W), until nice and gooey. Allow to stand for 30 seconds.

3. Chop the strawberries.

4. Add a scoop of ice cream and top with the strawberries.

Hints and tips:

- For an extra special treat drizzle over some strawberry or chocolate sauce.
- Banana or peaches also work very well in this recipe.

Helping protect the rainforest

In 2010 we committed to buy 100% RSPO certified palm oil by the end of 2015. We've now hit this target, well ahead of schedule. But what is it and why is it an environmental issue?

What is Palm Oil?

It's an edible vegetable oil from the Oil Palm tree, grown mainly in South-East Asia. Palm Oil is an important raw material for many countries. It's popular in the food industry because of its high melting point. We use it in Mr Kipling, Bisto and other brands.

Why is Palm Oil an environmental issue?

To meet the high global

demand, farmers have been turning areas of rainforest into farmland, removing wildlife habitats in Africa and Asia. Conservation groups have been calling on companies globally to find sustainable solutions to this problem.

What have we done?

We're concerned about these negative impacts so committed to buy all our palm oil from RSPO certified sources.

What is the RSPO?

The Roundtable on Sustainable Palm Oil is a not-for-profit association uniting the palm oil industry to develop and implement global standards for sustainable palm oil.

WIN!

Can you work out the six different flavours of the Cadbury Mini Roll from the jumbled words below?

LAOC

AAANNB

ATNILPONEA

TINM HOCC

OCHC GEARON

LANIVLA



To be in with a chance of winning a Cadbury cake hamper, email your answers to whatscooking@premierfoods.co.uk by Friday 17 April 2015.