



mission ventures

Entering the UK market



Hola!

- An overview of the UK market
 - Key market trends and retail data
- How to appeal to UK retailers
- Case study



Paddy Willis
Chairman, Co-Founder
Mission Ventures Ltd



Challenger brand builders

- £50m of team exits
- 80+ years of industry experience
- Investment partner to the UK's most purchased brand, **Warburtons**
- Partners to the UK's leading impact investors
- Partners to top 4 UK supermarket





The United Kingdom

- 66 million people
- \$2.6 Trillion GDP
- \$40,000 GDP per person
- Low unemployment
- 51% of food is imported
- 4 retailers control 65% of grocery

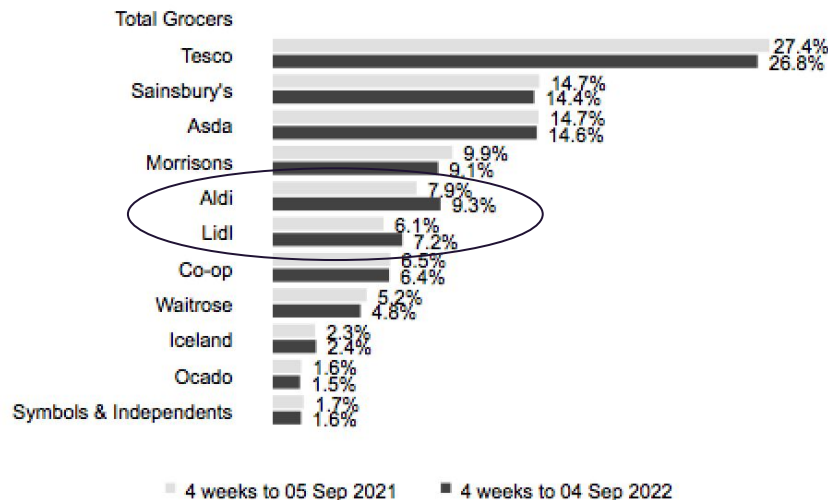




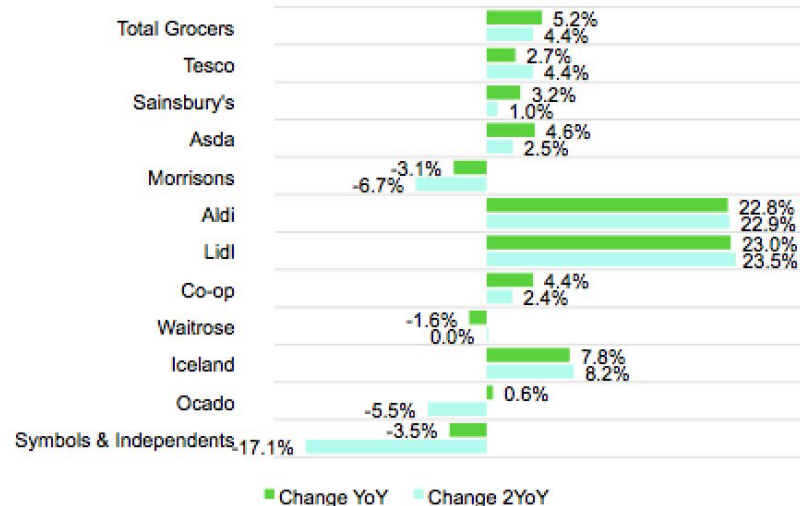
Retailer Performance Trends – Till Roll

Latest 4 weeks to 4th September 2022

Share of Till Roll Grocers £%



YoY % Growth





An ageing population

- Population growth is slowing
- Long-term international migration is the main driver of UK's population growth
- In 2070 there is predicted to be an additional 8.2m people 65 yrs +



Post Family: Health driven



Pre Family: brands with a purpose



Top UK trends



**At home
indulgence**



**Everyday
health**



**Online
shopping**



Immunity

Underpinned by value for money....

We're still on a rollercoaster...!





What does this mean?

- Behaviour is returning to 'normal' post-pandemic
- Online remains strong and is easy to access for new brands

But.....

- 10% inflation – Price is even more critical
- Consumers are shopping less often so competition for their attention will be tough
- Buyers are backing their core brands
- Growing investment in “value” own label lines

You must meet a clear consumer need, and think like a start-up.



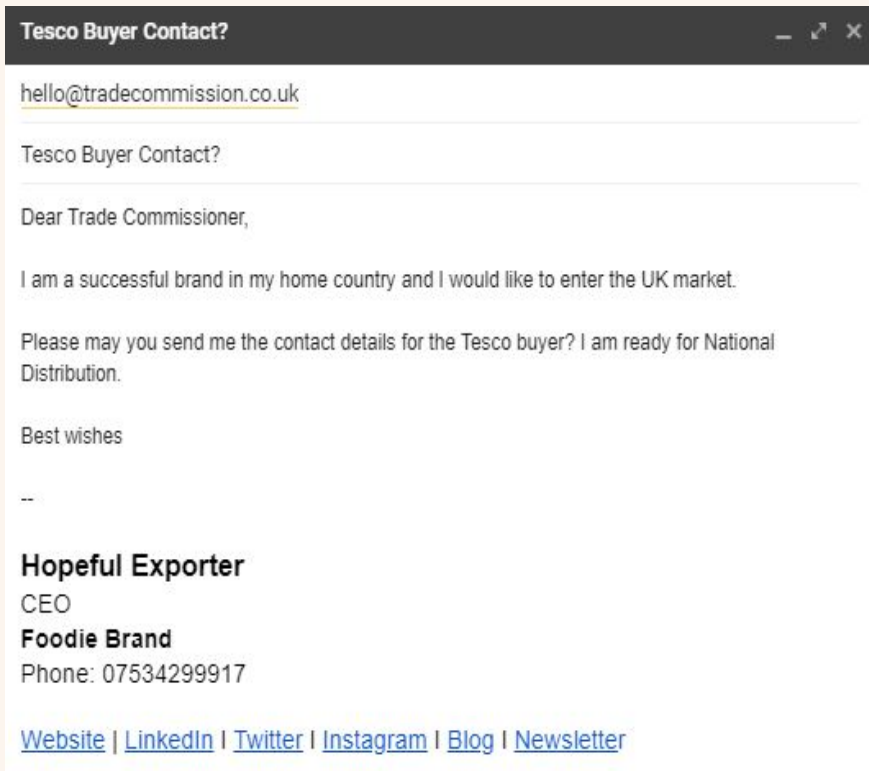


**Build your export
business on solid
foundations**



Be Realistic

- Start small and test the market
- Build a brand, not a product
- Add value to retailers and consumers
- Think like a start-up





Set a three-year timeline for retail success





And make sure your products are safe!

- You must be technically certified to a General Food Safety Initiative (GFSI) recognised standard:
 - BRC (UK)
 - IFS (German)
 - ISO 22000 (FSSC)
 - AIB

- These standards are not good enough for major retail:
 - ISO 9001
 - FDA
 - HACCP
 - SGS
 - GMP





**How do you catch
the buyer's
attention?**



“How will your brand add to my category sales?”

- Attract **new** consumers to the category
- Encourage **existing** consumers to buy or pay more
- Communicate how your brand fulfils an **unmet** consumer need

Buyers will not be interested in ‘me too’ or cheaper only products.





Shoot for the stars!



Consider entering the Great Taste Awards

- The UK's most prestigious food and drink awards.
- Display your award on pack and in marketing.
- A good signal of 'quality' to consumers

<https://greattasteawards.co.uk/results>



A brand that got it right...



1. Coconut – sliced
2. Fried
3. Added sugar
4. Packed

1 x 20 ft container per year



1. Coconut – sliced
2. Slowly baked
3. Added salt
4. Packed

2 x 40 ft container per month





In summary

1. Understand which trends your product meets and use these to appeal to 'early adopters'
2. Look for early online retail opportunities; don't assume that National Supermarkets will be interested in your brand now
3. Ensure you have the correct food safety certification
4. Be ready to adapt your branding and product to suit the local markets and look for ways to stand out
5. Most of all... think like a start-up!





See you in the UK soon!

✉ paddy@missionventures.co.uk