



Breakfast Biscuits Pitch

AB Foods 2021

Summary

- **Introduction**
- **Market research on breakfast cookies in France**
- **Product proposals**
- **Summary**

INTRODUCTION

PRESENTATION

AB Foods is a company that helps food manufacturers to penetrate French supermarkets. But other strings are also added to our bow, such as sourcing. We research private label products and offer alternative products to industry leaders.

OUR STORY

I usually have breakfast at the table every morning and like all my meals, I like to alternate my diet. By offering a wider choice of products, consumers like me can vary the pleasures to start their day always on the right foot!

OUR AMBITION

Propose a broader offer adapted to the tastes, needs and desires of French consumers which will allow a development of turnover in the category of breakfast cookies.

Market Research



Breakfast statistics



Taken at home by 96% of French people six times a week, or 372 million occasions per week according to Kantar Worldpanel



Mostly eaten at the table (87%), according to Food Usage study of Kantar en 2018.



The morning meal is quickly prepared (only in 8 min)



Global turnover of 14.5 million euros per year according to IRI.

Recipes: Healthy

Consumer health expectations are changing, with a strong demand for products that are ever less sweet, or sweetened differently, with honey, agave syrup, maple syrup or brown sugars. There is also a strong demand for less fat and nutritionally richer products.

Trends: 1 biscuit – 2 uses

Breakfast on the go

- If nomadic products are still not very present on the shelves, the breakfast outside the home is growing.
- Since 2014, it grew from 20 %, passing from 6,9 % to 8,2 % in 2018.
- # 1: Millennials without children who eat 15% of their breakfasts outside

To fill the hunger pang of 11 a.m.

- Three quarters of French people who do not eat breakfast report feeling hungry at 11 am.
- "Belvita" type cookies provide carbohydrates that are released in the body for four hours and help prevent this feeling of hollow.

Strategy: The ecology

Statistics

- Environmental concern is on the agenda: 94% of buyers are interested in recyclable packs, according to a 2018 Mintel study.
- Among them, 33% are even willing to pay more for this packaging.

Growth levers

- Carbon neutrality
- Recycling
- Biodegradability
- Organic

Naturalness

- A competitive advantage and a way to stand out, or to stay in the race against new entrants who play this card unashamedly.
- Breakfast, in flux, is no exception to this green fever, whether through the proliferation of organic products or the announced end of plastic packaging.

To remember

Recipes

- Offer products that are still as good but less sweet and richer in fiber for breakfast.
- This requires a constant improvement of the nutriscore

Trends

- Attract young people by offering products suited to their tastes and their consumption patterns.

Strategy

- Regain the confidence of consumers who are increasingly suspicious of big brands by working on recipes and teaching breakfast around the table.

Product proposals



Children's breakfast biscuits

Children's animal cookies type "Prince - Breakfast"

- ✓ Without palm oil
- ✓ Nutriscore C vs D for Prince - Petit Dej
- ✓ Fun animal cookies
- ✓ 3 sets: Lion, Tiger and Hippopotamus



ABC kids cookies

- ✓ Without palm oil
- ✓ Nutriscore Cvs D for Prince - Petit Dej
- ✓ Playful cookies with letters



Breakfast biscuits

Breakfast cookie - Chocolate

- ✓ Crunchy chocolate cookie
- ✓ High fiber content
- ✓ Palm and coconut oil free
- ✓ Sunflower oil



INTRODUCTION

MARKET

PRODUCTS

SUMMARY

Breakfast cookie - Milk and Cereals

- ✓ Crunchy biscuit with milk and cereals
- ✓ High fiber content
- ✓ Palm and coconut oil free
- ✓ Sunflower oil



Breakfast cookie - Multigrain

- ✓ Crunchy oatmeal and cereal cookie
- ✓ 72.9% cereals
- ✓ High fiber content
- ✓ Palm and coconut oil free
- ✓ Sunflower oil



Céréales complètes

Breakfast cookie - Oats

- ✓ Crunchy oatmeal and mixed grain cookie
- ✓ High fiber content
- ✓ Sunflower oil



Avoine

Breakfast cookie - Quinoa & Poppy seeds

- ✓ Crunchy poppy seed cookie with a mix of quinoa, oatmeal and cereals
- ✓ 65.5% cereals
- ✓ High fiber content
- ✓ Sunflower oil



Quinoa

Breakfast cookies

- ✓ Without palm oil
- ✓ Cereal and Milk
- ✓ Muesli
- ✓ Nature



Milk Cereal



Muesli



Plain

Filled breakfast cookies

- ✓ Without palm oil
- ✓ Red berry cookies filled with cream
- ✓ Plain cookies filled with yogurt and honey
- ✓ Plain cookies with cocoa filling
- ✓ Plain cookies filled with coconut and yogurt



Cream Filled Sandwich with Berries



Honey and Yogurt Filled



Cocoa Filled



Coconut and Yogurt Filled

Stuffed breakfast bars

- ✓ Without palm oil
- ✓ Red berry filling
- ✓ Apricot filling
- ✓ Strawberry filling
- ✓ Double fodder



Red Fruits-Filled Bar



Apricot-Filled Bar



Strawberry-Filled Bar



Filled Double Laminated

SUMMARY

CHALLENGES

- Adapt to a constantly changing market
- Offer a range of "healthy" cookies
- Diversity of tastes and flavors
- Attractive price
- Child target to be deepened
- Improve nutriscores

OBJECTIVES

- Have products available that meet expectations
- Offer attractive prices
- Complete the current offer

CONSTRAINTS

- Offer packaging superior to current standards
- Develop a "health" offer

OUR AMBITION

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Thank you

To contact us, please fill out the contact form on our website

www.abfoods.fr