

# Tesco to roll out fresh petfood chillers into 300 of its UK stores

## Daniel Selwood

Tesco is rolling out branded petfood chillers to 300 of its UK stores following a successful trial with US supplier Freshpet.

The pilot began in a “handful” of stores in Norfolk and Suffolk, and was later expanded to 50 outlets across the UK following a “promising” response to the brand’s British debut, offering healthier, meat-rich meals for dogs and cats priced from £3 to £13.50. It will now be extended nationwide.

Fresh petfood was a “completely new concept” in this country, said Tesco pet category buying manager Paul Jones. “We know it’s the



**Freshpet is launching 300 chillers into Tesco stores**

right thing for us to offer our customers, who are increasingly looking for better quality, less processed, natural petfood.”

Each branded chiller is being fitted in place of a standard ambient bay – bringing “theatre” to the Tesco pet aisle, according to Freshpet co-founder and European MD Cathal Walsh. “The fridge is part of our packaging.”

Freshpet was founded in 2005 “with a single-minded mission to bring the power of real, fresh food to dogs and cats”. Its preservative-free products – currently available in about 1,800 North American stores – are made in a \$25m facility in Bethlehem, Pennsylvania, which will supply the UK with 12 SKUs, eight for dogs and four for cats, with a fridge life of 30 days. Walsh praised Tesco for its “strategic vision” in listing the US brand, saying the launch of a new category was “a fairly risky proposition”, but it would add incremental value as pet owners traded up.

Freshpet is also trialing in 13 Asda stores.

## Häagen-Dazs adds UK Sorbet Collection

Häagen-Dazs is launching its first sorbet range to the UK in 10 years.

Debuting in Tesco this weekend, the Sorbet Collection is an extension of the luxury ice cream brand’s mini-cup multipack selections of



**The sorbets come in mango and raspberry flavours**

vanilla, caramel and fruit ice creams. Each sorbet box (rsp: £4/four-pack) contains two flavours: mango and raspberry, both blended with lemon. The variants were chosen “with a UK consumer lens”, said Arjoon Bose, UK and Northern Europe marketing head for Häagen-Dazs.

The General Mills brand has also added a Speculoos Caramel Biscuit & Cream flavour to its Caramel Collection of ice cream and a Blueberries & Cream variant to its Fruit Collection.

## Nom Noms adds range of crispy wraps

Healthier ready meals startup Nom Noms World Food has added a lineup of microwaveable wraps.

It will roll out from 1 April in eight variants including Falafel, Feta & Quinoa, Caribbean Jerk Chicken, and Lamb Tandoori – all in a multiseed tortilla that crisps during heating (rsp: £2.99/170g).

The chilled NPD is being preceded by an overhaul of the brand’s core range of low-salt meals, which is available now in versions for children and adults. +



**Doritos turns up the heat:** Doritos is to support the recent launch of its Heatburst range with a two-month TV campaign featuring a baby dragon. The clip will make its debut on 4 March, backed by digital activity using the hashtag #HEATWILLCOME.

**New lines for Pizza Express Iceland range:** The frozen Pizza Express Artisana range exclusive to Iceland has added two dishes. The Carbonara pasta meal is available now, while Chicken Barbacoa Pizza will be rolled out on 13 March. Both carry an rsp of £2.50.



**Babease refreshes range:** Organic babyfood startup Babease has overhauled its stage two feeding range with upgraded recipes, its first meat-based variant, and revamped packaging. The range is rolling out now with stage one SKUs to 853 branches of Tesco.



**Persil’s Disney push:** Persil is giving away £5 Disney Store vouchers in a tie-up for the Beauty and the Beast movie release later this month. The on-pack promotion, part of a £2m push, will run until mid-April.



**Bloo boosts FoamAroma:** Bathroom care brand Bloo has introduced an extension to its FoamAroma line with Weekly Cistern Shots. Available now in two variants – Citrus Zest and Ocean Mist – the NPD follows the FoamAroma powder option for the loo bowl. Rsp is £2 for a six-pack.



**Bisto helps heroes with new partnership:** Bisto has renewed its partnership with Help for Heroes, with an on-pack promotion across 20 frozen meal SKUs for the next 17 weeks. Each pack contains a unique code. Consumers can submit four codes at Bistodinners.co.uk to claim a branded pan holder – with 80p being donated to the charity.

**Aqua Carpatica’s low-sodium septet:** Aqua Carpatica has launched what it claims to be the world’s only naturally nitrate-free and low-sodium mineral water into the UK market. It is available now through Ocado in seven formats priced from 65p to £1.35.



**Dinner To Dine For returns:** Multibrand marketing push Dinner To Dine For has returned for a fourth time, with Kumala Reserve, L’Or, Pilgrims Choice and Bahlsen Choco Leibniz as partners in the month-long sampling tour that is on the road now with the theme of ‘Big Night In or Special Meal-Treat’.