

Case studies Green Seed The Netherlands



Case: Kerry Foods Ltd (2007 – cont.)

Albert Heijn expressed the desire to further expand its leading position in chilled convenience.

Green Seed NL shortlisted potential suppliers and introduced four companies in the UK who could supply AH. This resulted in continuing contact between Kerry Foods Ltd and Albert Heijn. Kerry Foods was briefed to develop a new premium oriental meal range.

Kerry Foods Ltd now supplies a wide range of AH private label ready meals

- Five premium “Excellent” private label ready meals
- Five normal private label ready meals

Green Seed NL fully supported this process with marketing / sales and logistic services and still is responsible for the ongoing account management.





Case: Kettle Foods Ltd (2003 – cont.)

KETTLE® Chips had the ambition to expand to the Dutch market. The Dutch Market was seen as high export potential and had the right fundamentals to launch the premium chips category.

The introduction to the Dutch Market was done by Green Seed NL. This included the initial market research to identify the product positioning and brand potential followed by initial trade meetings & negotiation processes with Dutch retail.

Successful Listing Dutch Market

- Listing at: Albert Heijn, Jumbo, C1000, Vomar, Deen, Coop, Deko, Jan Linders in almost full distribution. Nationwide with 6 SKUs. Also extending in Foodservice: Shell, NS/Kiosk, Albert Heijn to Go.

Market leader in the Hand Cooked Chips segment within Dutch Retail

- Kettle Chips now has a significant market share within the overall crisp market and established a new sub-category of hand cooked premium chips (with high added value for the trade). Within hand cooked chips Kettle Chips is market leader.

Green Seed NL acts as the marketing / sales office of Kettle Chips in NL, responsible for the ongoing account management and market expansion in Dutch Retail and Foodservice.





Case: Green Farm Foods Ltd (2012 – cont.)

Green Seed is helping Irish company Green Farm foods to identify their business potential in the Dutch Market. At this moment their “To Go” chicken breast ‘Smart Snacks’ concept is being tested with the Indicative Consumer Survey (ICS) service of Green Seed NL.

This is a indicative qualitative/ quantitative consumer research that is carried out in cooperation with a bespoke network of Dutch consumers. Specifically the consumer experience of the “Smart Snacks” concept, product characteristics, price perception and two packaging concepts are tested in the ICS.

The outcome of the ICS will help in finding the right positioning and explore the further business potential for this concept in the Dutch Market. ICS could be a powerful tool to convince the Dutch trade about the strength of the proposition for the Dutch Market.

Depending on the outcome of the ICS, next steps will be contacting and executing initial meetings with the Dutch retail and additional Out of Home sales channels, followed by launch preparations.





Case: Eblex (2011 – cont.)

Objective: Represent the English red meat trade and further improve export of lamb and beef to The Netherlands

Methodology/source: Commercial representation involving initiating, planning and execution of research, trade monitoring, promotion and business development activities

Activities;

1. Develop and carry-out beef campaign involving

- Monitor and manage 3rd party PR activities
- Recruit celebrity chefs for endorsement
- Development and launch of cooking book
- Initiate and execution of promotional activities

2. Initiate contact and establish business relation between English lamb- and beef exporters and The Netherlands trade organizations in both retail and foodservice

3. Carry out research activities to facilitate English lamb- and beef exporters

4. Inform meat trade in The Netherlands on meat developments through set of activities;

- News letter
- Trade event and exhibition participation on-line activities involving new media

Case: Bord Bia (2011 – cont.)



Objective: Assist Irish companies in developing export business to The Netherlands

Methodology/source: A 'retail mentoring program' was developed in cooperation with Bord BIA to offer guidance and hands-on consultancy to Irish food and drink companies. This programme has been organized for 3 consecutive years.

Activities:

1. Assisting Bord Bia in selecting suitable companies
2. Preparing + organising 2-day workshop session in Amsterdam
3. Individual follow-up meetings (both in NL and Ireland) + agreement on next steps per company
4. Store-checks to establish bench-mark for individual companies
5. Business potential analysis on ex-works level to assess feasibility, including;
 - Market assessment study (including Nielsen data if relevant)
 - Logistic set-up
 - Promotional set-up
 - Margin requirements
 - EDI/GS1 requirements
6. Conduct consumer research (if required)
7. Pre-introduction and introduction activities
8. Pre-launch and launch activities