

nutella®

= GRAB & GO =

Grab a piece of the on-the-go market with nutella®!

Over the next five years, the grab & go market is forecast to grow at twice the rate of other food channels and **reach a value of £21.2bn¹**.

Menu Must Haves

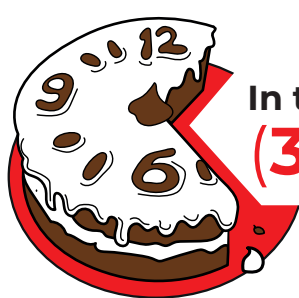
71%² of consumers buy breakfast on the move and the **most popular items** are:



32%

of consumers will buy a mid-morning sweet snack, with **muffins the number one purchase (29%)**

The **most popular grab & go** sweet snacks are:



In the afternoon, **cakes (38%)** are a favourite

.... but

24% of consumers will buy their sweet snack **any time of day.**



Demand is growing for more exciting breakfast and sweet snack options

64% of consumers are **bored with current grab & go offerings.**

So, what's the answer?

As the **UK's**

#1

sweet spread³, the nation loves nutella®!



of people **would like to see more** grab and go options finished with the unique hazelnut spread.

Not only would



of consumers be **more likely to buy nutella® finished items**, they'll also pay more for the super brand's quality reassurance too!

Grab those profits!



In fact, **84%** are **willing to pay up to £1.00 more** to enjoy the great taste of nutella® on-the-go.

Grab a piece of the market today with nutella®!

Email foodserviceenquiries.uk@ferrero.com or visit www.ferrerofoodservice.com/en/uk/