

# The Grocer

Digital Feature: 10 things you need to know about...canned & ambient

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Contact: Amy North ([amy.north@thegrocer.co.uk](mailto:amy.north@thegrocer.co.uk))

## 1. Consumer research

With the help of Harris Interactive, we quiz consumers on canned & ambient goods. How does it compare to fresh food in terms of quality, choice and appeal?

## 2. Cirio video

We venture to sunny Bologna to get the lowdown on Cirio from new brand ambassador Antonio Carluccio.

## 3. Meet the buyers

Everyone knows that it's not just what you know that matters in grocery... it's who you know. We will be speaking to canned & ambient buyers from across the major retailers to find out what makes them tick and how they see the market developing over the coming year.

## 4. Top 10 Global Innovations

With the help of Mintel, we scour the globe to find the best innovations in the ambient aisles. So, which products have made our Top 10 and which trends have driven their development?

## 5. Advertising

Who's splashing the cash in canned goods? We get advertising insights agency Ebiquity to crunch the numbers on canned goods' biggest advertisers.

## 6. Innovations

Which new launches have triumphed in the canned & ambient aisles this year? With the help of IRI we find out which products flew off the shelves.

## 7. Creative Challenge

Can canned goods be sexy? We're looking to team up with a creative agency to revamp the canned & ambient aisles.

### **8. Canned bestsellers**

Exclusive sales figures from IRI reveal who's hot and who's not in canned. Our analysis will reveal the reasons behind the wins and losses or the markets movers and shakers over the past year and look at what the year ahead holds the market.

### **9. Formats**

Ambient isn't just about cans and jars anymore. There's a host of new formats hitting the shelves from pouches to tubes, stir ins and melts. We find out what impact they're having on the category stalwarts.

### **10. Lunchtime**

How does canned & ambient perform at the lunchtime occasion? What opportunities are there for growth? How are brands and retailers tapping into them?