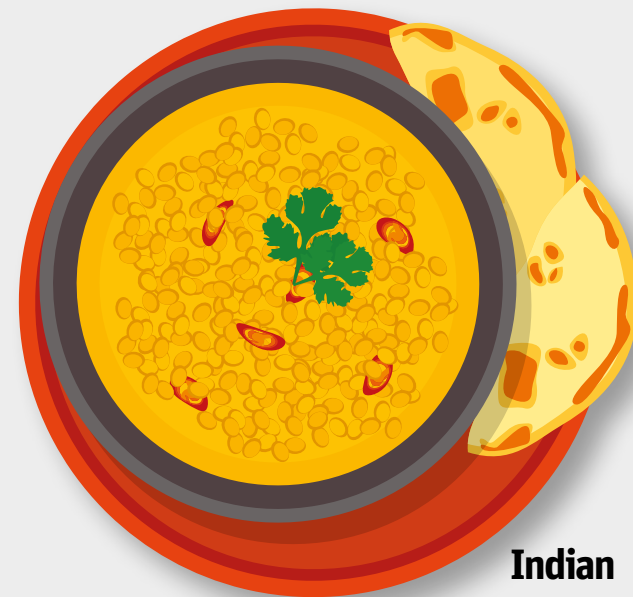


Italian remains top: value sales by cuisine

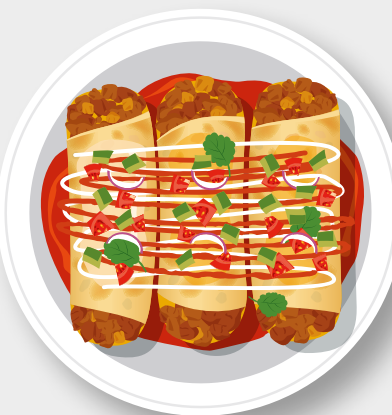
- The category has lost £22m, falling 2.9% to £752.3m. Not only is penetration falling but shoppers are buying less.
- Declines are seen across all main cuisines, largely due to a lack of excitement and rise in scratch cooking.
- With the grocery shift to everyday low prices, sauces sold on promotion fell 9.3%.
- Branded sauces have lost share for four years in a row but 2017 was the biggest drop yet (-5%) as own label picked up pace. The average £/kg for brands was £3.93, compared to £2.56 for own-label sauces.



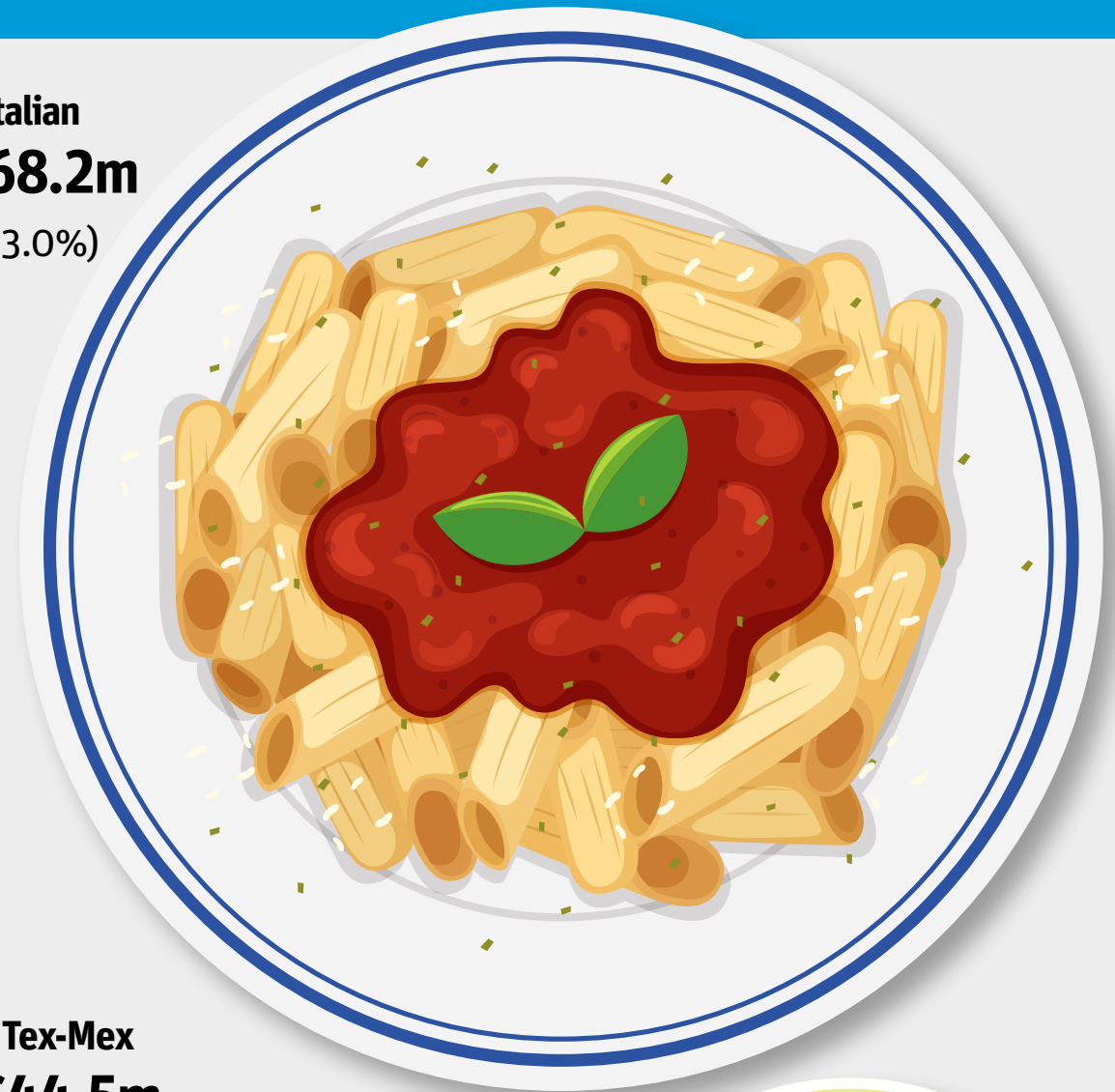
Traditional
£143.6m
(▼ 1.8%)



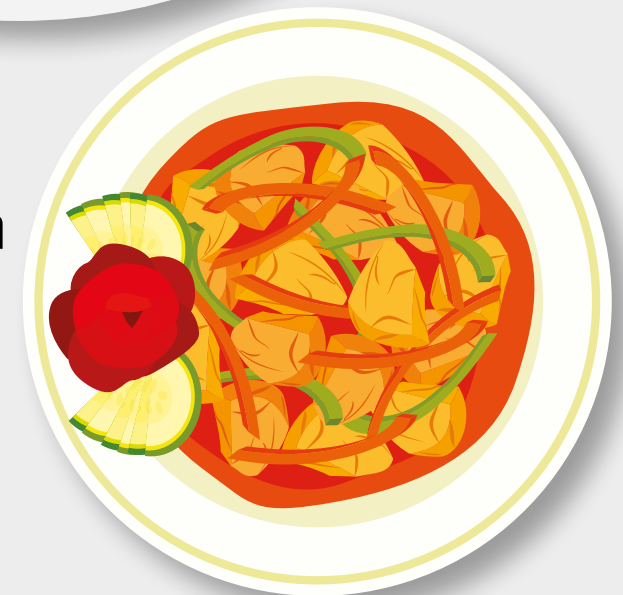
Indian
£97.5m
(▼ 2.7%)



Tex-Mex
£44.5m
(▼ 6.9%)



Italian
£368.2m
(▼ 3.0%)



Oriental
£95.3m
(▼ 2.7%)

KANTAR WORLD PANEL

The take-home snapshot is produced by Kantar Worldpanel. Kantar Worldpanel monitors the grocery retailer take-home purchasing habits of 30,000 demographically representative British households. Call 020 8967 0007 or visit www.kantarworldpanel.com for details