



*Geeta's*®

THE REAL FLAVOURS OF INDIA



**A New Look.....**  
**TURQUOISE is the new red!!**





***Our New Look.....***  
***Turquoise is the new Red!***







# ***New Brand Identity***

## **Why are we changing our Brand Identity?**

- To improve stand out on shelf
- To pull the range together with a consistent brand identity across all products
- To encourage loyal chutney or sauce consumers to try other Geeta's products
- To increase brand awareness and **drive rates of sale**

## **Retaining core elements**

We didn't want to throw the baby out with the bath water!

- Geeta's Logo still prominent
- Hexagonal jar retained
- Geeta now on front of pack – a real person behind the brand
- Aimed at core Geeta's consumer - ABC1, 30-60, consumers who value quality and authenticity



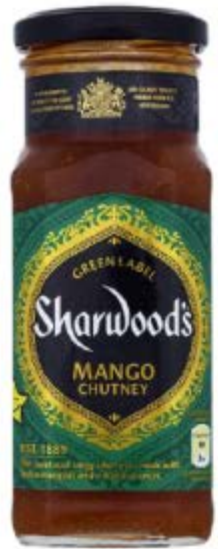


# ***New Brand Identity***





# *Improving stand out*







# Improving stand out





# ***Introducing Geeta's Pastes***











# Product Proposition

- Authentic Indian Pastes in eye catching foil pouches to serve two
- Cook with a few store cupboard ingredients to create a delicious restaurant quality Indian dish in 20 minutes



# Market Gap: Single Use, low RSP

“Consumers are seeking smaller pack sizes”  
Kantar WorldPanel Lifestyle Survey Apr 2012

## Single Usage, 99p RSP

- A familiar concept already working well in Asian and Italian



**MySupermarket  
bestsellers**

- A natural extension to the pastes currently on the current Indian fixture
- Reduces wastage, no half jars left in the fridge
- Low 99p RSP to tempt trial and be more economical for smaller households
- Ideal store cupboard item

“When I use a jar I end up with half of it in my fridge for ages, eventually it goes off and I have to throw it away”

“60% of consumers do not know at 4pm what they will have for dinner that night”  
Agriculture and Agri-food consumer Trend Report June 2012



# Market Gap: Premium

## Premium

- There is no branded paste range catering for the premium consumer
- Expertly blended spices with all natural ingredients, allowing the cook to create a restaurant quality meal using traditional Indian cooking methods
- No additives, no preservatives, artificial flavourings or colourings.
- A perceived healthier alternative to cooking sauces
- In line with Geeta's Brand Values – Authentic, premium, convenient

“Every so often, I want to be able to serve restaurant quality, Indian food to my partner and friends quickly and with very little mess and I don't believe that cooking sauces are terribly authentic”.

“Research findings highlighted that 90% urban consumers of middle-high income continue to buy premium brands, even if they are more expensive”

Kantar Worldpanel Lifestyle Survey Apr 2012





# *KSPs* *Serves 2, quick & convenient*

“The percentage of 2-person households has risen by 3% since 1991”

ONS Households and families 2011

## **Serves two**

- Meeting demographic trend for smaller households
- In line with Geeta’s consumer profile – aged 30-60, ABC1, generally cooking for adults and older children
- Use 2 different packs for families/friends with different taste preferences

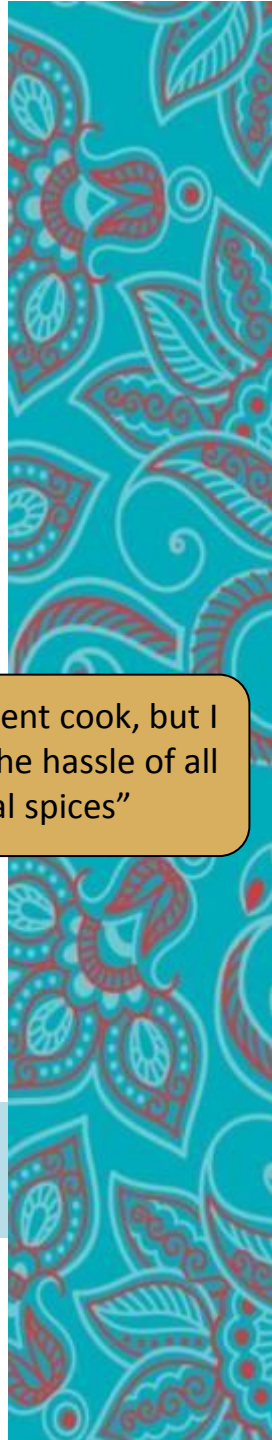
“I’m a confident cook, but I don’t want the hassle of all the individual spices”

## **Convenient**

- Requires consumer involvement whilst retaining convenience elements, simple recipes requiring just 3-5 store cupboard items

“Consumers are demanding more and more convenience”

Kantar Worldpanel Lifestyle Survey Apr 2012



***KSPs***  
***Serves 2, quick & convenient***  
e.g. Chicken Madras



1. Fry an onion until golden, add 2 diced chicken breasts and brown. Open the paste pack and add the contents to the pan.



2. Add a tin of tomatoes and a little water, simmer for 15 minutes



3. Serve and Enjoy!







## ***The Best Selling Flavours***

- Designed to achieve high rates of sale.
- Together the varieties chosen account for over 75% of sales within the Indian Sauce market (IRI 2012)
- Aimed at extending the appeal of the Geeta's brand to a younger and wider consumer base



# ***The Best Selling Flavours***

## **Mild Curry**

- Geeta's authentic version with coriander, cumin, cardamom, black pepper, allows the cook to personalise their dish by varying ingredients added. Ideal entry product

## **Korma**

- Family favourite, accounting for 19% of the sauce market

## **Tikka**

- Britain's established number one variety, with 25% of the market, essential for any range

## **Rogan Josh**

- The no 3 medium flavour, popular with all curry lovers

## **Balti**

- The classic British Indian fusion dish, a new addition to Geeta's range

## **Madras**

- The fastest growing flavour, up 9% last year

## **Jalfrezi**

- The most popular hot variety, with 9% market share





# GEETA'S The Award Winning Brand

## ➤ GREAT TASTE GOLD AWARDS

- Lime & Chilli Chutney (2005 & 2012)
- Premium Mango Chutney (2006 & 2012)
- Mango & Chilli Chutney (2011)
- Mango & Ginger Chutney (2011)
- Mumbai Cooking Sauce (2011)
- Spicy Lime Squeezy Chutney (2008)
- Tomato & Onion Squeezy Chutney (2007)
- Onion Chutney (2004)
- Tamarind Chutney (2004)

## ➤ CHECKOUT'S QUALITY SILVER Q AWARD

- Geeta's Spice & Stir Pudina Tikka

## ➤ SHINE AWARDS 2004

- Geeta's Spice & Stir range (1<sup>st</sup> runner-up)

## ➤ SIAL TRENDS & INNOVATIONS

- Geeta's Spice & Stir range (2004)
- Geeta's Cooking Sauces range (2002)
- Geeta's Curry Creations range (2002)







# ***Taking the Geeta's brand into the future***

**I am your biggest fan and have just bought the premium mango chutney which has got to be the best on the market  
mmmmmmmmmmmmmmmmmm  
Nina Carter, August 2012**

**Dear Geeta,  
After winning a selection of your foods in the Sainsbury's competition I just wanted to say how delicious all your products are after eating your curries I feel as though I have been transported to my own authentic restaurant they are all absolutely delicious. Thank you.  
Lynn Robins, July 2012**

**Hi, I'm a big Curry fan and cook a lot at home - just came across your Mango Chutney and it's by FAR the best I've ever had!!!  
Nice work! thanks  
David Goodall, September 2012**

**I just wanted to comment on your lime & Chilli Chutney. I was at the RS Sailing event last August in Weymouth and absolutely loved your sample. I can't get enough of it and cannot stop buying it at my local Sainsbury's store! As I'm a student I try to buy the 'basic range' all the time purely for cost, but this is one of the exceptions! Thank you!  
Alex Clifton, March 2012**

**Let your customers decide !**



# Geeta's – in the Press

## HOT! HOT! HOT! HOST YOUR CURRY PARTY WITH THE HELP OF GEETA'S

James Whale Fund for Kidney Cancer is thrilled to announce that this year's Britain's Biggest Curry Party event will be supported by the premium Indian food brand, Geeta's.

For the 5th year running the UK's leading kidney cancer charity is encouraging Indian food fans across the UK to invite friends, family and colleagues to

attend a curry party or to host their very own curry party at home, raising awareness and much needed funds for the charity. This year the event runs from Saturday 13th until Sunday 21st October.

Creator and Director of Geeta's, Geeta Samtani has kindly offered to create two delicious recipes for all party hosts to follow.

Ever since Geeta's Premium Mango Chutney first hit UK supermarket shelves in the early 90s, Geeta's has gone on to become a household name, synonymous with quality and authenticity. Geeta grew up in India and has lived in Britain since 1979, bringing with her the recipes which have been passed down through the generations of her family.

Geeta Samtani says of her partnership with the Fund: "I used to make my Mango Chutney for friends and family and also sell them for charity. I learnt the recipe, which has been handed down in my family, from my mother and my mother-in-law. One thing led to another and it became a viable business venture. It gives me great pleasure to be involved in helping to raise funds for the James Whale Fund for Kidney Cancer and I am thrilled to have been asked."

Broadcaster James Whale, Founder and Chairman of the James Whale Fund and a kidney cancer survivor,



said: "We're confident that this will be our biggest fundraiser yet. We've had four successful years to date but the popularity of the event is growing and this year we hope to see parties held over the country. All these events really will make the week 'Britain's Biggest Curry Party' and raise an invaluable amount of money for the charity and its causes. It's very generous of Geeta's to

get involved with the event and we're delighted to be working with them." Geeta's products are distributed in the UK by R H Amar & Co Ltd.

**R H Amar & Co Ltd**  
Tel: 01494 530200  
[www.geetasfoods.com](http://www.geetasfoods.com)  
[www.britainsbiggestcurryparty.org](http://www.britainsbiggestcurryparty.org)



Geeta Samtani



**Grocery Trader**  
Monday, 01<sup>st</sup> October 2012



### offer 10 Geeta's offers up a delicious hamper full of Indian food

Geeta's, the premium Indian chutney, pickles, curry sauces and spice mix brand, is celebrating its 20th anniversary this year and is offering 10 lucky readers the chance to win a delicious Indian food hamper.

Inspired by family recipes, Geeta Samtani has personally developed all her products, which do not contain artificial colourings, flavourings or preservatives.

This year Geeta's Premium Mango and Lime & Chilli Chutneys were awarded 2 star Gold and 3 star Gold Great Taste Awards respectively.

**The Grocer**  
Saturday, 15<sup>th</sup> September 2012



*Geeta's*®

The Real Flavour of India

***Thank You***

