

Case Study

Kingsmill

Pledge - To bring new products and innovations to the market that contain more fibre

Kingsmill wanted to help families across Britain increase their daily whole grain, so we launched two new loaves into the seeded market: **50/50 Multi-Seed** and **50/50 No Bits Multi-Seed** loaves in February 2021. During our research for this project we learnt two surprising facts:

1. Families account for only 24.5% of seeded buyers vs. 28.7% of all bread (and 32% of white bread) [Source: Nielsen Homescan 52 w/e 19th June 2021]
2. Most seeded breads are actually made with white flour [source: Nielsen 52 weeks, w/e 27th March 2021]

As Kingsmill 50/50 is already a renowned family favourite, we decided to make our new seeded launches with our 50/50 flour blend, as families already rely on this as a way to get whole grain into

their diets. Of course, not everyone likes bits in their bread, so making one of our loaves a 'No Bits' version means there is something for everyone:

Kingsmill 50/50 No Bits Multi-Seed: baked with milled sunflower, oats and linseed, this clever loaf gives the benefits of whole grain from a 50/50 flour base with protein and fibre from seeds - all for a soft slice without any of the 'bits'!



Kingsmill's 50/50 Multi-Seed: baked with sunflower, pumpkin and linseeds, this is a great tasting seeded loaf with the added benefit of whole grain from a 50/50 flour base. The loaf is also a source of fibre, protein and omega 3 - all with a delicious crunch.

