



GLENRYCK®

SINCE 1937

INTRODUCING THE

NEW

GLENRYCK PILCHARDS
IN SIX GUN SEASONED
SAUCE!

**SIX GUN
GRILL**

TWO GREAT TASTES, ONE FLAVOURFUL TIN!

OUR RESEARCH GROUPS HAVE FED BACK TO US THAT:

RESEARCH

- Although there are several brands, none of them have taken the high ground on taste or flavour, nor do they play to this joy differentiation or create a sense of nostalgia.
- Currently, product offerings are rudimentary, with basic variants, pack designs and sizes.
- It's a flat market, often traded on price and distribution levers which guide customers' purchasing decisions.
- A well-loved product offering that's eaten frequently but the market isn't as emotionally charged.
- Variant offering could be the unlock – **SOMETHING NEW AND EXCITING!**

IDEA

Some were amazed that they themselves hadn't thought of combining the two in their own kitchen! For others, **IT WAS A NO-BRAINER.**

APPEARANCE

- It's all about the viscosity and the **rich red/brown colour.**
- Looks like a finished product already, a **cooked hearty gravy/stew.**
- Looks like it is **loaded with flavour.**
- **It is beautifully rich** – in colour depth and in flavour.
- **Appetizing and pleasing to the eye**, making you instantly crave it.

TASTE

- **It really is delicious!**
- Well-balanced flavour offering.
- **Six Gun can be tasted** but it's not too overpowering.
- Eliminates the need to add usual spice and flavour ingredients.
- **The colour and viscosity of the sauce is what triggers the claimed new consumption** occasions and usage. Including switching out spices or adding to toasted sandwiches.
- Since it is most similar to their normal end product, for incremental occasions develop as the **cooking stage could be skipped or shortened.**
- **Brings variety** to the current offering.
- Some might still add salt & flavouring, but purely out of habit & not necessity!



FOR THE  OF FISH®

RESEARCH CONTINUED...

RESULTS

- **72% of respondents** said they would buy it on top of their normal purchases, as it unlocks new occasions, convenience and loadshedding solutions.
- Brings sophistication/innovation into a category that was deemed as “poor man’s food” – **improves consumer sentiment around category.**
- Allows players to compete on elements beyond price – differentiators that people will be prepared to pay more for, **i.e., they won’t only buy it when it’s on promotion.**
- Value driver by making the market less price elastic.
- **Time efficiency.** Saves you time by eliminating the need to spice it yourself.
- **Convenience.** You save time and money by just opening a tin and serving.



VERBATIMS

“ONCE THIS GLENRYCK SIX GUN IS IN, CHURCH IS OUT!”

FOR THE  OF FISH®

WHAT?

INTRODUCING THE ANSWER
TO THAT DESIRE:

*Not everybody
can be an
award-winning chef*

RELAX, WE'VE
GOT YOU COVERED!

*Get a well-balanced
blend of herbs and
spices in this NEW
flavour variant.*



NO MEAT?
NO PROBLEM!

*We know all about those
mpela nyanga woes.*

ESKOM, JA NEH!

*Enjoy Glenryck in Six Gun
Seasoned Sauce straight
from the tin when you
can't cook.*

FOR THE  OF FISH®

SUPPORT

This bozza is going to be fully supported across all the relevant mediums.

CREATIVE AWARENESS



TVC



RADIO



POS



**SAMPLING
DRIVE**



**DIGITAL AND
SOCIAL
PLATFORMS**



**ACTIVATIONS
AND BRAND
MERCHANDISE**

FOR THE  OF FISH™

TI'S AND HI'S



PRODUCT DESCRIPTION	PACK SIZE	CASE BARCODE	UNIT BARCODE	TI'S AND HI'S
Glenryck Pilchards in Tomato Sauce 400g	12	16009880660084	6009880660087	15 trays flat and 10 layers high
Glenryck Pilchards in Hot Chilli Sauce 400g	12	16009880660114	6009880660117	15 trays flat and 10 layers high
Glenryck Pilchards in Six Gun Seasoned Sauce 400g	12	?	6009880660469	15 trays flat and 10 layers high



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