

Don't stock sugar.

Stock **TATE+LYLE**, the *brand* preferred by twice as many customers*.

Our redesigned packaging is now in-store and is making selection easier than ever. With its striking new style and bold use of colour, on-shelf impact has never been stronger.

So when you're stocking up, don't think sugar, think **TATE+LYLE**.



*Source: IRI 08

*Rough cut, smooth taste
great flavour*



Real Demerara Sugar

TATE & LYLE introduce the genuine article - rough cut cubes made from Mauritian raw cane demerara sugar. And if that's not enough, they also come in white too. Presented in elegant new packaging and supported by tactical trade advertising, profits never looked or tasted so good.

Smile It's Tate & Lyle



Tate & Lyle

The ask

Let's do launch. We're particularly fond of two of our trade advertisements for Tate & Lyle. One was for the trade launch of Rough Cut Demerara Sugar cubes, the second the trade launch of new packaging for the entire retail range.

The task

The ad for Demerara Sugar was a case of getting the feel just right, to nail the visual imagery to place this new line in a unique position in the sugar market. We went another way with the new packaging launch ad. Packaging is not the product, per se, and we wanted to ensure that the trade didn't just gloss over 'yet another new packaging launch'. As is perfectly clear from the accompanying graphic, we went for extreme cut-through.

The proof

Both Rough Cut Demerara Sugar and the new range packaging were successfully sold into all retailers. It goes without saying that Tate & Lyle themselves are still going from strength to strength. Launch successful!

**bentley
holland**