



# CHRISTMAS CHEESE

Seasonal Overview  
2018

# CHRISTMAS (CHEESE) - 2018

Hundreds of images showcasing retail best practice.

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1

## Best Practice right here

This report features hand picked examples showing the best execution of the event.

2

## Retailers featured

All of the main U.K. food retailers are featured in this report; alongside discounters Aldi and Lidl.

3

## Point of Sale / Signage showcase

All examples of advertising / signage used to advertise the event from across U.K retail.

4

## Products and Price and Promotions

Products that were developed for this event are featured inside this report, driving innovation.

5

## Key Trends

Trends remain vital given the fast-moving nature of the retail industry. We highlight the key trends from across the market in this report.



# Aldi & Lidl

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Aldi are always strong in the core Truckles – noted a Christmas tree smoked premium truckle alongside core and other premium varieties.



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Utilising mixed cases well to range a number of varieties of Cheese inside the one outer case. Cheese selections were also noted.



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M&S

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FOOD

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A strong, wide ranging assortment of premium Cheese lines from across the continent – some varieties were not seen in other retailers.



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A number of Potted Cheese lines were noted; these offered a gifting option for customers. Their core range of Cheese selections also worked well for hosting.



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Flavoured Cheese were featured strongly within the core space and offered an everyday trade up for Christmas. Gift sets = good value(?)



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The Cheeseboard is a product that can appear poor value when you consider the cost of the Cheese alongside the board. Sainsbury's were perhaps a little high in price.



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Tesco

Welcome to

TESCO

*Serving Ilkley's shoppers  
a little better every day*

EST. 1987

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There was some good differentiation in premium; the Port/Stilton stood out well as did their Cheese selection – Stilton was well priced also.



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Cheese selections were in the range across both premium and core tiers. The Chilli Cheddar line was a unique one in the market.



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A cohesive theme throughout the core and Finest range – Tesco managed to differentiate well between the two tiers and offer innovation in both tiers.



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A mix of packaging here which wasn't immediately clear – unless to distinguish between British and Continental?



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Mini Cheese trees were also good innovation – availability in continental Cheese wasn't great close to Christmas. Customers making their own selections?



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Further innovation was noted on Blue Stilton pots (expensive v discounters) and soft Stilton / spreadable cheese in jars.



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The Purple on the Creamy Stilton label stood out well versus the pure 'white' packaging elsewhere. 2 for £4 Wensleydale almost seemed lost on its own.



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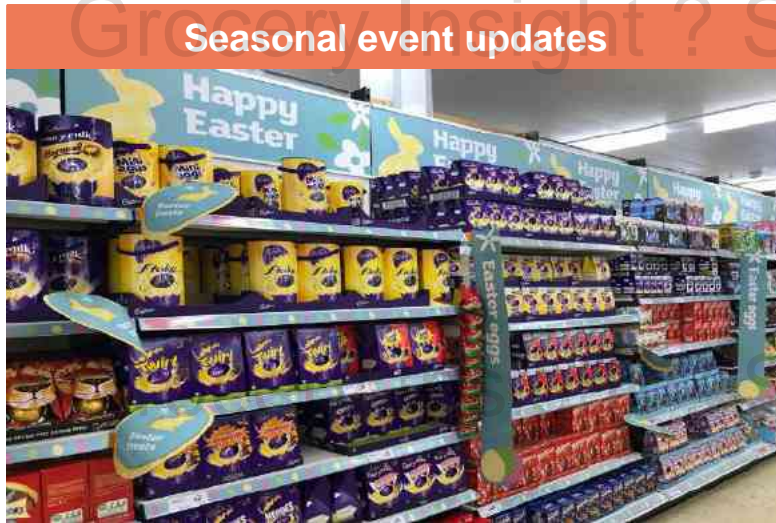
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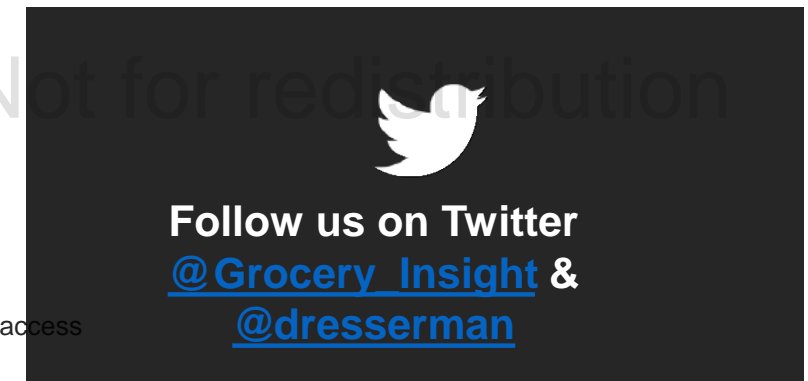
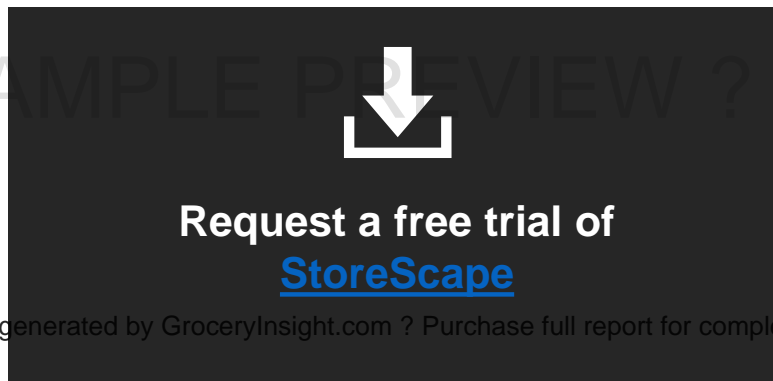
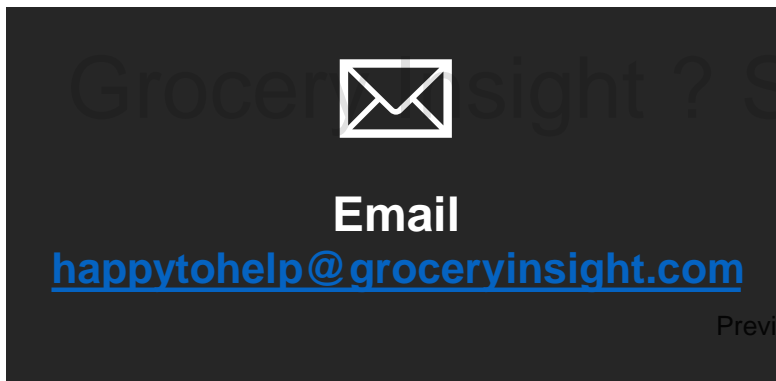
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