

KELLOGG PARTNERS WITH DUERR'S TO LAUNCH CRUNCHY NUT PEANUT BUTTER



Cereal giant, Kellogg UK, has partnered with family-owned peanut butter manufacturer, Duerr's, to bring consumers brand-new Crunchy Nut Peanut Butter.

With both businesses headquartered in Manchester, where the idea of Crunchy Nut was born back in 1980, the collaboration has involved a merging of expertise, resulting in a launch that combines two breakfast favourites.

Crunchy Nut Peanut Butter, available in Sainsbury's stores nationwide from 19th July at an RRP of £2.50¹, has a super smooth texture combined with crunchy, honey coated roasted peanuts to bring out the unique Crunchy Nut-like flavour that the UK knows and loves.

With the peanut butter market currently estimated to be worth £104m² and the retail sales value of Crunchy Nut standing at over £100m³, Kellogg and Duerr's identified a window to innovate together. For Kellogg, the new launch provides an opportunity to penetrate a wider range of occasions with Crunchy Nut, in addition to breakfast.

Peanut butter can currently be found in 42% of households across the UK and the numbers continue to rise year on year. Showing a similar level of saturation, Kellogg's Crunchy Nut holds the title as the UK's favourite breakfast cereal and during the lockdown period the business saw a year on year sales increase of 43%⁴.

Commenting on the new launch, Ben Simpson, Revenue & Channel Director at Kellogg's UK said: "Crunchy Nut is regularly hailed as the UK's favourite cereal and we have seen huge sales increases over the last few months, with more shoppers having breakfast at home.

"Knowing the popularity of the cereal, launching Crunchy Nut Peanut Butter allows us to meet a wider range of consumer occasions and it's been great to work with another Manchester based business in Duerr's to make that possible. With recent data revealing peanut butter sales have overtaken jam, we're confident that the launch of Crunchy Nut Peanut Butter will prove to be a popular one."

Richard Duerr, Sales and Marketing Director at Duerr's, commented: "The peanut butter category is a huge area of growth, with sales currently booming. We're extremely proud to have teamed up with another Manchester giant to create this exciting product that marries together two hugely popular breakfast staples to create the ultimate treat."

Kellogg UK has been operating in Manchester since 1938, when it opened its Trafford Park based factory – now Europe’s largest cereal factory.

The 5th generation business, Duerr’s has been manufacturing jam and marmalade since 1881 and has been producing peanut butter since 1989. The business has recently been through a huge expansion programme to make it one of the biggest peanut butter manufacturers in Europe.

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Notes to Editors

¹Pricing is at the sole discretion of the retailer

²Kantar data to end March 2020 (52 weeks)

³52 w/e 13 Jun 20 SIG extended outlet Crunchy Nut cereal value sales

⁴IRI Total Market 12 week ending to 13th June 2020