

Media release

18 March 2011

Marketing success, by those who know

- **Pink Lady® awarded for marketing excellence in the fresh food sector**
- **Keynote address from Mark Price, managing director, Waitrose at The Chartered Institute of Marketing's (CIM) Food, Drink and Agriculture (FDA) Group President's Dinner and Awards**

Yesterday, the Pink Lady® apple brand was awarded industry recognition of its outstanding marketing practice at the annual CIM Food Drink and Agriculture Group President's Dinner and Excellence in Marketing Awards. Held at the House of Commons each year, the Award recognises the excellence in marketing of agricultural, food and drink products and was presented this year to Andy Macdonald, managing director, Coregeo, by keynote speaker Mark Price, managing director of Waitrose.

Guests at this year's CIM FDA President's Dinner, sponsored by **leading agri food consultancy company Promar International**, heard from Mark Price on Waitrose's marketing and business success through what has been the toughest economic period since the Second World War.

Judged on brand strength, longevity and innovation, Pink Lady® was chosen for its supply chain growth and development, success in multi channels and exemplary CSR and environmental record. John Giles, chair of the FDA Group commented:

"Pink Lady® is a brand that has seen incredible successes in the UK and international markets, and is the benchmark for brand strength and positioning in the primary agri food sector. With its fully international supply chain, and its expansion plans into the Chinese market, Pink Lady® shows the strength of its business model in commodity agriculture and food. This is further supported by its fantastic sales figures recorded at Waitrose – an accolade for Coregeo's marketing success for the brand.

"CIM is delighted to present this award to Pink Lady® as recognition for their achievement in this sector."

Price commented on Pink Lady®'s win: "No other apple variety has a level of recognition and customer awareness that comes close to Pink Lady® and this, our fourth best selling variety, is a great favourite with Waitrose shoppers. A recent Pink Lady® promotion, supported by Coregeo – the fresh produce brand marketing

specialist, broke all our previous records. We achieved 700% growth on Pink Lady® and sold almost a week's worth of stock every day for practically three weeks. Other varieties without the profile do not achieve these heights and it will always be an important apple for Waitrose."

Success, as Price sees it, starts with a sound business structure based on value and fairness. He gave a fascinating insight into Waitrose's unique employee ownership business structure that puts 'doing the right thing' at the heart of its trading policy. Established as a co-owned business for the happiness of those who work within it, Waitrose has thrived through the recent downturn, posting 9.8% growth in gross sales, 4.0% growth in like-for-like sales and an overall 3% rise in operating profit to year-end January 2011.

It is the long-term approach to business, and in the way that it treats all stages of the supply chain from suppliers to customers, which has ensured Waitrose retains its market-leading position. Fundamental to this is its marketing and CSR strategy that sees Waitrose always striving to be a good neighbour and good citizen, working with farmers that it knows and trusts, helping them nurture their businesses for the future. This way, Price concluded, the 'Waitrose Way' has built a trusted customer reputation and brand identity.

– Ends –

Notes to editor

The seventh annual CIM FDA Presidents Dinner and Excellence in Marketing Awards were held on 17 March at the House of Commons, with a keynote speech from Mark Price, managing director, Waitrose. The President's Dinner and Awards is generously sponsored by the leading agri food consultancy company, **Promar International** and is supported by English Farming and Food Partnerships (EFFP).

The Excellence in Marketing Award recognises the outstanding marketing of agricultural, food and drink products and was this year awarded to Coregeo on behalf of Pink Lady®.

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with members worldwide. First established in 1911 it defines the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by

providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer's lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation's bottom line and long-term future.

About The Food, Drink and Agricultural (FDA) Group:

The Food, Drink and Agricultural (FDA) Group is one of 12 Market Interest Groups (MIGs) of The Chartered Institute of Marketing and has 800 members from across the UK and international agri food and drink value chain.

About Pink Lady® apples

Pink Lady® is the leading apple brand with 8% share (by value) of UK apple sales and one of the most instantly recognizable fresh produce brands in our supermarkets. Positioned by Coregeo as a premium product with stringent quality control procedures to ensure a consistent eating experience, has allowed Pink Lady® to command a premium significantly above mainstream apple varieties (Cox, Gala, Granny Smith etc.). For more information visit www.pinkladyapples.co.uk

About Coregeo Ltd

Coregeo Ltd is the fresh produce brand marketing specialist. As the UK's master licensor for leading fresh produce brands Pink Lady® apples, Tenderstem® broccoli and Sundowner® apples, Coregeo has led the fresh produce industry in brand management and marketing. With over a decade's experience pioneering fresh produce brands, Coregeo specializes in intellectual property and brand management, trade and consumer marketing services and trade relationship management.

www.coregeo.co.uk

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