

Mrs Elswood puts 'some PUNCH in your lunch' with its first ATL TV campaign



The nation's #No.1 gherkin brand, and part of the Empire Bespoke Foods portfolio, is launching its **first** TV advertising campaign on 22nd January 2024, highlighting how a humble gherkin can supercharge lunches up and down the country.

Mrs Elswood's TV advertising campaign is designed to show families just how gherkins really can put 'some PUNCH in your lunch.' With one-in-six working people spending their lunch breaks at home, the campaign is set to inspire them to include gherkins to brighten up the lunchtime occasion.

Mrs Elswood has been pickling cucumbers for 75 years and, with more than a 20% value share of the total category, it is the nation's most loved gherkin brand.

The six-figure creative campaign kicks off across TV and paid digital, including ITV Good Morning Britain on 22nd January 2024. It will be supported by social media through Mrs Elswood's presence on Instagram and Facebook.

The TV campaign sees people at home preparing their lunch, whether a sandwich, a salad or a burger with the hero ingredient front and centre - Mrs Elswood gherkins. Each person takes a bite and is literally 'hit' by the 'whole mouth feeling' only a gherkin can deliver. The campaign's irreverent visual style and energetic voiceover demonstrate how Mrs Elswood gherkins liven up anything with which they are paired.

It is the brainchild of London-based creative agency Kitchen, in close partnership with independent media experts JAA.

Matthew Moyes, Marketing Controller, Mrs Elswood, said: "Several things have aligned in recent years that suggest the humble gherkin is poised for strong growth. Increased home working has millions peering into their fridges at midday wondering how to liven up their lunches.

"The health mega trend sees vegetable snacking well placed. With 6.8 billion sandwich occasions in the UK each year and only 0.4% of those containing a gherkin – there is clearly massive space for category growth.

"Through our campaign, we want to bring the personality and fun of Mrs Elswood to life and remind shoppers just what the humble gherkin can do to a sandwich, a salad or a burger."

Ed Chilcott, Founding Partner, Kitchen, said: "The lunchtime occasion is so ownable for Mrs Elswood - if you haven't tried a gherkin in a salad or sandwich, you haven't lived!

"We've enjoyed every minute working on this campaign. A wonderfully quirky product and an equally adventurous client."

Mark Thompson, Director of TRKR, commented: "By truly understanding the pickle shopper, we were able to help the team identify opportunities to grow the category and the Mrs Elswood brand. From profiling who they are, to their motivations and attitudes to buying into the category."

-ENDS-

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Notes to editors:

About Empire Bespoke Foods

Empire Bespoke Foods is a leading UK importer and distributor of speciality foods for the retail, wholesale, and foodservice sectors. It is passionate about distributing specialist food products with authenticity and provenance from around the world.

A partner of choice for many prestigious food brands, it offers an unparalleled selection of products including traditional French lemonades, barbecue essentials and

confectionery from the US, authentic Thai food, genuine German gingerbread, as well as the UK's Number 1 pickled cucumber brand, Mrs Elswood.

For more information on Empire Bespoke Foods, visit empirebespokefoods.com

About Mrs Elswood

Mrs Elswood is the nation's number one gherkin brand. It celebrated its 75th birthday with a refresh of its packaging including a glow-up of the iconic Mrs Elswood character in 2022. As pickling and preservation specialists, Mrs Elswood is leveraging its expertise into modern preserved vegetable mixes such as Crunchy Vegetables and Kimchi. For more information on Mrs Elswood, visit mrselswood.com

About Kitchen:

Kitchen is a fully independent creative agency founded by Tim Clyde and Ed Chilcott with a focus on making Inside Out Ideas. With their proprietary brand culture and personality testing process, KultureLab at the heart of all they do, Kitchen is a firm believer in ideas that are founded on a company's true culture and people from the inside, have more impact and longevity in the outside world. They use this methodology for all the brands they work with which include Riviera Travel, Fairline Yachts, SodaStream, Switzerland Tourism, Fyffes, and McDonald's.

TRKR Insight Analysts

Launched in 2016, TRKR is an Edinburgh-based agency, helping food & drink manufacturers to grow by understanding who and why people buy their brands and categories. From developing new early-stage product ideas with a collaborative lean-agile innovation process, to large scale proposition concept testing, TRKR helps suppliers to ensure that their commercial decisions are consumer-led. TRKR also supports suppliers by gathering robust insight on their existing brands and categories, combining this with their expertise in using market data to help suppliers create commercial stories to win and protect space on supermarket shelves.

www.trkr.co.uk