



## Ethical

## Addressing the important issues

Fairtrade is one of the fastest-growing sectors in the hot beverages category.

According to the Fairtrade Foundation, sales of Fairtrade-certified products reached an estimated retail value of £290m in 2006 – an increase of 46% over the past year. Retail and catering sales for coffee have increased by 39% and tea by 50%.

"It's fast-growing because it addresses important issues, and consumers are becoming more aware of problems for people in developing countries," says Percol's Brian Chapman.

"Consumers are also aware that Fairtrade doesn't mean inferior quality products."

Fairtrade is no longer a

niche sector and is becoming more mainstream, with big players such as Unilever now involved. Unilever, the producer of PG Tips, has announced it will purchase all its tea from sustainable, ethical sources. It has asked the Rainforest Alliance to audit its tea suppliers.

"The dramatic rise of ethical coffee and tea was led by smaller companies, but now some of the mainstream brands are weaving sustainability into the fabric of their business," says Chris Wille, head of sustainable agriculture at the Rainforest Alliance. "Popular brands such as those in the Kraft family and Lavazza are buying coffee and tea from farms certified by the Rainforest Alliance."

Cafédirect is the UK's largest Fairtrade hot drinks company, with a 35% share of UK Fairtrade tea and

coffee sales, according to the Fairtrade Foundation. Earlier this year it carried out a major rebranding exercise. This coincided with the launch of Cafédirect Intense and Special Selection in the freeze-dried range, as well as the relaunch of Classic Blend (formerly Cafédirect 5065) with a new look and taste.

"We decided to align all the products to the parent brand," says Sylvie Barr, head of marketing, Cafédirect. "Under our new look, users will see Cafédirect as a beacon brand for Fairtrade."

She feels more education is needed so that consumers make an informed choice "and are not paralysed by the array of ethical labels on the shelves".

"We would like to see brands given the chance to flag up their message at point of purchase via leaflets or other point of sale material," she says. "There is a danger of consumer confusion if we don't do more."

Cafédirect is working closely with retailers on exclusive lines – for example, in November it will be producing Cloud Forest, currently available in whole bean only, in a roast and ground product, exclusively for Sainsbury's.

Retailers are also active in the Fairtrade sector. Sainsbury's recently announced its Fair Development Fund, which will be used to support Fairtrade initiatives to

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## Trends &amp; Developments



Artisan coffee company Union Coffee Roasters relaunched itself in April this year with a new name: Union Hand-Roasted.

The rebranding aimed to focus on the company's expertise in producing artisan hand-roasted coffee. Updated packaging based on the term 'union' symbolises its relationship with farmers and consumers. The Union Hand-Roasted selection of 13 SKUs comes in 227g bags, ready-ground for filters and cafetières (rsp: £2.99).

The Duchy Originals range of teas has been extended with the arrival of eight black, green, herbal and speciality teas, created especially for the company by Only Natural Products. The range now includes Lemon Verbena, Nettle, Earl Grey (bags and loose leaf), English Breakfast, Darjeeling, Green Tea, Green Tea Lemon and Green Tea Jasmine, as well as a specially designed tea caddy containing 50 bags of English Breakfast tea.

Fairtrade company Percol gave its single origin instant coffees a new look in April to match its ground range. The colour-coded lids and designs relate to the country of source.



An energy drink endorsed by kung fu star Jackie Chan headed to the UK in May this year.

Birkenhead-based Interesting Imports, which specialises in premium food and cosmetics, is marketing a trio of green tea extract beverages in the UK and Ireland and has the licence to use images of the martial arts maestro. The range – Intragreen, XGT Energy and Xtragreen – was fully launched this summer. It was developed by Teatech, a Nevada corporation owned by Xel Herbaceuticals, which specialises in the development and marketing of green teas based on its extraction method.

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## \* CAMPAIGN TRAIL

## NESCAFÉ HALF CAFF

BUDGET: £2M  
MANUFACTURER: NESCAFÉ

Nescafé Half Caff returned to TV in April as part of a £2m push to drive awareness among consumers looking to reduce their caffeine intake. The ad focused on the proposition that Nescafé Half Caff has the "rich, full-bodied taste" of regular Nescafé but contains only half the caffeine. The campaign was backed by radio sponsorship with Magic and Wave FM.



Half Caff is exclusive to Nescafé in the UK.

## TYPHOO

BUDGET: £2.2M  
MANUFACTURER: APEEJAY SURRENDRA GROUP

The importance of a quality cuppa was the theme of a £2.2m burst of TV advertising from Typhoo. The ads, which hit screens in July, highlighted Typhoo's updated look and reinforced the brand's traditional principles of quality, freshness and expertise, from plantation to cup. Filmed on an Indian tea estate, the ads showed how Typhoo ensured care was involved at every stage.



## CIOCCHINO

BUDGET: UNKNOWN  
MANUFACTURER: KEYLINK

Sipping chocolate brand Ciocchino aims to revolutionise the hot chocolate market this autumn with a sensorial marketing campaign aimed at introducing chocolate lovers to the category. Sampling activity, which will take place in London and at media events, aims to encourage consumers to 'Pause for Pleasure' while enjoying a Ciocchino.

