

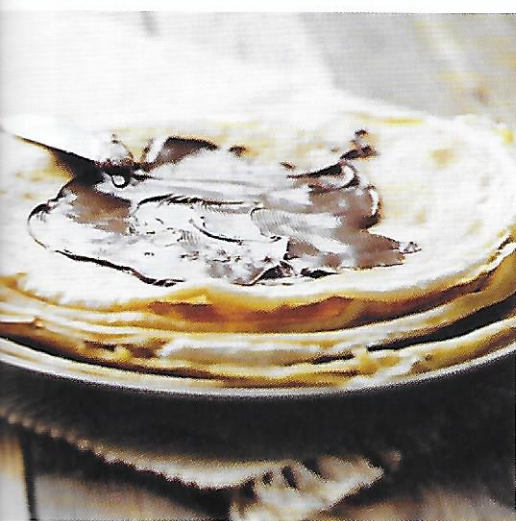
# SPREADABLE CREAMS



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by **Cristiana Bonzi**



## Italy goes spreadable

The cocoa and hazelnut creams offered by Italian producers are in continual growth with the segment becoming more fragmented and geared towards a more premium selection that is in step with the market's macro-trends. The main growth drivers include various characteristics which include high hazelnut or pistachio content and high-quality cacao varieties. **Often whole hazelnuts are used instead of hazelnut paste, olive oil is preferred in substitution of fewer nobile fats, and a**

**more, overall natural recipe is created that is in line with a clean label.** The options range from ingredients such as hazelnuts from Piemonte PGI to healthier recipes which are palm oil and lactose-free or perhaps with low sugar content or even plant-based. In the YTD which ended December 29, 2019, Nielsen data indicated a +9% sell-out increase for the Italian retail market including discount chains for over 403 million euro. The options available among the spreadable cream varieties grew by +9.7 compared to the previous year (source: Iri YTD 2019) due to new players entering the market. One of these new varieties was **Barilla's Crema Pandi Stelle** which entered the market in January 2019 with an outstanding performance leading the company to become the second player after Ferrero within the spreadable cream category (source: Iri). They have reached a 7% market share value equal to 280 million euros. In January 2020, Barilla launched a new 480g family-size pack for this product which is placed alongside the original 330g pack to reinforce product awareness.

	Achillea	Coppola Foods
Product	Hazelnut cream	"Fabalous" Organic Chickpea - Chocolate spread with Hazelnuts
		
Characteristics	Gluten-free, lactose-free, no palm oil, vegan and organic. With 45% hazelnuts that are exclusive of the Piemonte PGI variety. Aside from its traditional use as a spread for bread and biscuits, it can also be used in sweets.	The first organic chocolate spread with chickpeas as the main ingredient (32%). As a result, it contains 11% protein which is 81% more protein and 57% less sugar than in a regular jar of chocolate spread. The spread also has no palm oil, dairy or soy and is vegan and plant-based, which makes it perfect for high protein and low-sugar diets. It can be spread on pancakes, toast or spooned straight out of the jar. It is obtained through a proprietary production process with a pending patent.

Source: these charts refer to some products of this category that have been launched abroad by Italian companies in the last 18 months

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► **High hazelnut or pistachio content and high quality cacao drive growth**

## Trends

- ➔ The Italian companies who have opted for **CLEAN LABELS** and premium products to provide added value to the category are choosing to use products such as cocoa from sustainable supply chains, Piemonte PGI hazelnuts and even chickpeas.
- ➔ **FREE FROM** (lactose, gluten and palm oil)
- ➔ Organic and **PLANT BASED**
- ➔ **LOW SUGAR** and **LOW FAT** (more olive oil and natural sweeteners)

➤ **More healthy ingredients and recipes have been recently launched**

## ● PACKAGING

### ③ More eco-packs to respect the environment

The packaging needs to be able to maintain and protect the product's original characteristics as long as possible while respecting the environment and above all, needs to reduce the amount of plastic used. Glass, FSC paper and aluminium are the materials that best preserve products and are 100% recyclable.



Nutkao's quality-control lab

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The Italian wide assortment at Coop Italia

	Nutkao Group	Valsoia
Product	Nutkao Organic	La Crema
		
Characteristics	It is produced exclusively with raw materials from organic suppliers who are controlled, certified and whose cultivation methods are 100% all-natural and pollution-free. Environmentally sustainable: 16% organic hazelnuts, sunflower seed oil and organic cacao butter (high quality organoleptic).	Hazelnut cream with low-fat cocoa powder, lactose-free, no palm oil and vegan. Carried by the following retailers: Finland (Kesko, Sok); Germany (Edeka, Rewe, Real, Kaufland); Norway (Norgesgruppen, Coop); Sweden (Ica, Axfood); Portugal (Sonae, Intermarché, Leclerc, El Cortes Inglés, Jumbo-Auchan); United Kingdom (Ocado); Slovenia (Mercator, Leclerc, Spar); Spain (El Cortes Inglés, Carrefour, Eroski).

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