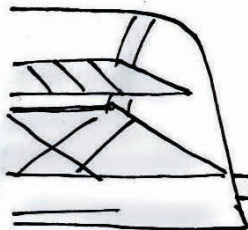
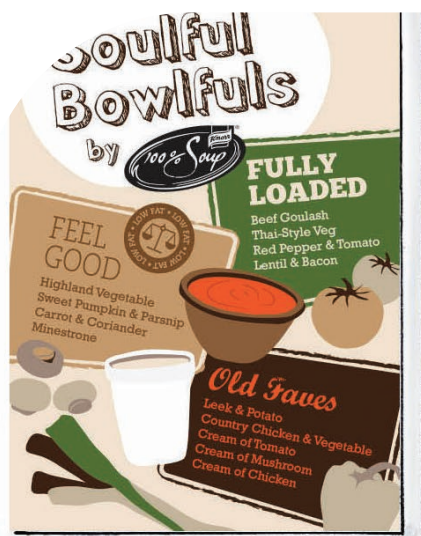


your
GUESTS



Front of
house
catalogue
UK



Inspiration every day

April 2013



Who we are

Unilever Food Solutions helps chefs all over the world serve tasty, wholesome meals that keep guests coming back for more. We create ingredients that save precious preparation time in the kitchen, without compromising on flavour or flair. We constantly provide ideas and inspiration that keep your menus fresh and exciting.

We understand your guests and we use this knowledge to help chefs and caterers keep up with people's changing tastes. With our team of highly skilled chefs and nutritionists, we help our customers find the right balance of great tasting and nutritious food served up to the same consistently high standards.



Helping you to sell more

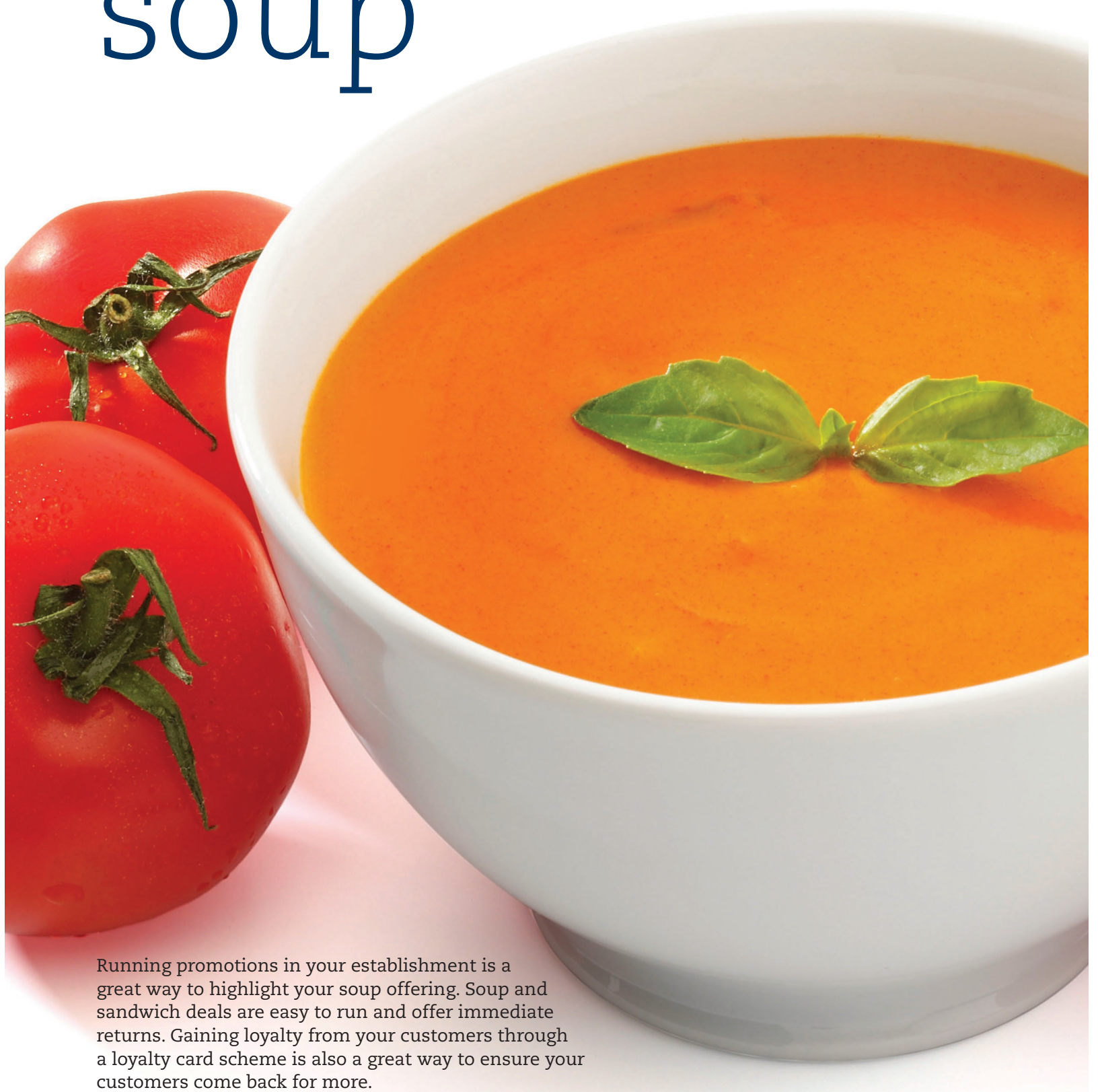
63% of consumers expect good quality establishments to serve branded condiments.*

We have developed a fantastic range of merchandising and POS materials to help you to sell more effectively. On the following pages you'll find details of what's available and how promoting the brands you serve front of house will benefit you and your business.

*Source: TNS Ncompass Omnibus Dressings survey January 2010. N = 588.










Promote soup









Running promotions in your establishment is a great way to highlight your soup offering. Soup and sandwich deals are easy to run and offer immediate returns. Gaining loyalty from your customers through a loyalty card scheme is also a great way to ensure your customers come back for more.







We have developed some fantastic point of sale material which will appeal to your customers and help you promote your soup offering.

Item	Details
 <p data-bbox="150 921 305 990">Complete POS Kit</p>	<div data-bbox="445 301 765 529">  </div> <p data-bbox="850 329 1357 500"> <i>Soup served here poster</i> Use these generic posters to promote your Knorr 100% Soup offer. Prompts customers to ask for today's special. Size: A3 </p> <div data-bbox="474 583 736 872">  </div> <p data-bbox="850 637 1366 809"> <i>Today's soup is... poster</i> Variant-specific posters to display when you offer a 'Soup of the Day'. Pack of twelve posters, one for each variety. Size: A3 </p> <div data-bbox="500 907 741 1265">  </div> <p data-bbox="850 1034 1361 1136"> <i>Tent card</i> To display on tables and counters. Prompts customers to ask for today's special. </p> <div data-bbox="445 1284 792 1601">  </div> <p data-bbox="850 1390 1397 1491"> <i>Loyalty card</i> Encourage repeat purchase with loyalty cards. Buy five soups to get sixth free. </p> <p data-bbox="850 1573 1086 1601">Code: K100SPOSKIT</p>
 <p data-bbox="150 1803 397 1841">10 Ways Guides</p>	<div data-bbox="491 1658 765 2001">  </div> <p data-bbox="850 1742 1499 1843"> 10 ways with Knorr 100% Mushroom Soup and Tomato Soup. Be inspired to do more with your soup offer! Size: A5 Code: Tomato: 10WTB Mushroom: 10WMB </p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 <p>Soulful Bowlfuls Mini Eco Banner</p>	 <p>An eye-catching banner for display on counters, showcasing the entire Knorr 100% Soup range.</p> <p>Size: A3</p> <p>Code: SA3MEBUK</p>
 <p>Soulful Bowlfuls Flip Chart</p>	 <p>Use this flip chart on your counter to display the soup available today.</p> <p>Size: A5</p> <p>Code: SPOSA5FCU</p>
 <p>Soulful Bowlfuls Poster</p>	 <p>Poster available in 2 sizes, showcasing the whole range.</p> <p>Size: A2/A3</p> <p>Code: A2: SPOSA2PUK A3: SPOSA3PUK</p>

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www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 Single Chamber Soup Kettle	 <p>Use this branded soup kettle front of house in self-serve environments. Code: BSOUPK</p> <p>Available on a minimum order of 10 cases of Knorr 100% Soup</p>
 Soup2Go POS Kit	 <p>Perfect for takeaway options, Soup2Go point of sale including posters, window sticker, wobblers and showboard. Code: S2GOKIT</p>
 Flora Portion Display Unit	 <p>Give your customers the choice of a healthier* spread by displaying Flora Portions in this branded dispenser. Code: FLOFOH</p> <p><small>*Flora Original is 80% lower in saturated fat than butter. Reducing consumption of saturated fat contributes to the maintenance of normal blood cholesterol levels.</small></p>



FREE Single soup chamber kettle when you buy 10 cases of Knorr 100% Soup



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Sell more salads



Great salads can make up to 15% more gross profit than regular menu favourites.* What's more, when brands like Hellmann's are placed front of house they can command a premium price.**

So make sure you're making the most of the brands you serve by using our eye-catching point of sale and merchandise for Hellmann's Vinaigrettes.

Did you know?

50% of consumers buy salads OOH at least once a month.***








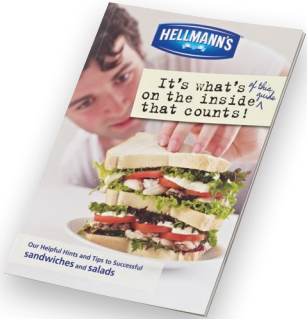

77% of consumers rate 'freshness' as the number one criteria they look for in salad, followed by 'variety' second with 57%.***

*Source: Figures taken from a case study conducted with Salad Obsessions in 2006.**Source: NPD Project Every Place (Hellmann's Mayo Research, Jan 2012).

***Source: TNS Ncompass Omnibus Dressings Survey, January 2010.

Item	Details
 2oz Pots with Lids & Stickers	 <p>Individual branded pots for single servings of vinaigrette.</p> <p>Size: 2oz</p> <p>Code: 2OZPPX</p> <p><i>Each pack contains 50 pots, 10 of each label</i></p>
 250ml Glass Bottle	 <p>Premium glass bottle with easy-pourer for displaying vinaigrette.</p> <p>Size: 250ml</p> <p>Code: (Bottle) OOGB250 (Pourer) BPOUR</p> <p><i>Order items separately</i></p>
 Plastic Collar	 <p>Branded plastic collars to be used on vinaigrette bottles.</p> <p>Size: 500ml</p> <p>Code: (Bottle) HVST (Collar) HVBC</p>
 500ml Plastic Bottle with Pourer and Variety Labels	 <p>Branded bottle with easy-pourer and stickers for displaying vinaigrette on salad bar counters.</p> <p>Size: 500ml</p> <p>Code: PB500MLX</p>
 Front of House Stand	 <p>Clear plastic stand for displaying up to three varieties of Hellmann's Vinaigrettes on your salad bar.</p> <p>Code: HVHOLD</p> <p><i>Does not include product</i></p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 Recipe Folder	 <p>Make great tasting salads with these fantastic recipes using Hellmann's Vinaigrettes.</p> <p>Code: HA5RFCLM</p>
 Table Menu Variety Signs	 <p>Promote Hellmann's Vinaigrette flavours and show customers how to dispense themselves.</p> <p>Codes:</p> <ul style="list-style-type: none"> (Basil) HVVSB (Raspberry) HVVSR (Citrus) HVVSC (Balsamic) HVVSBAL (Sesame Soy) HVVSSS
 Table Menu Holder	 <p>Display the Hellmann's Vinaigrette variety signs in these holders for maximum impact.</p> <p>Code: TMHS</p>
 Hellmann's Sandwich & Salad Guide	 <p>An indispensable guide with helpful hints and tips for creating successful sandwiches and salads.</p> <p>Size: A5</p> <p>Code: HSSA5GB</p>
 Best Dressed for Winter Guide	<p>IMAGE NOT AVAILABLE</p> <p>A guide to making the most of Hellmann's Vinaigrettes in the Winter Season.</p> <p>Code: VINBDWS10</p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Why sandwiches matter



More than half of consumers (54%) order sandwiches away from home for lunch at least once a week.* Top brands add credibility in the eyes of the consumer leading them to trust you more.**

Hellmann's Mayonnaise is perfect for your sandwiches – 66% of consumers say they prefer Hellmann's in their favourite food when eating out of home and 73% cited taste as the number 1 reason.*** 39% are prepared to pay a premium.***

*Source: Technomic UK Sandwich Consumer Trend Report, January 2012.

**Source: Caterer & Hotelkeeper 'A question of trust', November 2012.

***Source: NPD, Everyplace research Jan 2012, n=587.

Item	Details	
 Squeezy Bottle		<p>Display your Hellmann's Mayonnaise front of house in this branded squeezy bottle for ease of use.</p> <p>Code: HSB2</p>
 Made with Free Range Eggs Sticker		<p>Use these stickers on items containing Hellmann's Mayonnaise to highlight that only free range eggs are used.</p> <p>Code: HS (Roll of 100)</p>
 Made with Hellmann's Light Sticker		<p>To indicate that items are made with Hellmann's Light Mayonnaise.</p> <p>Code: HLMS250 (Roll of 250)</p>
Made with Hellmann's Real Sticker	<p>IMAGE NOT AVAILABLE</p>	<p>Highlight that your items are made with Hellmann's Real Mayonnaise with these stickers.</p> <p>Code: HS250 (Roll of 100)</p>
 Lunch Carrier Bag		<p>For takeaway sandwiches and salads that contain Hellmann's Mayonnaise.</p> <p>Code: SHBAG</p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 Barker	 <p>Display these front of house cards on your toast counter to give your customers the choice between butter and a healthier* alternative spread.</p> <p>Code: FFOH</p> <p><small>*Flora Original is 80% lower in saturated fat than butter. Reducing consumption of saturated fat contributes to the maintenance of normal blood cholesterol levels.</small></p>
 Sticker	 <p>Use these stickers on products made with Flora Buttery.</p> <p>Code: FS250 (Roll of 250)</p>
 Flora Portion Display Unit	 <p>Give your customers the choice of a healthier* spread by displaying Flora Portions in this branded dispenser.</p> <p>Code: FLOFOH</p> <p><small>*Flora Original is 80% lower in saturated fat than butter. Reducing consumption of saturated fat contributes to the maintenance of normal blood cholesterol levels.</small></p>
 Made with Marmite Sticker	 <p>Use these stickers on your products to tell customers that they contain Marmite.</p> <p>Code: MS250 (Roll of 100)</p>
 Tent Card	 <p>Place this playful tent card on counters to get your customers talking about Marmite and whether they love it or hate it!</p> <p>Size: A5 Code: MTTC</p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Offer the right condiments







Colman's is a trusted and locally sourced brand which you should promote front of house wherever possible. Colman's Mustard contains locally sourced mustard seed (minimum of 51%)* and our research shows that over half of consumers would like to see locally sourced products on menus.**

So when it comes to showing your guests that you use trusted and locally sourced brands, Colman's is the obvious choice.

*Source: English Mustard Vol, IRI May 2012.

**Source: Unilever World Menu Report 2011.

Item	Details	
 Apron		<p>A Colman's branded apron shows that quality branded condiments are used in your establishment.</p> <p>Code: CAPRON</p>
 Oven Cloth		<p>Oven cloths which can be used as props front of house, as well as being useful back of house.</p> <p>Code: CMIT</p>
 Tent Card		<p>Use on counters to tell your customers that you serve Colman's Mustards and Condiments.</p> <p>Code: CMCTC</p>
 Branded Bowl		<p>Reinforce the Colman's brand front of house with these bowls.</p> <p>Code: CBOWL</p> <p>Available on a minimum order of 1 case of Colman's Condiments</p>
 Sticker	<p>IMAGE NOT AVAILABLE</p>	<p>Use these stickers on your products to tell customers that they contain Colman's.</p> <p>Code: CS (Roll of 100)</p>



FREE Branded Bowls
when you buy
1 case of Colman's Condiments



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A photograph of three glass cups filled with tea, arranged in a diagonal line from the top left to the bottom right. The cups are clear glass with handles, and the tea inside has a warm, golden-brown hue. The background is a soft, out-of-focus white.

Make more of tea

Don't underestimate the power of our tea brands and the customer pull they have when you enhance their visibility front of house. By serving PG tips and Lipton, your business can benefit from our established reputation for quality and consistency in all our products.

By using the ethical message in your front of house communication, you'll be able to show your customers you're doing your bit. 48% of consumers think it's important to know that PG tips supports and promotes the work of the Rainforest Alliance.*

*Source: Cambridge Direction PG2Go Consumer Study Apr 12, n=320 all who have drunk tea OOH at least once in the last month

Item	Details
	<div data-bbox="508 301 833 966">  </div> <p data-bbox="855 437 1405 503">Tell your customers how buying PG tips helps to make a difference to people living in Kenya.</p> <p data-bbox="855 550 1296 576">POS Kit: 2 x A4 Posters, 2 x Show Boards</p> <p data-bbox="855 588 1052 613">Code: PGEUKKIT</p> <p data-bbox="855 665 975 691">Eco Banner</p> <p data-bbox="855 703 1038 729">Code: PGEECOS</p> <p data-bbox="855 780 1380 806">Loyalty Kit: 250 x Loyalty Cards, 20 x Tent Cards</p> <p data-bbox="855 818 1081 844">Code: PGEUKLCKIT</p>
	<div data-bbox="497 1065 821 1778">  </div> <p data-bbox="855 1241 1308 1267">Highlights the benefits of drinking tea.</p> <p data-bbox="855 1319 1294 1345">POS Kit: 2 x A4 Posters, 2 x Show Boards</p> <p data-bbox="855 1357 1094 1382">Code: PGHWBUKKIT</p> <p data-bbox="855 1434 975 1460">Eco Banner</p> <p data-bbox="855 1472 1041 1498">Code: PGHECOS</p> <p data-bbox="855 1549 1378 1575">Loyalty Kit: 250 x Loyalty Cards, 20 x Tent Cards</p> <p data-bbox="855 1587 1094 1613">Code: PGHWBUKKIT</p>





To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 String and Tag Stand	 <p>A display stand for PG tips String & Tag Tea Bags. Code: LPGASSCO</p> <p>Available on a minimum order of 3 cases of PG tips String & Tag Tea Bags</p>
 Tea Bag Dispenser	 <p>A branded PG tips tea bag dispenser for your counter. Code: PGTBD2</p> <p>Available on a minimum order of 4 cases of PG tips Tea Bags (1150s)</p>
 Strut Card	 <p>Display this strut card on counters to tell customers that you serve the nation's favourite tea* to go. Code: PGTGOSC</p> <p><small>*Source: SIG Value Sales Normal Tea 52 w/e 29 Sept 12.</small></p>
 Tray	 <p>A merchandising tray for PG2GO cups, lids and sleeves in self-serve environments. Code: PG2GTRAYL</p>

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www.unileverfoodsolutions.co.uk/merchandising

Item	Details
 <p>PG tips 100s and Lipton 2 Tier Stand</p>	 <p>Display stand for 2 boxes of Lipton tea and PG tips One Cup 100s teabags. Code: LPG2TSCO</p> <p>Available on a minimum order of 3 cases of Lipton/PG tips Tea Bags</p>
 <p>Wooden Conference Box</p>	 <p>Display up to 12 varieties of Lipton tea sachets in this premium wooden conference box. Code: LIPBOX6</p> <p>Available on a minimum order of 6 cases of Lipton Tea</p>

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Item	Details
 <p>Choice</p>	 <p>Highlights the different moods Lipton teas can evoke.</p> <p>POS Kit: 10 x A4 Posters, 2 x Show Boards Code: LIPCUKKIT</p> <p>Eco Banner Code: LCECOS</p> <p>Loyalty Kit: 250 x Loyalty Cards, 20 x Tent Cards Code: LCUKLCKIT</p>
 <p>Ethical</p>	 <p>Display important ethical and sustainability messages.</p> <p>POS Kit: 2 x A4 Posters, 2 x Show Boards Code: LIPEUKKIT</p> <p>Eco Banner Code: LIPEECOS</p> <p>Loyalty Kit: 250 x Loyalty Cards, 20 x Tent Cards Code: LIPEUKLCKIT</p>

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Item	Details
 4 Box Stand	 <p>Display up to 4 varieties of Lipton boxed tea with this stand.</p> <p>Code: LIP4STAND</p> <p>Available on a minimum order of 4 cases of Lipton Tea</p>
 6 Box Stand	 <p>Lipton display stand for 6 variants.</p> <p>Code: LIP6STAND</p> <p>Available on a minimum order of 6 cases of Lipton Tea</p>
 10 Box Stand	 <p>Lipton display stand for 10 variants.</p> <p>Code: LIP10STAND</p> <p>Available on a minimum order of 10 cases of Lipton Tea</p>

To order your merchandise visit
www.unileverfoodsolutions.co.uk/merchandising



FREE PG tips Tea Bag Dispenser when you buy 4 cases of PG tips Tea Bags (1150s)



FREE PG tips String & Tag Stand when you buy 3 cases of PG tips String & Tag Tea Bags



FREE PG tips 100s and Lipton 2 Tier Stand when you buy 3 cases of Lipton/PG tips String & Tag Tea Bags



To order your merchandise visit
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FREE Lipton 4 Stand
when you buy 4
cases of Lipton Tea



FREE Lipton 6 Stand
when you buy 6
cases of Lipton Tea



FREE Lipton 10 Stand
when you buy 10
cases of Lipton Tea



FREE Lipton Wooden
Conference Box
when you buy 6
cases of Lipton Tea



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Unilever Food Solutions
Unilever House
Springfield Drive
Leatherhead
KT22 7GR
0800 783 3728 (Option 1)
www.unileverfoodsolutions.co.uk

