

**Project Title**

A Smooth Operation

**Category**

Redesign of packaging

**Sub Category**

Branded Food

**Client Company**

Katie's Proper Pâté

**Design Agency**

Like A River Brand Agency

**Date**

May 2011

# katie's proper pâté

**“The new packaging opened the doors to getting my Proper Pâté listed.”**

Katie Murray, Proprietor, Katie's Proper Pâté



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**Executive Summary**

Katie's Proper Pâté (KPP) grew up in the pots and pans of Katie's mum's kitchen - born from her desire to make the tastiest Pâté ever. But when retailers wouldn't spread it across their shelves, Katie knew it was time to make a 'proper' job of things.

Katie didn't want to take over the world, just to be stocked by the best individual outlets locally, in the knowledge that others would want to share success as well.

There wasn't a 'proper' budget for the task, but we had to start somewhere. We knew the pack needed instant impact, yet be true to Katie's principles. And this is where our design has achieved so far:

**The Results: 09-10-11** (Year ends)

	2009	2010	2011	% Increase 2009
Sales £000,s	14	46	65	<b>+364%</b>

- 200% sales increase 2010 vs 2009.
  - 41% sales increase 2011 vs 2010.
- Turnover: 2009 = £14,000; 2010 = £46,000; 2011 = £65,000.

	2009	2010	2011	% Increase 2009
Profit £000,s	3.5	11.5	33	<b>+840%</b>

- Over £40,000 worth of additional profit generated in 24 months.
- Profit: 2009 = £3,500; 2010 = £11,500; 2011 = £33,000.

	2009	2010	2011	% Increase 2009
Stockists	7	30	47	<b>+570%</b>

- All 23 retailers added in 2010, retained.
- A further 17 stockists added in 2011.

ROI vs. branding investment	<b>1500%</b>
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- Post re brand profit generated = £44,500.
- Re brand cost = £1,200 design + £1,100 packaging materials.

**Nothing succeeds like success**

- Katie's Proper Pate is advancing south and east.
- Being listed or trialed is now much easier.
- 20 more stockists should sign up this year.
- The original KPP "smoothiest, tastiest Pâté - just like mum's" is now also available frozen due to popular demand.

**And it's provided a future design building block for a Katie's Proper... brand.**

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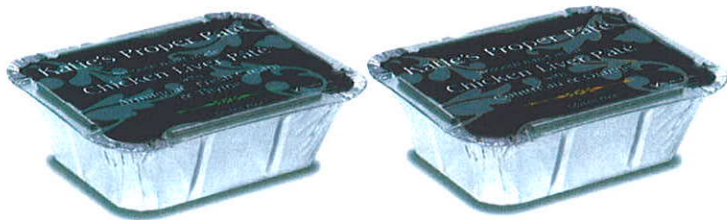
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## Project Overview

**The original packaging was criticised by store owners for looking “like a takeaway”, and was a barrier to Katie getting her Proper Pâté listed.**



These are just two of the comments Katie picked up about the old packaging.

**I love the Pâté, but not the packaging. Sort the packaging out and we'll stock it.**

Claire Jones -  
Hawarden Estate  
Farm Shop

**It wouldn't really fit in here. If it had a brighter pack image, a fresher look, we'd see if it sells.**

Laura Splain -  
Zest Fine Food

### The Brief

- Deliver new packaging that reflected the TRUE integrity of the product.

### The objectives

- Get KPP into named retailers such as 'Zest' and 'Hollies' as a catalyst for bigger and better things.
- Substantially increase product sales at a rate and volume achievable within current production facilities.

### Description (With help of Katie's words)

"When I couldn't buy a Pâté that tasted as good as my mum's I decided to create one myself... The result is truly a labour of love - a smooth, utterly delicious handmade Pâté freshly made in open pans every week by me and my mum Christine. It really only needs some fresh crusty bread and a nice glass of red!"

**Perfect Pâté needs the packaging to match. Simple, true, trustworthy and beautifully put together!**

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## Market overview

The fresh Pâté market is demanding. Out of date product is taken off shelf, and with 'sale or return' the norm, we needed those sales to happen.

- An estimated 300,000 kgs of Pâté are sold in the NW and Cheshire region each year.
- At retail prices, that's around £15 million per annum.
- BUT less than 10% of this is TRUE fresh, PRESERVATIVE free and FREE range. Even less (3-5%) is GLUTEN free.
- There's potential to trade consumers up from an 'ordinary' Pâté to one that's free range, preservative and gluten free.
- And we've identified 120 'proper' (target) retailers in our region that we'd like to help us do so.

## Packaging relaunched

April 2010

## Size of design budget

£1,200

With no other marketing support

**Our only chance to  
sell was simply to stand  
out in the chiller.**



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## The design solution

We created a simple, fresh piece of packaging that promised something really 'tasty'. Nothing flash. Nothing false. It had to reflect Katie. (And of course, her mum had to like it too!)

We wanted to keep the honesty of Katie's Proper Pâté. Retain that original 'home kitchen' feel, but also add a modern twist.

**So it had to look like  
the real, home style  
food it was, but with  
a vital difference.  
Reassuringly  
traditional - yet equally  
of today.**

We used checker cloth to give us a distinct graphic back cloth, the black and white providing an eye catching contrast. Use of matt black helped to create a 'premium' feel and allowed the product name to stand out.

Finally, we added the flavour cue - Orange or Thyme - along with an accent colour.

Throughout, the design and tone of voice were kept simple in order to emphasise the 'GOODNESS' and no additives.

It provided us with a genuine chance to stand out and sell.



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**Growth against the trend**

Compared to the overall deli-market which showed sales up just 10% over the last two years, Katie's Proper Pâté grew by more than 1000% over the same period.



Even against a backdrop of rising costs, KPP still managed growth beyond expectations.

**Summary of results**

**As no other marketing was undertaken, this gain is directly attributable to the redesigned packaging.**

	2009	2010	2011	% Increase 2009
Sales £000,s	14	46	65	<b>+364%</b>
Profit £000,s	3.5	11.5	33	<b>+840%</b>
Profit per pack	88p	£1.02	£1.95	<b>+122%</b>
Stockists	7	30	47	<b>+570%</b>
<b>R.O.I.</b>				<b>+1500%</b>

- Shop Deli sales alone 2009-11 up by over 1000%.
- As more target retailers sign up, growth has been exceptional.
- 40 new stockists already with more to come.
- With increasing sales per outlet, spreading the word is easy.
- Lower cost larger batch-size production has offset raw material increases and increased profitability.

Thanks to the increase in demand generated by the new packaging, the sell-in price has risen by 14%, and the RRP has moved from £3.50 to £4.50 per pack.

**Increased business energy = wider horizons**

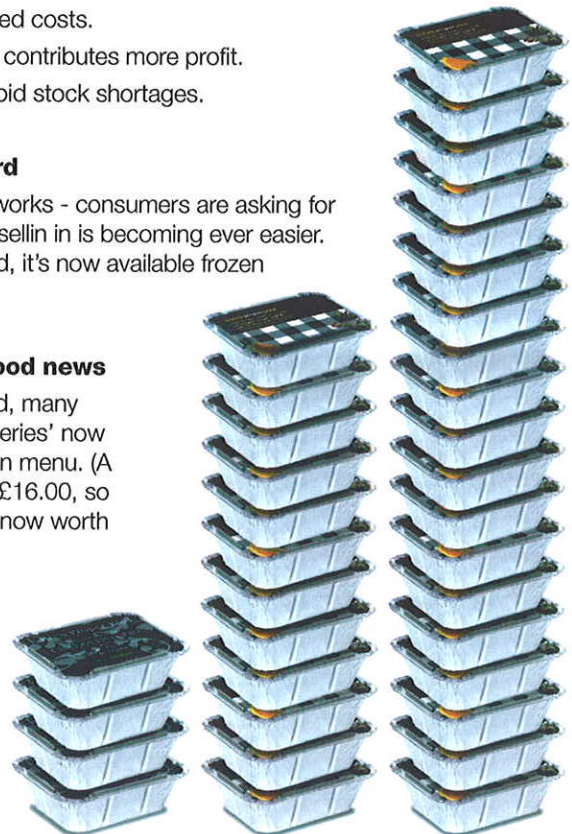
- Success provided a new impetus for Katie and her business, provoking thought about the opportunities to introduce additional 'Katie's proper' products.
- Higher sales, controlled costs.
- Every pack sold now contributes more profit.
- Batches frozen to avoid stock shortages.

**More shops on board**

• The new packaging works - consumers are asking for "Katie's" by name and sell-in is becoming ever easier. And by popular demand, it's now available frozen as well

**And there's more good news**

Due to popular demand, many delis with in-house 'eateries' now have KPP on their eat-in menu. (A catering log sells in for £16.00, so it's good business and now worth about £25k a year.)



2009 Sales £14k

2010 Sales £46k

2011 Sales £65k



**The new packaging got the listings  
Katie really wanted. AND sales  
were increased by over 360%  
which far exceeded objectives  
and expectations.**

In the cafe at Zest you can now enjoy  
Katie's Proper Pâté on toast.



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**Research Sources**

Figures provided by

KPP Ltd Company accounts

Mintel

UK Food and Beverage Industry Market Research Report,  
March 2011

**Insight information gathered with the kind help of:**

Smithfield Murray Ltd. Food Processors.

(who supply the main ingredients)

Suzanne Cowap - Deli owner / buyer / The Hollies / Cheshire

Claire Jones - Deli owner / buyer / Hawarden's / Flintshire

**No other marketing activity occurred.**

Katie Murray, Proprietor, Katie's Proper Pâté



Robert Taylor MCD, Like A River Brand Agency

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