

DEMAND *moments*

SAMWORTH
BROTHERS

Insight



Samworth who?

OVERVIEW

Est.
1896

Family
OWNED

14
BAKERIES

11,000+
PEOPLE

CATEGORIES



Savoury Pastry



Food to Go



Meals



Protein

BRANDS



Soreen



Our TEAM



Katherine Hardwick
Group Insight Director



Jess Wing
Innovation



Nic Keeley
Brands



Lucy Ramsay
Category



Charlotte Hardaker
Protein



Kate Bayliffe
Food to go



Kate Manley
Pastry



Samworth Group Insight Team | 3 x Award Winners at AURA 2025
Best Client-side Team | ROI <£15k How Britain Eats | Best New Insight Talent Charlotte Hardaker



The INTENTION



Challenging silo'd,
product first
thinking & insight to
action. Putting the
consumer first



A total business
approach with
category flexibility -
setting the strategic
direction for the
Group

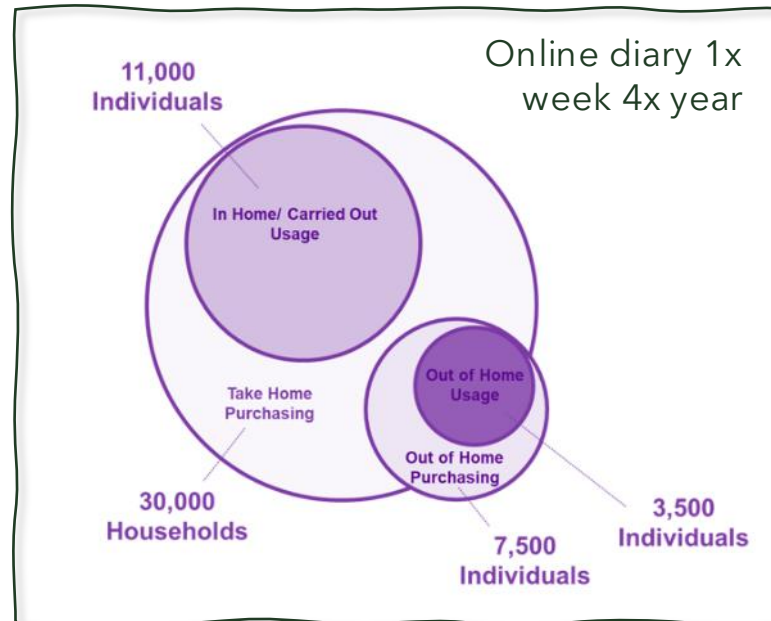
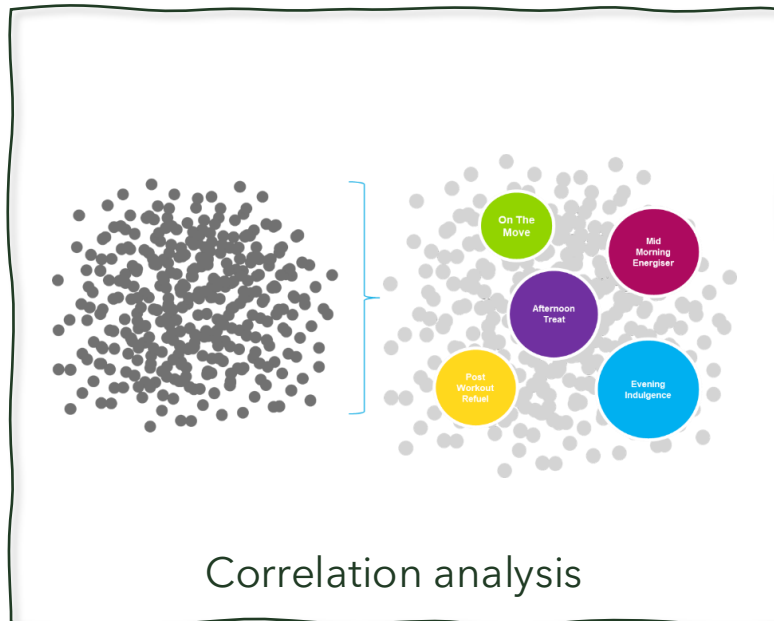


Providing clarity &
focus on the
opportunities with
the best returns



Show up
consistently with our
retailer partners

What is a DEMAND SPACES framework?

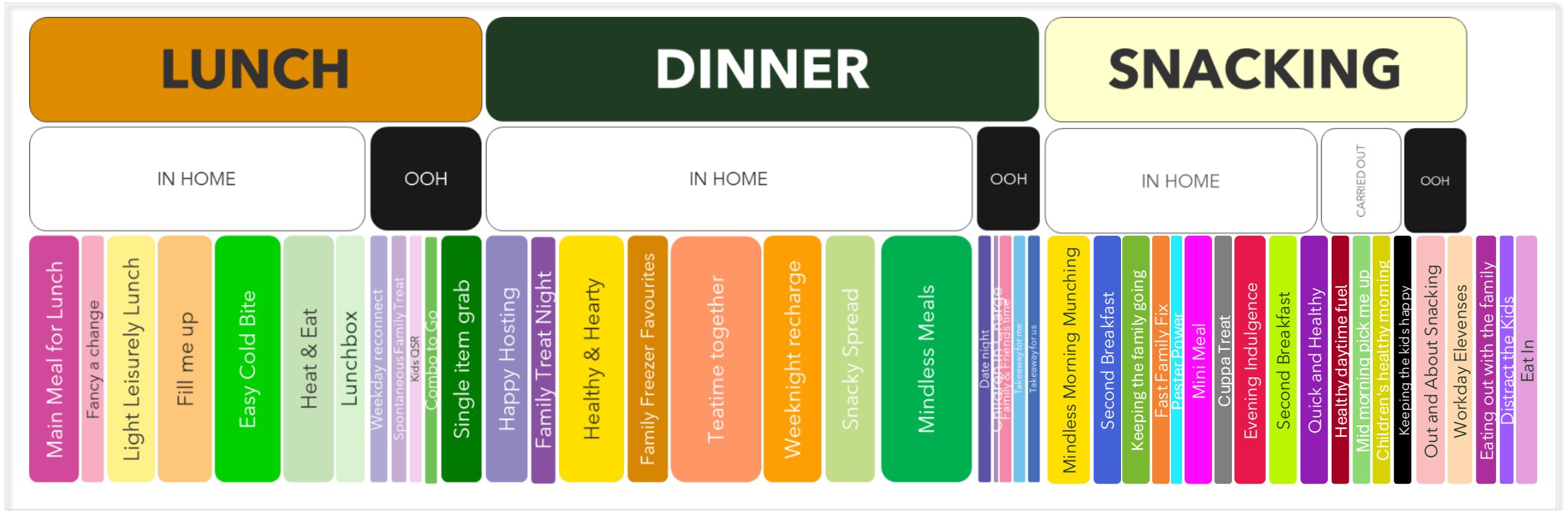


This tells us:

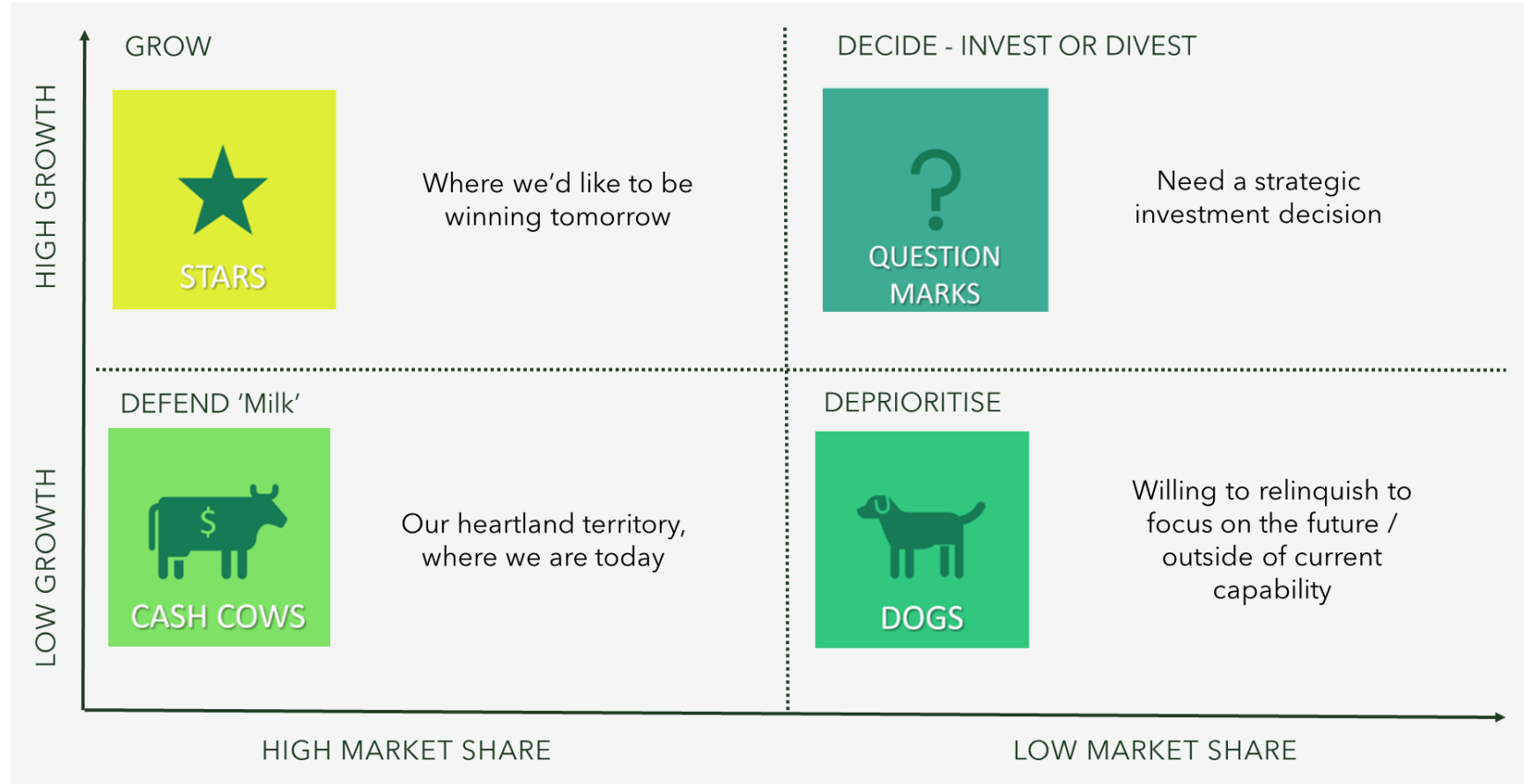
- How are we cooking?
- Who is around the table?
- Description of the meal
- Where was it consumed?
- When?
- Who is eating?
- What is consumed together?
- For what reason?
- Retailer purchased from
- SKU level data

Uncovering meaningful, differentiated moments of consumption which Samworth Brothers can prioritise & target

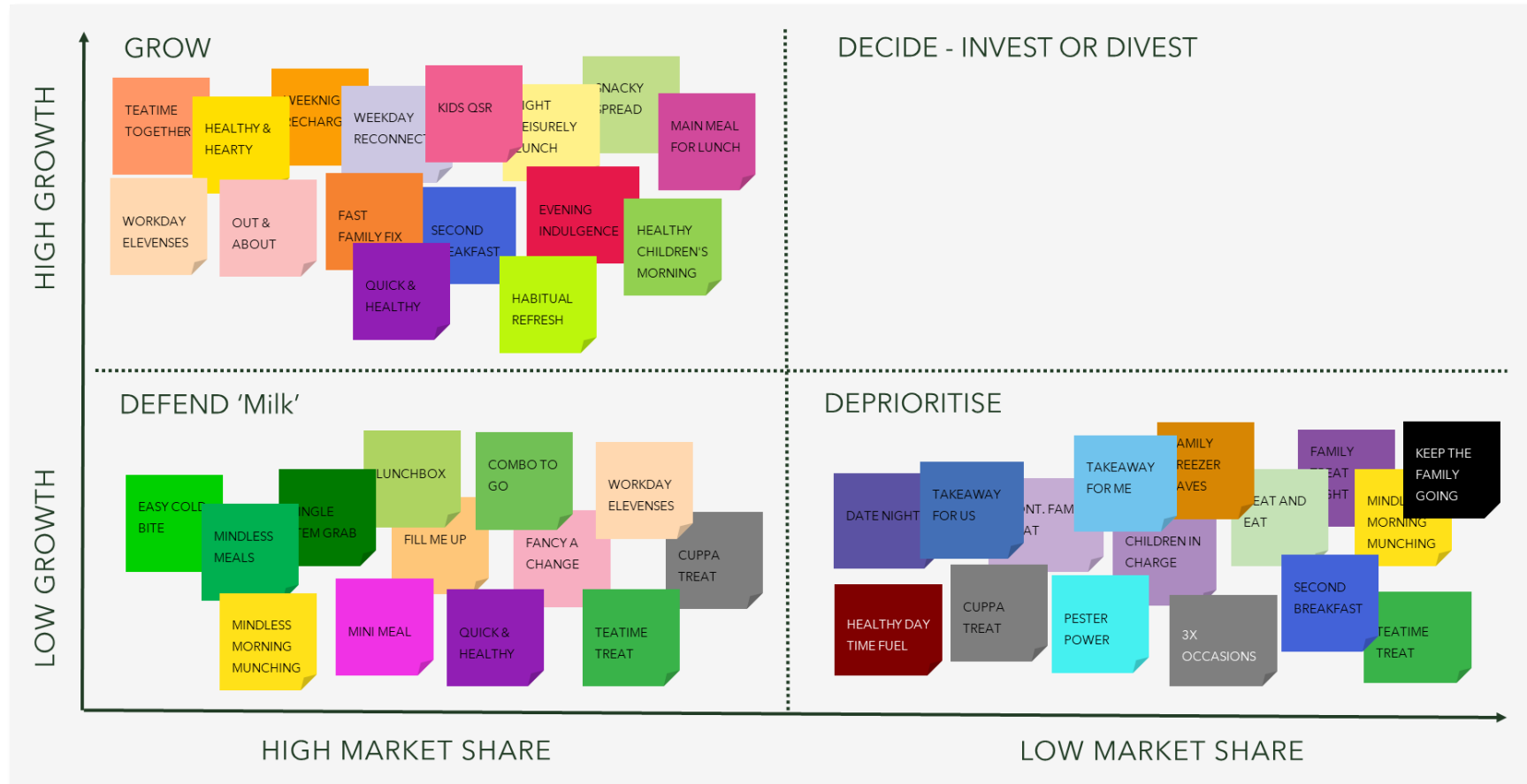
45 OCCASIONS spanning lunch, dinner & snacks



BCG prioritisation matrix



Our PRIORITISATION



TOP occasions



How to WIN

Using Demand Spaces to
focus innovation



A recipe for **SUCCESS**



WHERE TO PLAY
(demand moments)

+

HOW TO ACT
(trend platforms)



INNOVATION RECIPE CARDS

Bringing together two powerful sources of insight to provide direction of **where to play (demand moments)** & **how to act (trend platforms)** to create a **recipe to ignite innovation.**

A **process** to support the business in its journey to **create winning innovation, embedding best practice and efficiency to deliver results.**

INSIGHT-LED innovation



Cross category workshops



Focused on the **biggest size of prize** occasions



Cross fertilisation and Total Store propositions



Consistent language & process across the Group

£111k saving vs
external agency
proposal

IMMERSION & ideation

IMMERSE



Time with consumers, a meal together, talking about their diet and eating habits

EXPLORE



Away from the day to day drumbeat, inspiring space. Consumer experience is shared.

IMAGINE



Consumer findings and insights are used as stimulus for ideation

EXPAND



Day 2: Ideation platforms & stimulus are set up to help generate product ideas

100+
Ideas

Creating **CONFIDENCE** in innovation

50 Ideas

SHORTLIST

Add This

Introducing **Add This**, found in the chilled aisle our bean and sauce bases, are batch and slow-cooked for you, locking in maximum flavour and nutrients.

Just heat, pair with your protein of choice and enjoy.

In minutes, you'll transform everyday proteins into bold, flavour-packed meals that taste like they've been cooking all day.

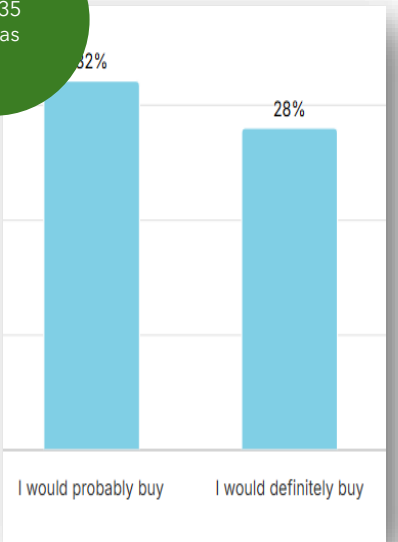
Flavours that work harder for your weeknight meals:

- **Chickpea, Tomato & Harissa** – stunning with crispy chicken thighs
- **Chorizo & Butterbean** – made for baked cod
- **Smoked Applewood & Black Bean** – the ultimate quesadilla filling
- **Toulouse White Beans** – perfect with sausages

Review refined concepts with Insight Team - representing the consumer - and the category to shortlist to 25 Ideas.

25-35 Ideas

VALIDATE



Ideas tested with consumers, identifying strongest products & then assigned to categories for development

15-25 Concepts

DEBRIEF



Debrief to Innovation/ Category leads. Action log created to ensure momentum

10 Concepts

PIPELINE



Categories develop products for customer buy in and ranging

LEADING concepts

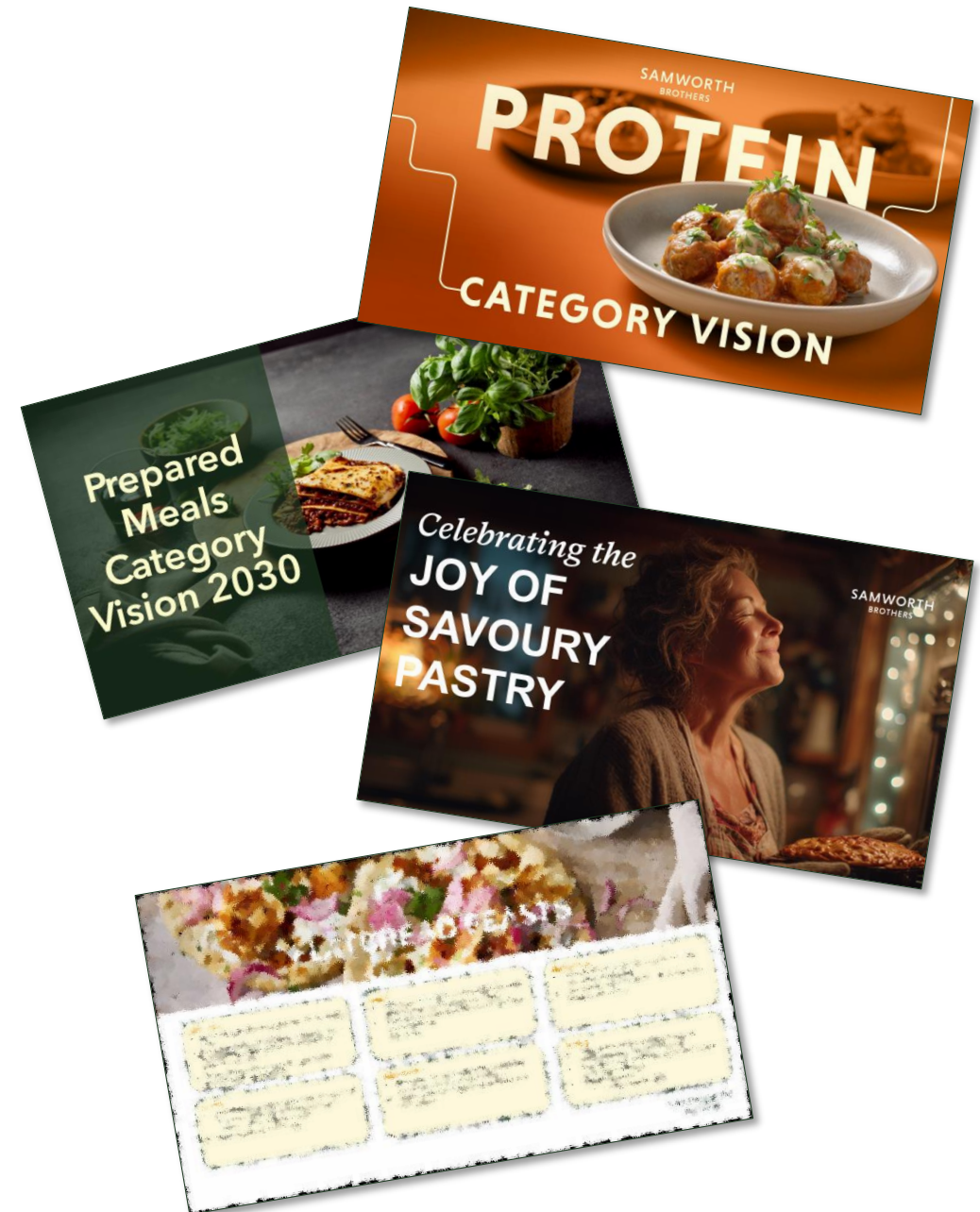
AI generated images

£9k saving vs graphic designer



Building business **MOMENTUM**

- Innovation leadership
- Demand Moments now the backbone of our Category Visions, shaping our category growth plans for the next 5 years
- Product listings confirmed for 2027
- Continue our consistent approach to innovation across the Demand Spaces not yet targeted
- Update the framework in 2 years to understand movement
- Keep live with social listening in the interim



Our IMPACT

STRATEGIC IMPACT

- Led end-to-end Insight-to-Innovation delivery, effectively bridging the gap to product development and maximising upstream value creation.
- Built unified innovation platforms that enables the business to present a cohesive, customer-centric propositions across teams and categories.
- Identified high-value, cross-category growth opportunities to fuel the future innovation pipeline.
- Developed investment-ready product solutions that give the business confidence to move fast and decisively.
- Delivered significant cost savings (>£161k) by leading strategic and creative development internally rather than outsourcing.

CAPABILITIES DEMONSTRATED

- Expert facilitation and cross-functional alignment.
- High levels of creativity, imagination, and solution generation.
- Strong project and stakeholder management ensuring momentum and clarity.
- Relationship-building that strengthens collaboration across the business.
- Effective integration of AI into workflows to accelerate output and elevate quality.
- Consistently keeping the consumer at the centre of all decision-making.

THREE takeaways

**BUILD A UNIFIED
FRAMEWORK TO
GUIDE
INNOVATION**

**MAXIMISE
INSIGHT VALUE BY
LEADING
INTERNALLY**

**FACILITATE CROSS-
BUSINESS
COLLABORATION**

Any
QUESTIONS?

SAMWORTH
BROTHERS

Insight