

Ranch it
with
HELLMANN'S
EST.1913

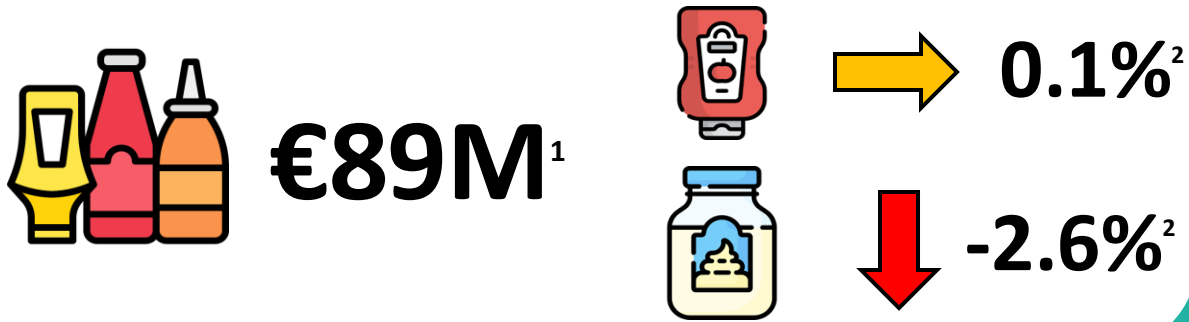


Flavour Led Category
Growth



Table Sauce category significant value sales but stagnating. Growth challenging given high penetration & frequency.

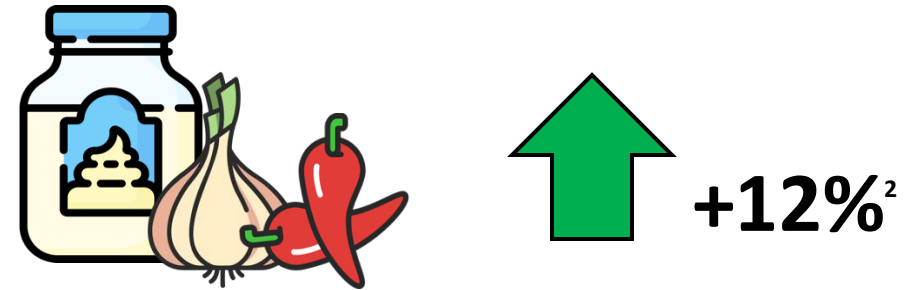
High value category but core segments stagnating



Given high penetration & frequency, creating more usage occasions key to growth



Flavoured Sauces growing ahead of category



...but significant headroom to go after



1) Kantar, Dunnhumby, EYC L52W we 10.08.2025)

2) Combined Dunnhumby & EYC Value Sales L52we 10.08.2025

3) Kantar World Panel, Ambient Salad Accompaniments Total Grocery L52WE 07/09/2025

4) Dunnhumby Shopper Profile L52we 10.08.2025

Table Sauces category growth drivers

1 Elevating Routine



90%

Mayo & Ketchup are routine purchases



49%

Mayo shoppers haven't decided exactly what product to buy when at shelf, vs 34% for ketchup

2 Flavour Exploration



33%

Flavoured Table Sauce buyers claim to purchase it **2-3 PER MONTH**

1/3



Flavoured Table Sauces purchase decisions **IN STORE**, more than any other sub cat

3 Moments that Matter



#1

incremental occasion for Table Sauces is

SUMMER



86%

Flavoured Table Sauces in Summer deliver 86% of the incremental uplift



LAUNCH
**A HIGHLY VERSATILE FLAVOUR
SUB-RANGE**

TO
**CREATE MORE USAGE
OCCASSIONS**

AND RECRUIT
**LIGHT AND/OR UNDECIDED
CONDIMENTS SHOPPERS**

**TO GROW THE IRISH
CONDIMENTS CATEGORY
ACROSS KEY SUMMER
SEASON....**



New



Cool
creamy &
garlicky



Spicy
tangy &
herby



OUR STRATEGY...

**Put Hellmann's Ranch at the
heart of Irish Food Culture**

**FROM MAMMY'S SALAD TO CHICKEN FILLET
ROLLS, CODDLE TO STEW, WE WANT TO
TAKE ICONIC IRISH FOOD AND**

**RANCH IT WITH
HELLMANN'S**

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An unmissable nationwide campaign that embedded Ranch in Irish food culture



Nationwide OOH



Dublin Airport Launch
High impact OOH
700 Sites Nationwide

Virgin Media Partnership



112 TVRs
500k Impressions
6 x Ad Spots

Social Media & Content Creators



Youtube: 2.3m
impressions
Social: 70% 1+ Reach

Experiential Activation



5k Samples
10 Influencer attendees
1.1m OTS

Retail Media



**IN-STORE
ACTIVATION WAS
CRITICAL TO
SUCCESS**

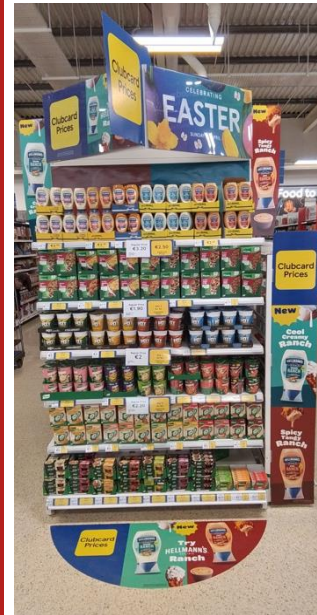
In-store execution was key in driving awareness, trial & conversion at launch



More than 400 secondary merchandising units placed



Retail Media live in 33% of stores



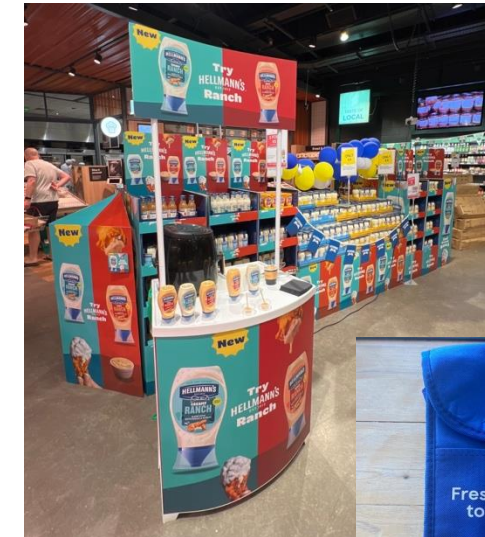
TESCO

DUNNES STORES



SuperValu

Over 14,000 samples delivered to consumers



Hellmann's Ranch has played a leading role in growing the category...



+7%

Total Table Sauces
Category



At **+18%**,

Total Flavour Sauces
Growing Ahead of Core
Table Sauces

(Mayo +4%, Ketchup +5%)



Hellmann's Ranch

46%

of Total Flavour Sauces
Uplift



Hellmann's Creamy Ranch

No. 1 NPD

in Tesco & Musgraves Table Sauces
Category



Ranch is fuelling category growth by attracting new shoppers & delivering incremental value for retailers



€160k

RSV in 15 weeks
since launch



15%

Repeat Rate



12%

Buyers New to
Category



44%

Sales Incremental to
Category





Engage & excite your field sales team

Ensuring they're equipped with the necessary tools to land the in-store execution at scale and with speed.





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EST. 1913



THANK YOU!