



Noul Delikat. Mica ta grădină de legume

Market

Universal seasoning is an essential ingredient in Romanian cuisine and has been present in the consumer's kitchen for decades.

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By 2003, there were many local players, but with low quality products. During that time, Delikat was the only genuinely high quality product, being considered "the only true universal seasoning".

The beginning of the second period, in 2003, is marked by the entrance of another international player on the seasonings market.

two competitors. Both players made important investments in communication campaigns, in order to attract an increased number of consumers.

Today, important changes are taking place and new market trends are emerging. Consumer choices are more and more oriented towards value-added products instead of low priced ones.

Achievements

Delikat leads, in 2006, the universal seasonings market with a market share of more than 50%, according to ACNielsen. At the beginning of 2006, Delikat was awarded the title of the most "Trusted Brand" in the Seasonings Category.

History

Delikat has enjoyed a long presence in Romania, being unofficially available on the market since

the communist period, starting from 1980 through scarce imports from Hungary. This was a time when endless queuing to buy daily necessities was something common, and high quality products "from outside" were hard to find and not available to most people.

Imports of Delikat continued after 1990, when the Romanian market was liberalised. In 1995, Delikat 8, named after the eight vegetables in the product, was officially launched by Bestfoods.

Product

Delikat is available in two versions: vegetables/classic and chicken. The vegetables/classic variant is available in five sizes, 80g, 250g, 350g, 450g, 1 Kg, while the chicken variant is available in two, 75g, 250g.

Pouches are the standard packaging, but Delikat is also available in a re-usable 350g box. All methods of packaging ensure that the vegetables, which give Delikat its flavour are equally fresh by the time they arrive in consumers' kitchen.

The new improved recipe for the vegetables variant includes carrot, paprika, parsnip, onion, garlic, cabbage, tomato, celery, leek, lovage and parsley. The new product has the perfect combination of vegetables, enriched with vitamins A, B1 and B2. Delikat is made from vegetables which are attentively selected, then carefully cut and dried, so that this method of production does not affect the freshness of the vegetables.

Recent Developments

As a leader of a very demanding market, on which competition is carried over delicious and great tasting meals, Delikat has preserved its high quality over the years, constantly focusing on delivering the high expectations of consumers.

Knowing that for Romanian cooks and housewives plenty of vegetables in meals is the guarantee of an excellent taste, the new Delikat, enriched with 30% more vegetables, was launched in June 2006. Thus, the new Delikat added more vegetables to the recipe which made it the most popular seasoning on the Romanian market.



includes now eleven nourishing vegetables.

The concept chosen to communicate the improvement was "The new Delikat - your small vegetable garden", emphasising the strength of nature in creating perfect, great tasting vegetables.

The central concept of the true vegetable garden was also communicated in stores, where consumers were welcomed by promoters dressed as gardeners who, while riding tricycles with large baskets full of samples and vegetables, offered samples of the new product to consumers.

Promotion

Delikat was advertised on TV for the first time in 2002, with a campaign which drew attention to the top quality ingredients that go into Delikat, as well as portraying Knorr expertise through the endorsement of the Knorr Chef.

Two years later, in 2004, the communication approach shifted, using a more emotional TV campaign: "The Concert Execution". This TV commercial can still be remembered by consumers, due to the common situation it depicted: a small girl asks her father if she can go to a concert and, at first, he refuses.

In 2005, a new emotional TV campaign followed: "Hunger Strike", communicating the message that you can get the best for you and your family with just a little bit of Delikat. The TV commercial showed a real situation from a family's day-to-day life, proving, once more, the irresistible qualities of Delikat.



Delikat's core values: close to people, trustworthy, full of gastronomic expertise, the seasoning you can rely on when you want a delicious meal.

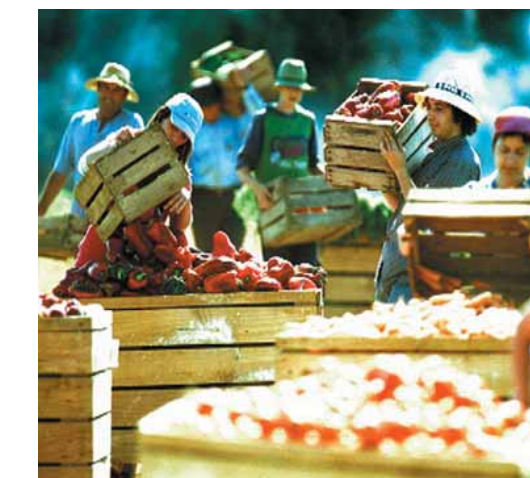
After two years of similar emotional campaigns, in 2006, the TV campaign named "The new Delikat - part of nature" focused on the benefits of the new product and its high vegetable content. The shift in communication, from emotional to functional, was needed in order to communicate, in a simple manner, the improvement of the new Delikat, enriched with 30% more vegetables.

Basically, one key message can be found in all the Delikat TV commercials aired over the years: just a little bit of the product provides the best for you and your loved ones.

Brand Values

Delikat cares about its ingredients in the same way that you care for your loved ones. The brand essence is about

happiness at home and preparing excellent dishes, which are enjoyed by the whole family. Delikat knows how important it is for its consumers to find quality ingredients they can rely on.



THINGS YOU DIDN'T KNOW ABOUT

DELIKAT

- The vegetables in Delikat are prepared through a simple process of cutting and drying
Delikat is present on the Romanian market since 1980
Seven out of ten Romanian households used Delikat universal seasoning in 2005
Delikat leads the universal seasonings market with a share of more than 50%