

The logo for Santa Maria is an oval with a dark blue background and a gold border. The text "Santa Maria" is written in a gold, cursive font. A small gold diamond is positioned below the text, flanked by two horizontal gold lines. The logo is set against a background of white, swirling decorative lines.

Santa Maria

COMPANY PRESENTATION

Sauė 30. September 2010

Best tastes for enjoyable moments



COFFEE



INTERNATIONAL FOOD



SPICES



INDUSTRIAL
FLAVOURINGS



The logo for Santa Maria, featuring the brand name in a gold, cursive font inside a dark blue oval with a gold border. A small red diamond is positioned below the text. The background of the slide is a vibrant green and red gradient with a close-up image of red bell peppers. White decorative swirls are on the left side.

Santa Maria

COMPANY PRESENTATION
Ukraine, Russia, Poland
Baltic's

April 2010



Product Groups



Spices
1946



Tex Mex 1991



BBQ 1993



Thai 1997



India 2003



Casa Fiesta 2005



Red Fusion 2006



Discovery Foods 2007



Growth Strategy

- The company is aiming to grow its brands in both core categories, Mexican food and Spices, faster than the general category growth.
 - Growth targets will be reached....
 - by being the most innovative branded supplier
 - by consumer inspiration and education
 - by being an excellent foodservice and retail trade partner in all sectors – Premium Brands – Competitive Brands – Own Label.
 - European sales will be handled by the best partners in each market place.
-

European strategy & organisation

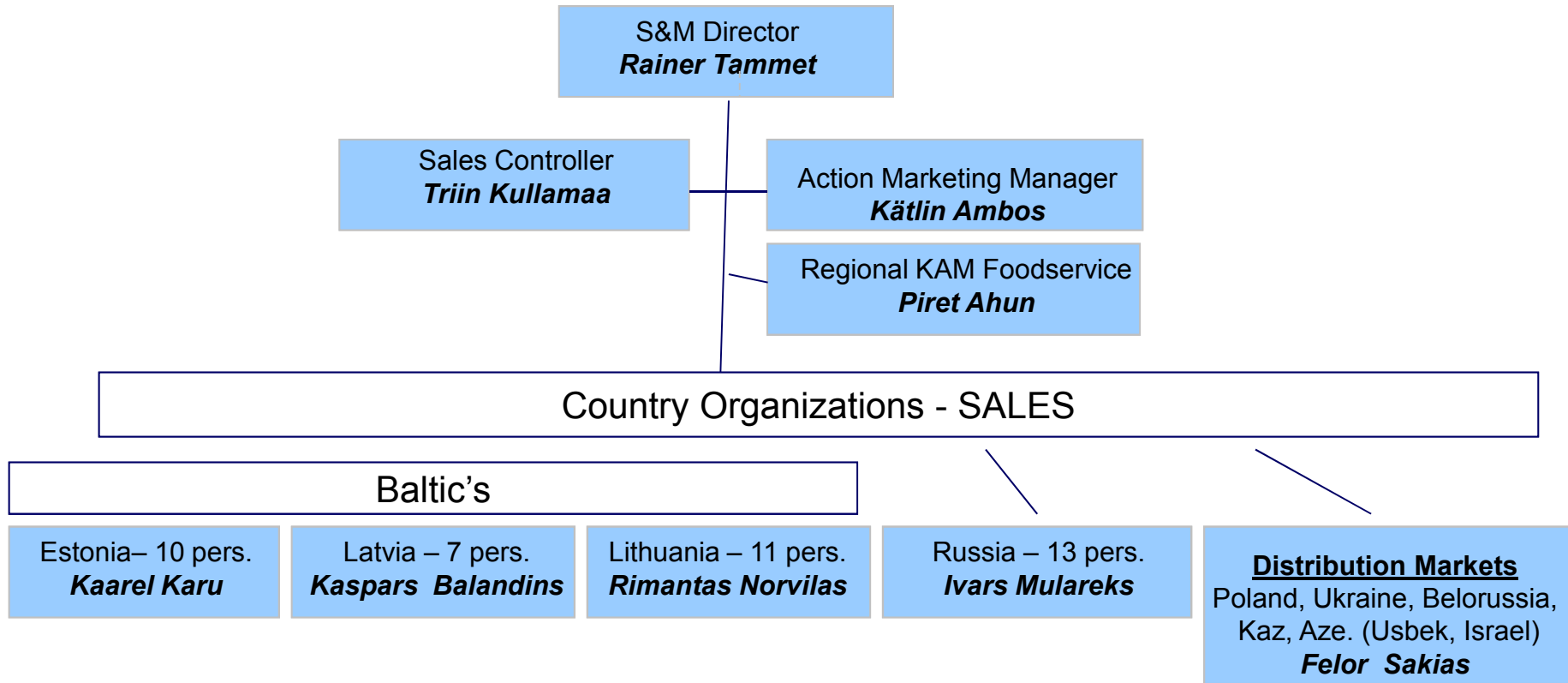
1.1. 2010

Leader in Spices & TexMex







Baltic & Russian Sales & Organization -2010




OTHERS ... WHERE are we?







Production Locations

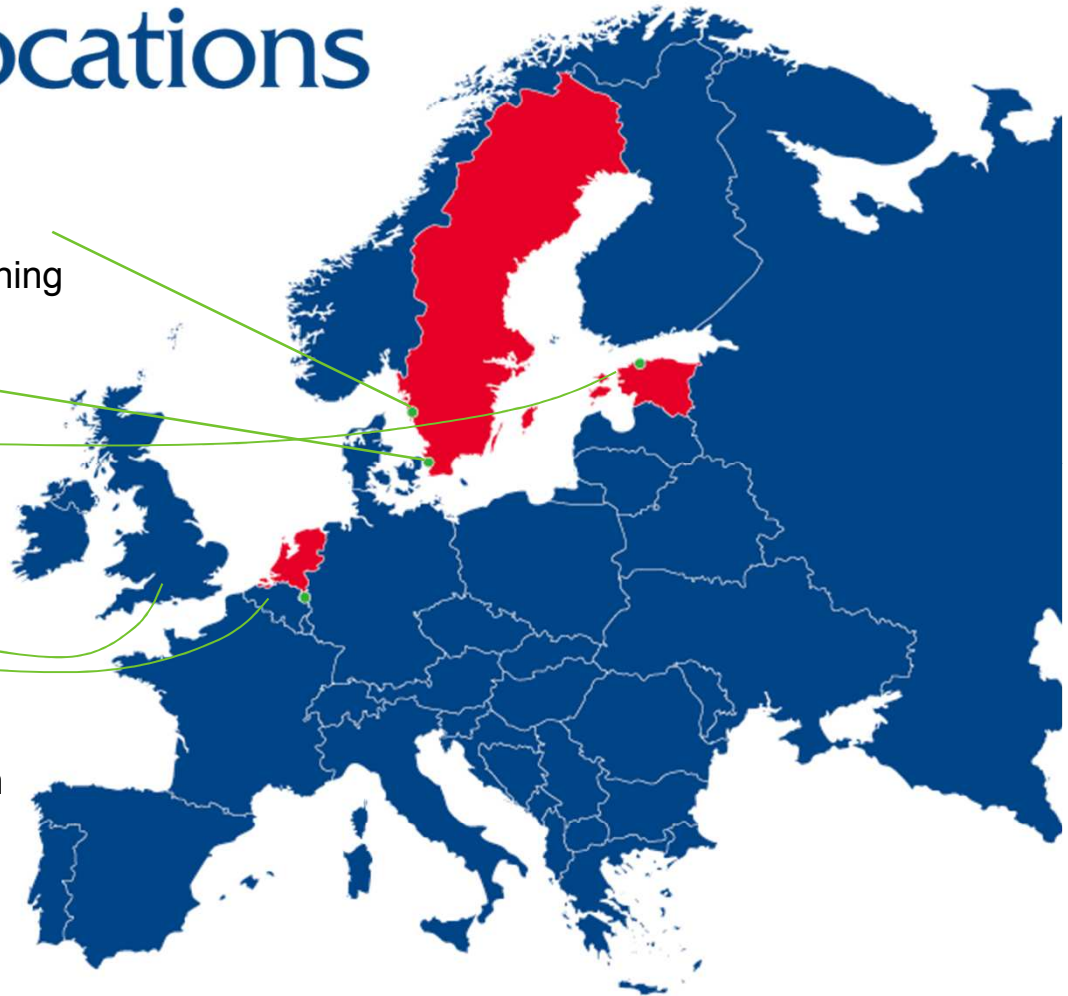
  Molndal, Sweden
Taco, chips, spices and seasoning

  Vadensjo, Sweden
Tortillas

 Saue, Estonia
Spices

  UK, Daventry & Milton Keynes
Tortillas and Kit's

  Belgium, Own label production
Tortillas and Chips





Santa Maria

SPICE STRATEGY





BRAND STRATEGY



SANTA MARIA'S CORPORATE VISION AND MISSION

The brand portfolio strategy takes its starting point in our vision. The chosen branding strategy should support our business ambition to create significant growth in a cost efficient and competitive way as well as guide and inspire us in the development of the different parts of the marketing mix.

VISION SANTA MARIA SPICES

What do we want to become:

“THE LEADING SPICE BRAND IN”

Nordic Countries

Baltic

Russia (Premium Brand)

Benelux

UK and other selected key countries

MISSION

Statement of purpose of our company,
i.e reason to be:

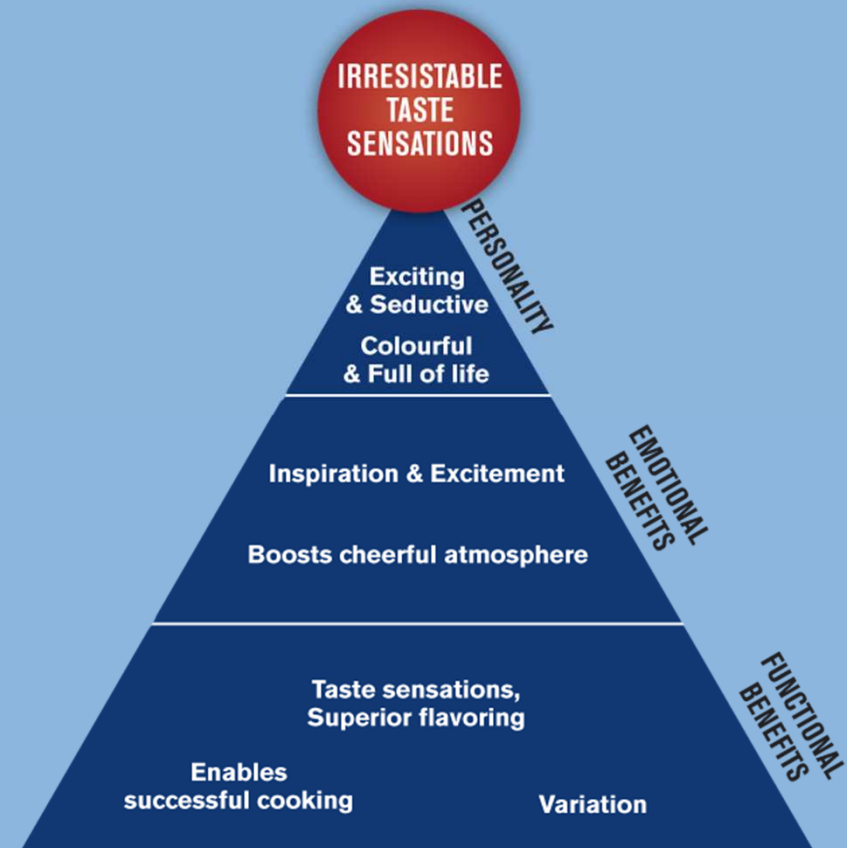
“WE CREATE THE RIGHT TASTE”

We inspire and help consumers to have food experiences from the whole world in their own kitchen. We create an exciting cuisine profile to increase profitability and sales in stores and restaurants.

BRAND ESSENCE

The brand is encouraging the consumer to acknowledge her own desire to discover new taste territories.

The brand should be perceived as an irresistible invitation to taste sensations.



CONCEPT DESCRIPTION

We will bring a whole new passion to your cooking.

A passion that has driven us since 1946.

That's when we started travelling around the world looking for new inspiration, tasting and refining every fantastic spice and flavour we came upon.

Today, we want to share these taste sensations with you.



CONCEPT DESCRIPTION

Our spice range covers almost every conceivable herb and spice from all over the world. Today, it consists of;

Original Spices

"Preferred basic spices"

More, More Africa

"Most exciting spices on the market"

Extra Fine Selection

"Everyday spices with a professional touch"



CONCEPT DESCRIPTION

The quality of our spices is always outstanding and the products are chosen carefully for their taste and unique properties.

Santa Maria truly sets the standard and leads the way when it comes to spices.

And that's why Santa Maria's spices are used in kitchens across Europe – professional and in the home.

As a consumer you can expect high quality and superior flavouring. Time and time again...



THE USAGE OF SPICES IN THE KITCHEN

The selection of spices available in the kitchen is dependent on the consumers' knowledge and interest in cooking food.



Spice mills
next to stove

Kitchen cupboard
where spice-jars
are kept

Fresh herbs on
the sink unit

Kitchen drawer with
spice-jars and/or
refill bags

The More-collection
& other "image
strengthening"
products visible
on the counter

Spice mills and flake
salt on the kitchen table
at dinner/lunch time



SPICE CATEGORY DEFINITION: ADDS FLAVOUR, EXCITEMENT AND VARIATION TO FOOD

THE SPICE CATEGORY:

- Lets you create dishes in any way you like
- Provides you with wide assortment of flavours from all over the world (spices – wet and dry, dried herbs, spicemixes, salts)
- Allows the home chef to adapt and personalise their dishes



EVERYDAY IN THE KITCHEN – TRIGGERS AND BARRIERS

TRIGGERS:

- Spices stimulate the senses and work up an appetite
- A dish can easily be varied
- Recipes
- Packaging design

BARRIERS:

- Know how to use and combine and usage habits
 - Planned purchase routines
 - Time
 - Children reject
-

SPECIAL OCCASIONS – TRIGGERS AND BARRIERS

TRIGGERS:

- Spices stimulate the senses and work up an appetite
- Curiosity, high interest, and joy of cooking
- Packaging design
- Recipes
- Friends and travel
- Inspiration how to vary everyday food

BARRIERS:

- Planned purchase routines
- Know how and usage habits
- Time
- Children reject





SCOPE

SPICES



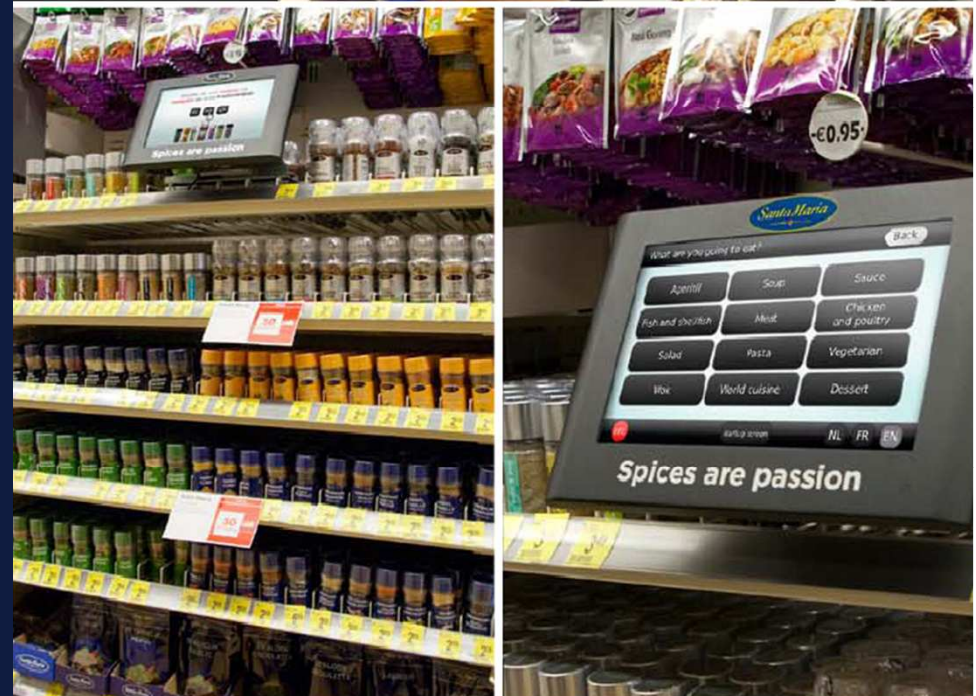
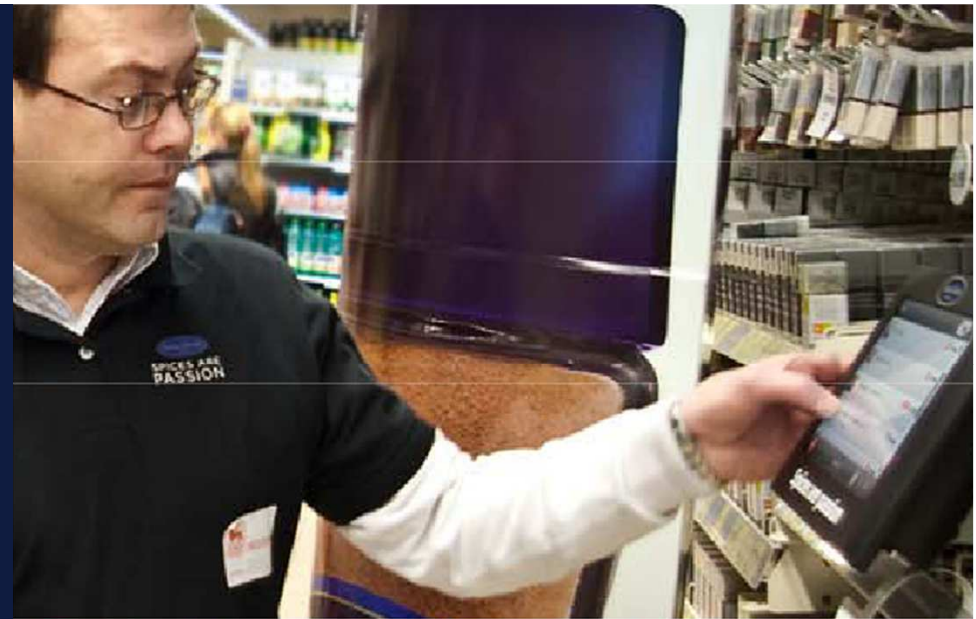
INSTORE – TRIGGERS AND BARRIERS

TRIGGERS:

- Stimulate the senses, cooking/food
- Spice products are placed in an unexpected new place
- Brand or product sticks out in shelf which creates curiosity
- New recipe

BARRIERS:

- Consumers perceive the spice shelf as difficult to find in the store
- The in-store environment at the supermarkets/ hypermarkets seldom offer the know-how and inspiration which the consumer needs when shopping from the spice shelf
- Seen as uninspiring and overwhelming





THE “WORLD KITCHEN” CONCEPT





Let's do it together!
