

ENJOY A BIG NIGHT IN WITH PREP HOUSE & BELL'S SUPERVALU CROSSGAR

The popularity of Prep House's award winning sauces continues to cause a stir in stores all across Northern Ireland. It seems that their convenient and delicious sauces go hand in hand with the recent trend of people favouring a 'big night in' over a night on the town.



One supermarket that caters for these consumers is Bell's SuperValu in Crossgar. Bell's customers desire products that are local, convenient and compliment one another. In January 2016, Bell's SuperValu took the opportunity to add Prep House's core range to their shelves. For them, the cooked chilled sauces offered added value to their grab and go model, as people could quickly pick up their GB chicken fillets, Prep House Chinese Curry and their beers - perfect for a big night in!

“OUR BUSINESS MODEL IS ALL ABOUT PROVIDING LOCAL PEOPLE WITH PRODUCTS THAT COMPLIMENT ONE ANOTHER. PREP HOUSE CERTAINLY COMPLIMENTS OUR PRODUCTS AND DEMOGRAPHIC AS OUR SALES HAVE INCREASED BY 29% FROM LAST YEAR.”

Darren Fitzpatrick - Store Manager at Bell's SuperValu Crossgar

To support their listings, Prep House teamed up with Carrot Promotions to carry out sampling activities in 40 stores across Northern Ireland and ROI. This activity created a buzz in stores and dramatically increased the sales of Prep House on the day of sampling.

“DURING THE SAMPLING, ALL OF THE SAUCES WENT DOWN A TREAT! SO MUCH SO, THAT ON THE FIRST DAY OF TASTING THE STORE RAN OUT OF STOCK. AFTER THIS, WE QUICKLY LEARNED TO INCREASE THE STOCK!”

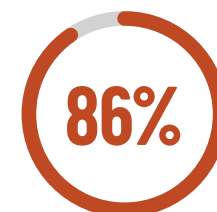
Barbara Lamb - Carrot Promotions



The in store praise wasn't the only positive feedback the brand received. Earlier this year, Prep House conducted independent market research with University of Ulster Jordanstown. The research compared the taste of Prep House's core range to their nearest competitors in the market. Prep House prevailed with 86% of respondents preferring the taste of their Chinese Curry Sauce. You can see the rest of the results in the infographic below.

Prep House have been awarded two Blas na hEireann Irish Food Awards and are finalists for the award again this year. They have also won 2 Great Taste Awards and been shortlisted for the Q Awards. With over 500 hundred retailers across Northern Ireland and an exciting state of the art NPD kitchen, Prep House really are the home of hardworking flavour.

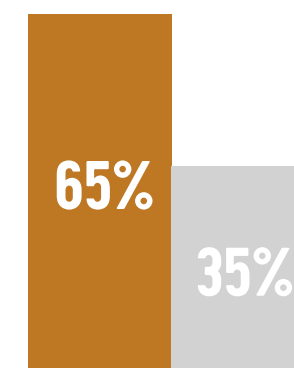
Bring flavour home for a big night in with Prep House.



PREFERRED PREP HOUSE CHINESE CURRY SAUCE VS NEAREST LOCAL COMPETITOR*



PREFERRED PREP HOUSE CREAMY BLACK PEPPER SAUCE VS NEAREST LOCAL COMPETITOR*



THE FAMILY SIZED ROAST CHICKEN GRAVY TUBS WERE PREFERRED OVER SMALLER TUBS*

* statistics based on independent research conducted by University of Ulster FACTs June 2018



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