



## Brand

### Description

Our diffusion brand "**Little Bit Of**" was conceived for retail into discount and single price retailers, despite previous attitudes toward this area of the market, the brand conveys an artisan 'country kitchen' feel adding to the impression that when retailed at under £1 customers are getting a superior product at superior value.

When developing this brand to handle our increased demand into discount retailers, we invested in market insights which showed us that, today, middle class Britons are spending at least £20 per week in single price retailers such as 99p and £1 stores.

Therefore it was hugely important to convey a brand message that allowed us to capitalise on this new share of the market and although the brief was to develop a design for the budget category, the finished design had to reflect the way consumer trends have changed, with consumers now put off by "get what you pay for" brands, the emergence of these retailers has forced supermarkets to enter into fierce competition with the discounters, as consumers are now aware that they don't have to pay supermarket pricing for quality branded products, this step sees trends move away from the budget economy own brands offered by large retailers in order to hit a budget price range. Customers feel they are getting better value for their £1 by purchasing a beautifully designed and produced product for the same price as a non-branded economy product they used to settle for in supermarkets.

2014 saw the launch of this brand and it performing exceedingly well in its market, sales volumes hit over 200% above target by December 2014, leading to the brand being recognised nationally with a Dairy Industry Trade Award for Food Marketing in September 2014.

In order to attract the target customer and consumer base, we recognised that a full offering as we had done with our core brand, would not be appealing to these retailers due to the diversity of their products, many often find that chilled shelf space is limiting, therefore we capsulized the range in order to offer something that was attractive even with limited space,

reducing this to 5 key lines.

Our little bit of range comes in a range of blended pre packed products as well as blended sliced products, exclusively for retail.

You can currently find this range stock in 99p Stores throughout the UK.

Gallery



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**Source URL:** <http://www.nantwichcheese.co.uk/brands/little-bit>