



Sustainably changing consumer behaviour





Kenco Mission

“Make a Positive Impact with Every Cup”

2005



1st Certified Product



2010



100% Certified Brand

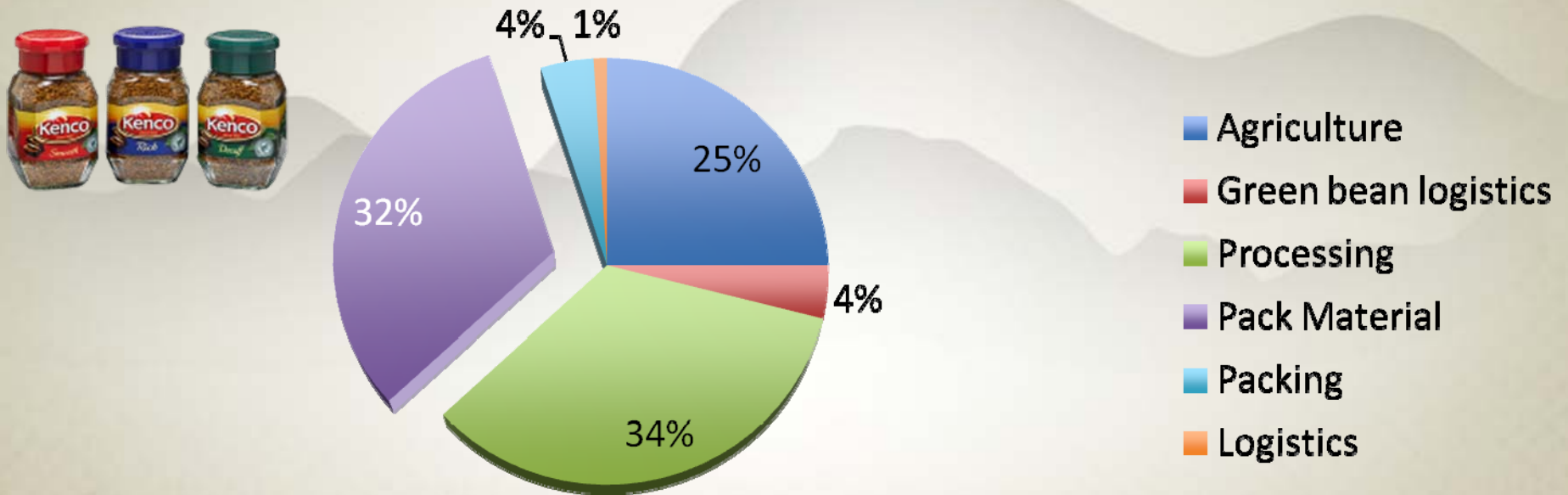
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What Next ?



Glass Packaging is a key driver of our Carbon Footprint

Kenco Smooth 100g Carbon impact analysis



40% of post consumer glass is not recycled.



The Idea



- Reduce - 97% less packaging weight Less waste is sent to landfill
- Reuse - Refill your existing Jar.
- We offer consumers a little lower RRP
- 81% less energy required to create an Eco Refill (Source: Kenco Eco-calculator)
- 80% less carbon used for the manufacturing of the Eco Refill (Source: Kenco Eco-calculator)
- Empty pack can be returned and then turned into a new product.





- The Consumer Challenge
 - Most consumers buy Glass Jars.
 - They like Glass and think its “Good”
 - All competition were are in good looking glass Jars.

But.....Packaging waste is a growing Consumer issue.





Clear Communication “97% less Packaging”

A large tortoise is the central focus of the advertisement. It is standing upright, facing slightly to the right, and holding a small, clear glass jar of Kenco coffee in its front paws. The tortoise has a textured, scaly shell and a friendly expression. The background is a plain, light grey.

**97% LESS
PACKAGING**

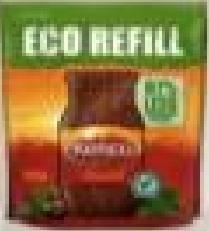
A smaller image of a Kenco coffee jar is shown to the right of the tortoise. The jar is labeled 'ECO REFILL' at the top, 'Kenco Smooth' in the middle, and '150g' at the bottom. A small circular badge on the jar reads '97% LESS PACKAGING WEIGHT'. The jar is filled with dark coffee beans and is set against a background of coffee beans and leaves.

97% less packaging weight than our 100g and 200g jars. No tortoises were harmed in the production of this advert.

Big Investment MM = 50%+ of Coffee Drinkers are aware.



HOME OUR 97% LESS STORY COMPETITIONS TAKE OUR POLL



I want 97% Less...
Tell us what you want

Kenco 97% Less (Kenc
Were all going
through all of great
efforts online to the
lowest price, making

Kenco
I want 97% less...

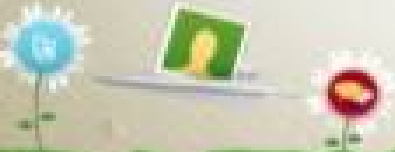
Competition closed
Congrats to our overall winner
Anna Marie Keene from Dublin
with her request of 'I want 97%
less having written requests.
Here's my 97% less
request in song!

Kenco 97% Less
Must just update
update to let you know
we have updated down
of the website and are

Anna Marie
97% less having
written with my boys in
three to get better
earnings

Less than a
Brew

LAST WEEK'S BEST



Some things we could do with

97% less



2000+ entries via web / text / Facebook





The UK results

- More than 2.25m households have bought a Kenco Eco Refill.
- More than 44% have made a repeat purchase (TNS/ Nielsen).
- The *Eco Refill* packs have replaced over 2,000 tonnes of glass packaging
- Over 4,000 participants in the TerraCycle programme



- Customers value a sustainable sales driving idea.
 - Engaging debate on our principles.
 - Exceptional promotions and instore support.
 - 40% of the sales of Eco Refill have been incremental to the category (TNS Switching analysis, 6m pre vs. 6m post).



As Peter Wortman, senior grocery buyer at Tesco said “*The Kenco Eco Refill bag was a very successful launch as it provided better value to customers by reducing packaging costs and waste*”



- The results for Kenco have been great.
 - 25% of our sales are now in refill.
 - +1ppt Brand share growth YTD.
 - More people say Kenco is “My kind of Brand” +6pppts (Vs average since March 08)
- And we have not forgotten our sustainability journey in our Banbury coffee plant,
 - 21% reduction in energy usage (equivalent 17000T CO2);
 - 10% reduction in water usage;
 - 33% reduction in waste to landfill



What we are really proud of is those Consumers who have made a more “Sustainable” Choice.

