

FLORA CHAMPIONS PLANT GOODNESS AS IT REFORMULATES ITS ENTIRE PORTFOLIO TO BECOME 100% PLANT-BASED

- ***GREAT TASTING*** new formulation containing no artificial preservatives, colourings or flavourings



In a move that will transform the butters and spreads category, FLORA, the UK's number one spread brandⁱ, is reformulating its iconic portfolio to be made with 100% plant goodness.

Available across all channels from 18th March, the significant brand relaunch will be supported by a substantial marketing campaign including a new TV ad, airing later this year.

With great taste and product versatility at the heart of this transformation, FLORA Original, FLORA Light, FLORA Buttery and FLORA Dairy Free will be made from ingredients from natural origins and are perfect for spreading, baking and cooking.

The reformulation not only appeals to families looking for a great tasting spread that everyone can enjoy, it taps into the growing consumer trendⁱⁱ for plant-based diets - which has seen a 300% increase in the last year aloneⁱⁱⁱ. The vegan friendly offering will also appeal to the 3.5m^{iv} consumers in the UK who are now identifying as vegan.

The activity, which marks Upfield UK's first substantial investment since acquiring FLORA back in 2018, is designed to drive value into the category by giving the brand a point of difference and consumers a reason to buy – presenting a valuable opportunity to retailers.

Steven Hermiston, General Manager UKI, Upfield comments: *“Health and wellbeing has never been so important to consumers, people care more about what goes into the products they are feeding themselves and their families, but they are not prepared to compromise on taste – and they shouldn't have to. With a great new recipe making FLORA more delicious than ever, our new 100% Plant Goodness range can be enjoyed by the whole family.*

“Plant-based nutrition is at the heart of the Upfield business and FLORA, with its plant goodness, is set to lead the charge and marks a key moment for us and the wider category.”

Retailers should look out for the newly designed packaging and stock up now to take advantage of the sales opportunity presented by FLORA.

Product details:

500g RRP: £1.99*

1 KG Original, Light, Buttery RRP: £3.60*

250g Original and Light RRP: £1.20*

**Price at sole discretion of retailers*

– Ends –

For more information contact the Upfield Trade press office at Clarion Communications:

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About FLORA:

Sunflower goodness sits at the heart of the FLORA Brand, offering tasty plant-based spreads for the whole family to enjoy.

FLORA is available as FLORA Original, FLORA Light, FLORA Buttery and FLORA Dairy Free.

About Upfield:

At Upfield, we make people healthier and happier with great tasting, plant-based nutrition products that are better for the planet. The largest plant-based company in the world, Upfield is the #1 producer of plant-based spreads globally, with more than 60 brands, including iconic brands FLORA, RAMA, BLUE BAND, PROACTIV, BECEL, and COUNTRY CROCK. With headquarters in Amsterdam, we sell our products in over 95 countries and have 57 manufacturing sites throughout the world. Since 1871, we have been the authority in the spreads category which gives us unmatched experience, know-how and inspiration. We are focused on leading in this new era focused on delivering healthier products that are great tasting and have superior quality, and helps us deliver on our mission to create “**A Better Plant-based Future.**” For more information, please visit our website at www.Upfield.com.

ⁱ Nielsen data WE 26.01.19 MAT

ⁱⁱ The Independent, 2018

ⁱⁱⁱ Foodie Labs, 2018

^{iv} The Independent, 2018