



Unilever

Start Licensing have been appointed by Unilever to represent a focussed group of brands from their portfolio:

Brands that are included in the representation are:

- 1. **Pot Noodle:** Brand leader with 80% value share of the Instant Hot Snacks market and £81m annual sales.
- 2. **Bovril:** second biggest seller in category (behind Marmite) with over 15% value share of the Meat Extracts market and £9.3m annual sales.
- 3. **Peperami:** Brand leader with 50% value share of Hand Held Meat Snacks market and £44m annual sales.
- 4. **Slimfast:** Brand leader with 44% value share of the Slimming Aids market and £30m annual sales.

Data source: Mat 19th Feb 2011 IRI

Licensing activity is already underway with Peperami apparel in retailers such as Next, range of Peperami Pet Toys in development, Pot Noodle T Shirts in Debenhams and Peperami dress up costumes.