

PEPPADEW®
BRAND



Bites

PEP UP YOUR MENU!

With **NEW** PEPPADEW® Bites

From The UK's **No.1** Pepper Brand[^]

PEPPADEW® Piquanté Peppers

A premium branded offering, filled with smooth, soft cheese and coated with a light crispy panko style crumb

9 / 10 consumers are looking to treat themselves when eating out.



3 / 4 consumers would like to see more exciting vegetarian options.



8 / 10

would like to see PEPPADEW® Bites offered on menus.



87%

of consumers would be likely to buy PEPPADEW® Bites.*

82%

...of consumers perceive PEPPADEW® Bites as a **Premium Quality** menu item.*



would pay more for PEPPADEW® Bites than for Jalapeño Poppers.

3 / 4

of those consumers would pay an extra £1 or more per portion!



65% would be more likely to order if they saw the PEPPADEW® brand.

Get in touch today to find out how you can **Pep Up Your Menu** and your profits with PEPPADEW® Bites!

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Sources: Unless stated all consumer insight statistics are taken from Independent Toluna Insight with 1,000 UK consumers, March 2022.
^Source: IRI SIG Grocery Olives and Anti Pasta MAT 1/2/2020 *Cambridge Market Research, sample size 108 consumers, March 2022.