

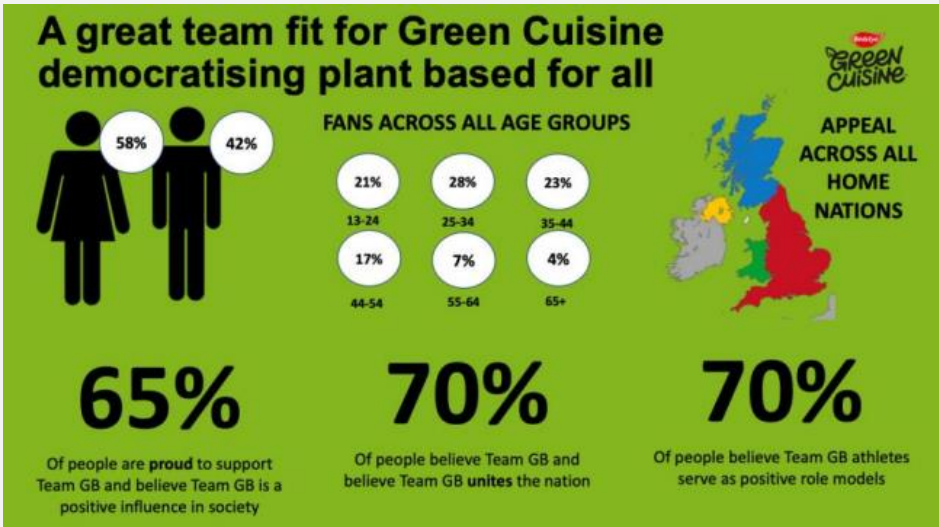
Green Cuisine and Team GB Q&A

What made your brand want to Partner with an Olympic team/ get involved with a large sports event like the Olympics?

“We are proud to be an official partner of Team GB again – continuing our mission to make plant-based foods accessible to all. Team GB athletes perform to the highest standards, and we want consumers to recognise how the nutritional value of plant-based foods can help them in their day-to-day lives. This partnership offers us a golden opportunity to highlight the benefits of a flexitarian lifestyle for the good of ourselves and the planet, and also allows us to go one step further and deliver a united sustainability strategy. With plant-based consumption set to explode to five times its current size over the next 15 years, we are committed to helping consumers and retail partners recognise the benefits of the category and educate them on its relevance and the role it has to play in the health of both the planet and ourselves.”

How do you decide where to partner and what events are right for your brand and message?

“Our decision on where to partner was based on aligned credible core values and the right strategic fit for our brand. Our mission is to democratise plant based for all and you can see below Team GB is not only the second most loved brand after the NHS but has a great appeal across all genders and age groups. Our desire is to create a partnership that increases brand awareness, and overcomes key consumer barriers through promoting the taste & health credentials of Birds Eye Green Cuisine through recognised Team GB athletes.”



What is the key message you want shoppers to take away from your partnership?

“The brand will work alongside the Team GB athletes to highlight both its own and Team GB’s sustainability efforts, helping to emphasise how including plant-based products in your diet can help the health of ourselves and the planet. The athlete will also help us highlight that plant based tastes great too! I would like shoppers to have thought ‘If Green Cuisine is good enough for Team GB, it’s good enough for my family.’”

What opportunities does sponsoring or partnering with a team during big global event like the Olympics bring to your brand?

"Following a successful partnership with Team GB during the Tokyo 2020 Olympic Games, we're proud that Green Cuisine will once again be an Official Partner of Team GB ahead of the Paris 2024 Olympic Games, furthering our mission to make plant-based foods accessible to all. The collaboration will see Green Cuisine helping to educate the nation on the nutritional benefits of plant-based food, as well as supporting Team GB's drive for environmental sustainability.

We have joined forces with Team GB to launch 'Get Set to Go Green', an educational programme which aims to empower children to explore sustainability and advocate healthy eating habits, particularly after seeing the appetite from young children in our Green Paper Report. The initiative aims to reach over 25,000 primary school teachers, giving teachers and their pupils access to enquiry led '*Get Curious*' activities to help understand the role that we can all play in improving our health and the health of the planet. Each activity is supported by an editable PowerPoint presentation, including notes, key vocabulary and printable worksheets to support the teachers in delivering the lessons. This is just one way Green Cuisine will continue to support shoppers over the coming year, and help them understand the impact of their meal from crop to table."

Will you create new packaging or even products to support your campaign around the event?

"Yes for the campaign we are running an on pack promotion giving away Daily family Sports prizes. Starting from Jan through Until July, every day this is a chance for a family to win a sports session. Simply buy a pack and go online to enter for your chance to win. In addition all entries get entered into a grand prize draw for a free trip for 2 to Paris Olympics."

This on pack competition will run across 5 hero lines:

Green Cuisine Veg Fingers 284g

Green Cuisine Fishless Fingers 336g

Green Cuisine Chickenless Strips 210g

Green Cuisine Chickenless Dippers 220g

Green Cuisine Meat free Burger 200g

www.green-cuisine.com/TeamGBWinSportPrizes

How do you plan to tell your brand story across multiple channels including social media, ecommerce platforms, advertising and marketing etc.. during your campaign?

"We plan to tell our story through multiple channels, mostly instore directly with Shoppers through our on pack promotion and instore shopper marketing communications. However, we also have a 3 part digital content series going live with Team GB from January which will be helping to educate around the nutritional benefits of plant based and all about living a sustainable lifestyle. In addition we will be taking part in Olympic fan zones throughout the Summer to sample our products with consumers so they can see that they taste great too!"