

«Picanto» – the hot ones from Bell

Practical example – FOOD EVOLUTION®



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BACKGROUND/ CHALLENGE

- > From a consumer's perspective, Bell in particular stands for **tradition & quality**, however hardly for **innovation**
- > **Meat segment** comparably **little innovative & very production driven**
- > Restructuring of **innovation process**
- > **Goal:** strengthening of **brand image & competitive advantage** compared to competitor

CONTRIBUTION

- > **Idea generation workshop** together with Coop, the most important client
- > Selection of **TOP 5** out of over **60 ideas** and further development of TOP 5 ideas to marketable concepts/ **diamonds**
- > **Supervision product launch:**
 - > **Naming:** development of different naming concepts
 - > **Product design:** first draft of design prototypes

RESULTS

- > **The Picantos** – «the hot ones from Bell» smoked sausages made of beef and pork, relished extraordinarily with chili and jalapeño
- > Identification of hotness levels through the chili pepper on the packaging
- > **Launch: barbecue season 2012** in three different hotness levels

