

Canderel joins forces with Hypermarket for "all-taste, sugar free" promotion

Thanks to a promotional partnership between Canderel and Pick 'n Pay Hypermarket Cafés, patrons will be introduced to the Canderel brand to generate awareness of the entire product range.

"Canderel's product range has greatly expanded in the last two years. While most consumers are aware of its use as a sweetener, many are not familiar with Canderel® Spoon for Spoon, which has recently been reformulated and is ideal for cooking or baking, without losing any of the taste qualities associated with cooking or baking with sugar. It means that consumers can still indulge in delicious treats, the healthy way," says Monica Pienaar, Canderel's marketing manager.

She adds that the promotion has been designed to educate consumers on the health benefits and use of the product, to induce trial and to increase sales.

"The taste of freshly-baked, delicious, sugar free indulgence" promotion, which runs for two weeks, kicks off in nine Hypermarket Cafés nationally in December. Canderel has specially developed a carrot and pineapple muffin recipe using Canderel Spoon for Spoon, which looks delicious and tastes just as good, which will be served as a special offer with tea or coffee in the Market Cafés within the hypermarkets. Canderel chocolates will also be served with orders.

In-store support includes branding in the cafés with posters, mobiles, displays and tent cards on the tables. Canderel holders containing stick sachets have been provided to the cafés for the tables. In-store promoters in the aisles and restaurant hostesses, all dressed in Canderel-branded clothing, will be interacting with consumers to drive immediate conversion to sale. The special offer will also be advertised in the national hypermarket month-end catalogue inserted into regional newspapers and Caxton community papers nationally.