



GENERAL MILLS UK

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May 2016

## **Nature Valley™ Protein – Now Even Bigger, Tastier And Gluten Free - Official Snack Bar of LTA British Tennis -**

Nature Valley™ is set to accelerate further growth within the Healthier Biscuits category as it introduces additional benefits to its popular Protein bar range. The N01 Global snack bar brand (1) is also announcing its partnership with the Lawn Tennis Association (LTA) as the official snack bar of British Tennis

Available to major retailers from June\*, Nature Valley™ Protein now gives consumers a bigger bite and even more protein: increased from 30g to 40g, each bar now contains 20% (10g)(2) of daily protein needs while containing 50% less sugar than average adult cereal bars sold in the UK(3). This better for you snack is packed with a combination of carefully selected ingredients, like wholesome natural nuts and delicious chocolate or salted caramel. The new range also comes with the additional Gluten Free benefit, in two irresistible and on-trend flavours; Peanut Butter & Chocolate and Salted Caramel Nut., ideal for when hunger strikes.

The brand's partnership with the LTA is being supported with a 360° campaign including: mass sampling of 500,000 bars at all associated events\*\*, social media activity, plus in-store shopper activation and promotional packs with the LTA stamp on front-of-pack.

Arjoon Bose, Marketing Manager for Snacking at General Mills (UK & Northern Europe), comments: "The 'Healthier Biscuits' category continues to flourish as more and more consumers focus on balanced lifestyles and seek alternative snack options. To stand out amongst competitors in this sector, it's essential that we continue improving our products to give consumers what they're looking for, and our new Protein range is the perfect example of this.

*We are proud to come on board as the 'better for you' snack bar of choice of British Tennis, who share our love for getting outdoors and being active.* Tennis in the UK is the #1 sport after football in terms of both popularity and participation. With the appetite for great-tasting protein products on the rise, as a sport, it was a perfect platform to reach thousands of new engaged consumers during the much celebrated British grasscourt tennis season and beyond.

General Mills UK is a trading name of General Mills UK Limited

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Incorporated in England and Wales Company No. 4633664

*Our aim is to have a Nature Valley bar in every tennis kit in Britain and we're confident that the two new Protein SKUs will be instrumental in delivering incremental sales to retailers throughout 2016. We recommend that our retail partners take advantage of this by stocking up ahead of demand."*