

fuelnews

autumn/
winter
2016

POWER PASSION ENERGY



Welcome to Fuel PR International's Newsletter.

Our job here is to work with national and international brands and companies, who want to achieve differentiated positioning, enhanced reputation and commercial success. Let's meet and talk!

Gillian Waddell, Managing Director

Fuel Leads the Way in brand development



Fuel offers creativity in all areas of service including brand development. We have a great deal of experience working with clients from product conception through to market launch. Recent brand development projects include EveXia Thrive – a new four line pasta range launching into supermarket powerhouse Sainsbury's across the UK in September 2016. We set out by listening to the clients' needs and objectives to create a succinct brand name, logo and philosophy with a viewpoint to expand globally.



Can We

fuel your PR?

- Accredited training programmes
- Brand and product development
- Celebrity and brand endorsement
- Copywriting
- Design and website building
- Digital and social media
- Event management
- Exhibition support and speaker opportunities
- National & international PR campaigns
- Issues and crisis management
- Literature development
- Marketing
- Market intelligence
- Measurement & evaluation – delivering ROI
- Media relations (trade & consumer)
- NGO and KOL partnerships
- Project management
- Regulatory counsel (strategic & practical)
- Retailer support

Introducing Fuel's

social media hub

Fuel's social media hub is run by our in house expert Sandra Kaminska, who manages our Twitter and Instagram accounts as well as the Fuel blog. Sandra is also a design whizz; she recently redesigned and upgraded Fuel's website and designs many press materials and launch invitations for clients. We also manage & drive creative content for a number of our clients' social media hubs ranging from Twitter, Instagram, Facebook and Youtube. Our aim is to create engaging and traffic-driving content to build brand awareness, strengthen online communities and stimulate interest in brands and products.



keurig® coffee

Crosses the Atlantic

Most people in the UK haven't heard of Keurig®, but if you are in the US or Canada you will certainly know about their brewers which make delicious hot drinks from leading coffee brands such as Starbucks®, or fine teas from Twinings®, as well as hot chocolate, all freshly brewed from a pod at the touch of a button.

The machines are compact, stylish, convenient, low cost, easy to use with a touchscreen, and require little to no maintenance. They produce a perfect cup every time in under a minute, in FIVE drink sizes, with no hassle, effort or expertise required, so finally coffee lovers can have a nice mug of coffee, not just be restricted to an espresso size! The appeal of being able to have a cup of genuine Starbucks® coffee is a real plus, as well as a whole variety of other types and strengths, and don't forget refreshing Twinings tea, whether you want breakfast, green or Earl Grey. Keurig brewers are hugely versatile, simple to operate and can be plumbed or unplumbed



With the help of Fuel to raise their profile, Keurig is now making their mark here in the UK and Ireland, and can be found in branches of one of the leading high street banks and in PGA Pro Shops at golf courses nationwide. Just the thing for a bracing cup before discussing your bank account or contemplating a critical putt on the ninth hole!

Innocos

#beauty 20 Awards

Fuel is a proud partner of the Innocos #beauty20 Awards for the second year running, celebrating the digital innovation and creativity that beauty brands have to offer. We are delighted that Fuel PR Account Director, Nadia Cohen, has been selected to be a judge alongside leading beauty bloggers and influencers such as London Beauty Queen and Really Ree at the Awards Gala in October.



entomophagy



Is it going to be the "Superfood" of the Future and our Salvation?

Over two billion people eat insects (entomophagy) so why don't we eat them in the UK?

Nutritionist Shona Wilkinson Investigates

Insects are healthy

They may not look much but insects are incredibly healthy! They have a high protein content, high omega 3 content and rich in vitamins, minerals and fibre. Some insects are even as much as 80% protein by weight!

They could help the environment

Each year around 70 million people are added to the world's population. If growth continues we could reach a whopping 9 billion people by 2050! To feed them all we need to produce twice as much food as we currently do. We know that consuming insects as opposed to livestock is more environmentally friendly (they need less feed, land and water), so could insects be a possible solution?

How do they taste?

Well, apparently they are surprisingly tasty! Ants are supposed to have a slight "minty" flavour. The most popular insects to eat are ants, beetles, grasshoppers, crickets, mealworms and locusts. Most of the time they have flavour added to them as they are a bit bland. Grasshoppers roasted in chilli and garlic oil are a speciality.

We have already seen the start of entomophagy in the UK in the form of insect flour being added to snack bars so is this the start? I'm not sure if we are ready to snack on whole locusts quite yet but the majority of people seem happy enough to munch on a bar made with cricket flour. From a nutritionists point of view, they are incredibly healthy so why not?

Fancy a mealworm aperitif anyone?

Brexit & food labelling



EU Food Labelling Specialist, Stephen Pugh, talks Brexit and Labels!

Food labelling has been highlighted as a key area of uncertainty following the June Brexit vote. But let's look at the facts. Firstly, we have not left the European Union (yet). We have voted in that direction but the UK is still a member of the EU. Secondly, most (if not all) of the major supermarkets trade with or have retail outlets in other Member States. Thirdly, the UK (and the EU) have just been through a major revision of food labelling and it is unlikely food manufacturers would like to see any further changes.

The UK governments put a lot of effort and resources into the negotiations on the Food Information Regulations and by-in-large were successful. It would be strange to have a root and branch review of the regulations when any resulting requirements were essentially the same. Although the UK was successful in the negotiations, there were areas where we could have been better. We were successful in getting some form of interpretive nutrition labelling accepted in the regulation. It was an uphill battle, as

subsequent infraction actions have shown, but it could have been better and the UK – governments, retailers, manufacturers, NGOs – could have been more ambitious outside the EU regulation. Following Brexit there is scope for further work on nutrition labelling to help consumers interpret the numbers. Some of the requirements in the Nutrition and Health Claims Regulations – nutrition profiles – have been allowed to lapse for reasons outside the UK, and a national approach would have shown more progress. The debate around botanicals seems to be intractable and, as several EU Member States have shown, a national approach might be more appropriate. Finally, on allergen labelling, although we now have a consistent approach to presentation of allergen information across the EU, there is still a lot of discussion on precautionary allergen labelling. Again the UK's pragmatic approach to "may contain labelling" is likely to be more successful than the "no risk" approach being demanded by a few other Member States.

So in a post-Brexit UK, what will food labelling look like? Will the food labels in the UK look different to those on the continent? In a few years' time I might be able to answer the question. But at the moment much will depend on the issues of the day. Origin labelling was the 'issue of the day' during the negotiations but this has been pushed to one side. Currently France is piloting some draft regulations on

Stephen Pugh was head of the food labelling team in the UK's Department for Environment, Food and Rural Affairs (Defra) until March of this year. He represented the UK during the negotiations on the EU's Regulation on the Provision of Food Information to Consumers (FIC). He has worked in the field of food labelling for UK governments for 8 years. Stephen is now a course coordinator in the Commission's initiative: Better Training, Safer Food, where he is the training co-ordination and lead tutor on general food labelling.

origin labelling but other Member States want to be at the forefront too.

There is not much uncertainty around Brexit but it is still our main issue and, with the risk of sounding clichéd, we need to look at it as an opportunity rather than a threat. There are areas where the Commission are looking to introduce further rules, or have shied away from making further rules. We need to take the opportunity to do what the UK does best – to develop our own guidance or codes to replace rules, such as the guidance on pictorial representations developed by BSDA for example. Another example could be, maybe, meal replacement food supplements for sports men and women. But in reality it seems that there will be little change for the consumer. In any review of the labelling rules we should not end up with changes that complicate the work of the compliance or regulatory affairs officers but make little difference for the consumer. We need to follow our common law roots.

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|--------------------------------|----------------------------|-----|
| Per 100g | Energy 182kJ 44kcal | |
| Per ½ pot as prepared provides | Energy 546kJ 131kcal | RI |
| | Fat 5.4g | 8% |
| | Sats 3.3g | 16% |
| | Sugars 7.2g | 8% |
| | Salt 1.50g | 25% |

buon appetito

from Pizza Express!

Fuel PR has been brought on board to help with well-loved brand Pizza Express to ramp up coverage on their retail Pasta Range for a three month period. A range inspired by their most loved restaurant dishes. With pasta in hand, Fuel visited the top London publishing houses and offered journalists the opportunity to trial the new range, ascertain media quotes and editorial coverage. The response has been widely popular! American Hot Ravioli, Sloppy Giuseppe Tortelloni, Margherita Tortelloni and Pollo Ad Astra Tortelloni...what's your favourite?



raising the bar for Kappa



Fuel's role and remit with Kappa Bioscience, its International Vitamin K2 client, is to raise the profile of the company and its offering, positioning Kappa as the innovator and forerunner in the K2 sector. This B2B International campaign hinges on two pillars – a dedicated and consistent media campaign which showcases Kappa's offering, whilst differentiating and setting them apart from the competition, giving reasons to believe and support commercial growth. The second pillar is to provide complete project management and delivery of large international exhibition stand activity for the client. This role involves Fuel being charged with the development of the design and build of the stand, the sourcing of external build partners and ensuring the look, feel and practicalities of the stand, delivering above and beyond expectations. In addition to the practicality of delivering a completed exhibition stand overseas, Fuel is responsible for the creation and production of a series of scientific white papers, brochures and sales materials to enhance Kappa's reputation with interested and potential commercial partners at the show.



genetics lead

a New Movement in Fitness

Californian brand Fitness Genes use the combination of DNA and relevant lifestyle data to make evidence-based recommendations on the type of diet and exercise strategies that are most likely to be effective for individuals whether they are looking to shed fat, build muscle or improve performance through an individually tailored regime. This scientific approach to optimal fitness can help personalise fitness or training plans to help clients reach their goals easier and faster. It is anticipated there will be a large amount of interest in this new technology by the entire sport and fitness industry here in the UK.

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