

DISCOVER NEW LIMITED EDITION FLAVOURS



FEED YOUR CURIOSITY





RED ROCK DELI ROAST CHICKEN WITH SAGE & BURNT BUTTER RED ROCK DELI DIJON MUSTARD & HONEY

Deletions to coincide:
 RRD PC BACON & CHED 150G 12X
 RRD PC YAKITORI CHIC 150G 12X
 RRD CHEF CO BEEF BRSK 80G 12X

Premium Potato on trend

- Premium Potato has been the #1 driver of category growth in the latest MAT
- 75% of the growth in Premium Potato has been driven by RRD

Red Rock Deli LTOs are proven to be incremental to the category

- Red Rock Deli Limited Time only products are consistently ranked in the Top 10 innovation each year
- Red Rock Deli LTOs bring in a differentiated shopper than existing RRD

Homecooked comforts important since pandemic

- Garden to table trends in line with Roast Chicken with Sage & Burnt Butter
- Meeting consumer demand for the Dijon Mustard flavour to come back – high repeat rates when last in market
- Dijon Mustard – meets plant-based trend as continues to accelerate in market

Launch supported by \$400K targeted social & digital media campaign

- Supported by social media, online video, YouTube homepage takeovers & Influencer content

Consumer research proves this is the strongest Limited Edition we have launched in recent years



Available in 80g & 150g



Available in 150g

First Order Date: January 17th 2022

PEP Cod	Description	APN	TUN	RRP
320027478	RRD PC CHICKEN SAGE 150G 12X	9310015253614	19310015253611	\$ 5.49
320027516	RRD PC DIJON MST&HON 150G 12X	9310015253621	19310015253628	\$ 5.49
320027475	RRD PC CHICKEN SAGE 80G 12X	9310015253638	19310015253635	\$ 3.20

Measure	Roast chicken with sage & burnt butter	Dijon Mustard & Honey
Purchase Intent (T2B)	74%	71%
Overall liking (Norm 6)	7.4	7.3

Source: IRI AU Convenience Scan 08.08.2021

