



### Image :

Trendy, young, quick

### Target consumers :

Consumers who have lost interest, young people (20-35 years old), city dwellers

### Culinary uses :

Multi-purpose  
Simplicity, speed, practicality

### What the professionals say :

"Timely innovation."

"A range that reaches a target market that is poorly served at the moment."

"An additional range, not a substitute."

"A useful promotional box."

### Contact :



BUCHÉ 2  
ZI du Château • 1 rue Charles Tellier  
F-62220 CARVIN  
Tél : + 33 3 21 08 70 00  
Fax : + 33 3 21 08 70 09  
www.campeol.com

This economical range is aimed at young people and young couples. Inspired by the fact that they know little about potatoes, this range is perfect for quick and modern use, on the basis of simple recipes. There is also extensive practical and nutritional information.

## For young consumers

### Segmentation :

Tender  
Firm

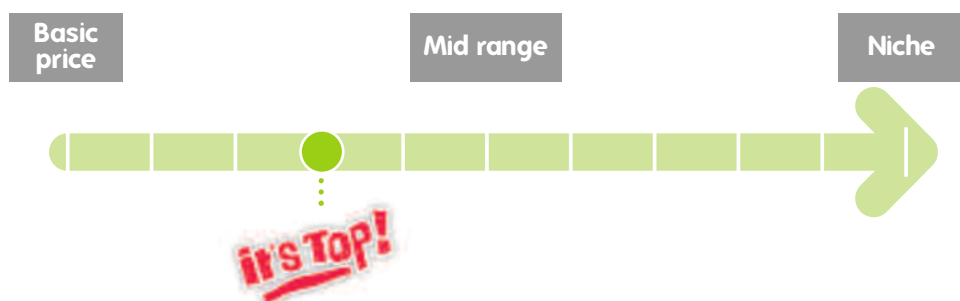
### "YellowTip" :

White potatoes, perfect for sautéing and oven-baked dishes, size 40/50

### Varieties :

Agata • Annabelle • Bintje • Casear • Charlotte • Dali • Franceline • Lady Christl • Liseta  
Marabel • Melody • Monalisa • Nicola • Roseval • Turbo • Victoria

### Product position :



### Values :

Trendy • fun

### Quality :

Uniform • Economic

### Size :

Medium to small

### Price position :

Economical, low price consumers

### The marketing + :

A trendy look.

Purchasing aid: Immediate culinary use, cooking method and time very apparent, association of weight with the number of

guests.

Practicality : Simple, modern and quick recipes

### Distribution circuit :

Superstores/Supermarkets, convenience stores (in towns and cities)

### Merchandising :

500g and 1 kg flowpak bags (P +) of "YellowTip" and "Top'Red"

Delivered in a 2 compartment box : presentation stand

### Minimum order :

4 boxes of 250 kg, 8 boxes of 125 kg or 60 trays of 12 P+