

Image :

"Ready to wear "

Target consumers :

Professionals :
Commercial and mass catering, greengrocers and market stallholders.

Culinary uses :

Ready to cook
Multi-purpose

What the professionals say :

"A useful innovation, meeting current needs. "

"Strong validation of the concept : creativity, suitable sub-segmentation. "

"A secure product : small sizes, uniform tubers and consistent quality. "

"A well-adapted and economical product : stabilised and anticipated cost per portion. "

"Meets the needs of the wholesaler and cash&carry circuit. "

Contact :



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Bulk range, exclusively for wholesalers, it is aimed at catering professionals and specialists. Prêt à porter gives them the reassurance of a product that is always uniform in terms of both size and quality. Its original design and concept capitalise on the characteristic schemes used by the clothing industry.

The bulk ready-to-cook potato

Segmentation :

3 segments • 6 products

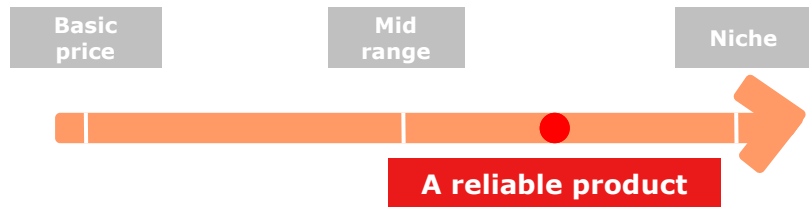


Firm	Tender	Early potato
XS : 28-35		
S : 35-45	L : 50-60	Coming !
M : 45-55	XL : 60-75	ML : 35-55

Varieties :

Agata • Charlotte • Franceline • Lady Chrystal • Marabel • Melody • Nicola • Ratte • Victoria...

Production position :



Values :

Friendly • Tradition • Nourishing

Quality :

Standard, uniform product
A portionable and economical product

Size :

Fine

Price position :

A uniform and consistent range
A reliable product

Le + marketing :

An original design full of character
A graphic appreciation of the product
Little textual information : a knowledgeable professional target group
The distinctive effect of the pallets

Distribution circuit :

Wholesalers - Cash&Carry
Exclusive distribution contracts for each zone
Wholesalers specialising in the wholesale trading centre market
Wholesalers providing a complete service and specialising in catering and greengrocers

Merchandising :

12,5kg sorted bulk boxes
Washed or unwashed product
On pallets

Ask for your size

Minimum order :
1 pallet of 80 x 12,5kg

Prêt à Porter is one of the campéol brands

