

24 | OCTUBRE | 2024

ALIBE10PÍAS

10º ANIVERSARIO

Espacio La Salle by Eneldo
C. de San Juan de la Salle, 4, 28036 Madrid



 **alimentosdespaña**



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NUEVOS TERRITORIOS EN ALIMENTACIÓN Y BEBIDAS



26 DE OCTUBRE DE 2023
Better Balance:
La apuesta Plant Based de Sigma

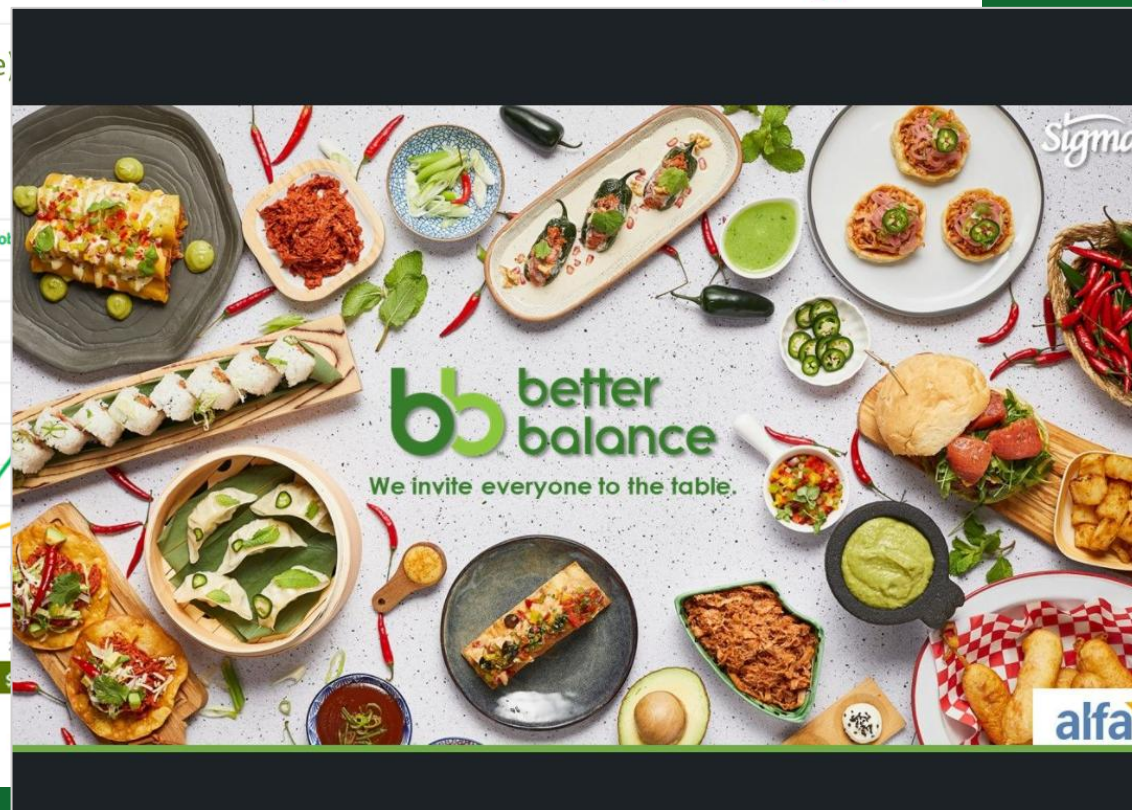
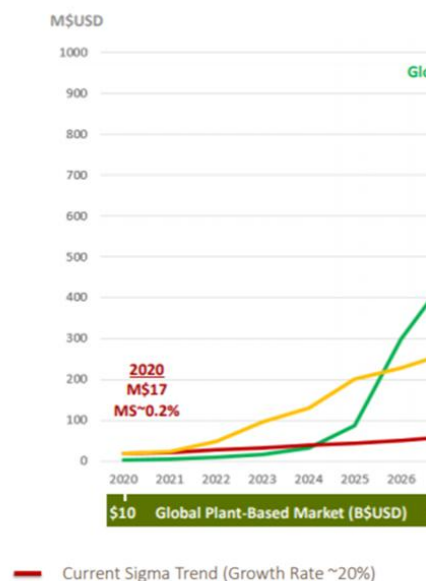
Florencio García Nuñez



Matching opportunity with Sigma's expectations



A billion dollars (revenue)



Sigma
 217.730 seguidores
 3 días •

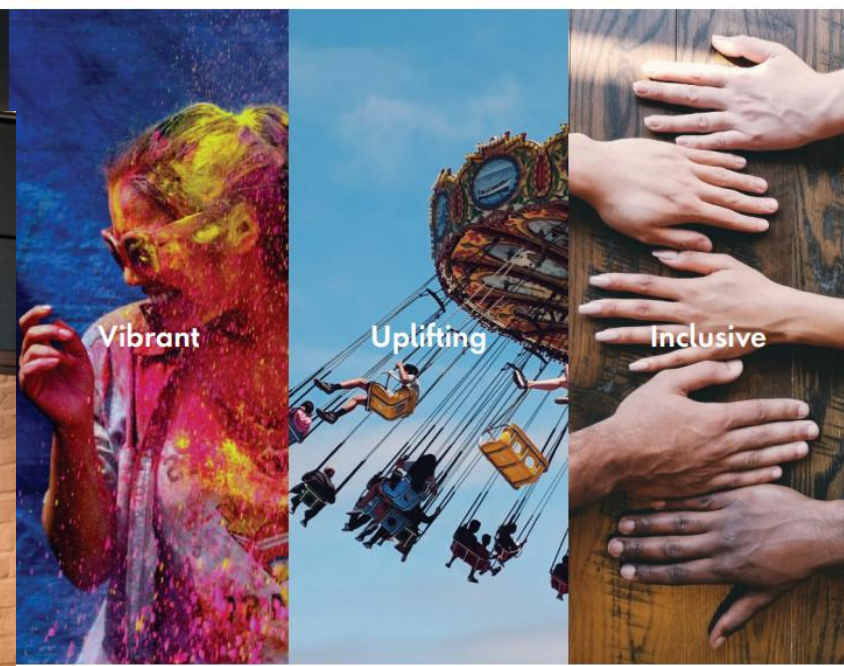
Sigma launched "Better Balance" a global brand that combines the best plant-based technologies and market insights, to meet consumers where they are on their journey to a healthier life through a delicious experience. Products are available in over 100 venues in Europe, U.S. and Mexico and are expanding quickly. Learn more at www.betterbalancefoods.com

[Ver traducción](#)

Tú y 152 personas más

1 comentario

Recomendar
Comentar
Compartir
Enviar



Brand Journey Overview

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Better Balance brand development has been a ~12-month journey anchored in consumer research

Process comprised of 3 major steps:

A1 Understand the Category A2 Segmentation & Key Insights A3 Brand Strategy

Why Plant-Based Protein?



Mainstream Flexitarians

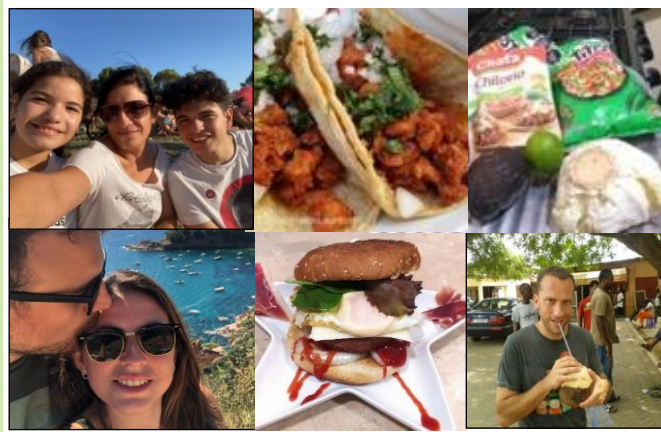
For all Flexitarians, plant-based proteins are perceived to offer both holistic living benefits as well as tangible avoidance benefits

- | | | |
|---|---|---|
| 1 | To follow a healthy living/aging lifestyle (38%) | To follow a healthy living/aging lifestyle (53%) |
| 2 | They have less fat/cholesterol/sodium/sugar/calories than meat/dairy (31%) | I want to avoid hormones, antibiotics, or other chemicals in meat/dairy (46%) |
| 3 | I want to avoid hormones, antibiotics, or other chemicals in meat/dairy (29%) | They have less fat/cholesterol/sodium/sugar/calories than meat/dairy (44%) |



Super Flexitarians

also see Plant Based as better for the environment



Nutritious and delicious for everyone

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Health remains biggest consumer driver

“For what reasons would you consider plant based alternatives?”

IT IS HEALTHIER

53%

of global consumers

**IT BRINGS VARIETY
TO MY DIET**

35%

of global consumers

**IT IS BETTER
FOR THE PLANET**

32%

of global consumers

IT TASTES BETTER

19%

of global consumers



NUEVOS TERRITORIOS EN ALIMENTACIÓN Y BEBIDAS



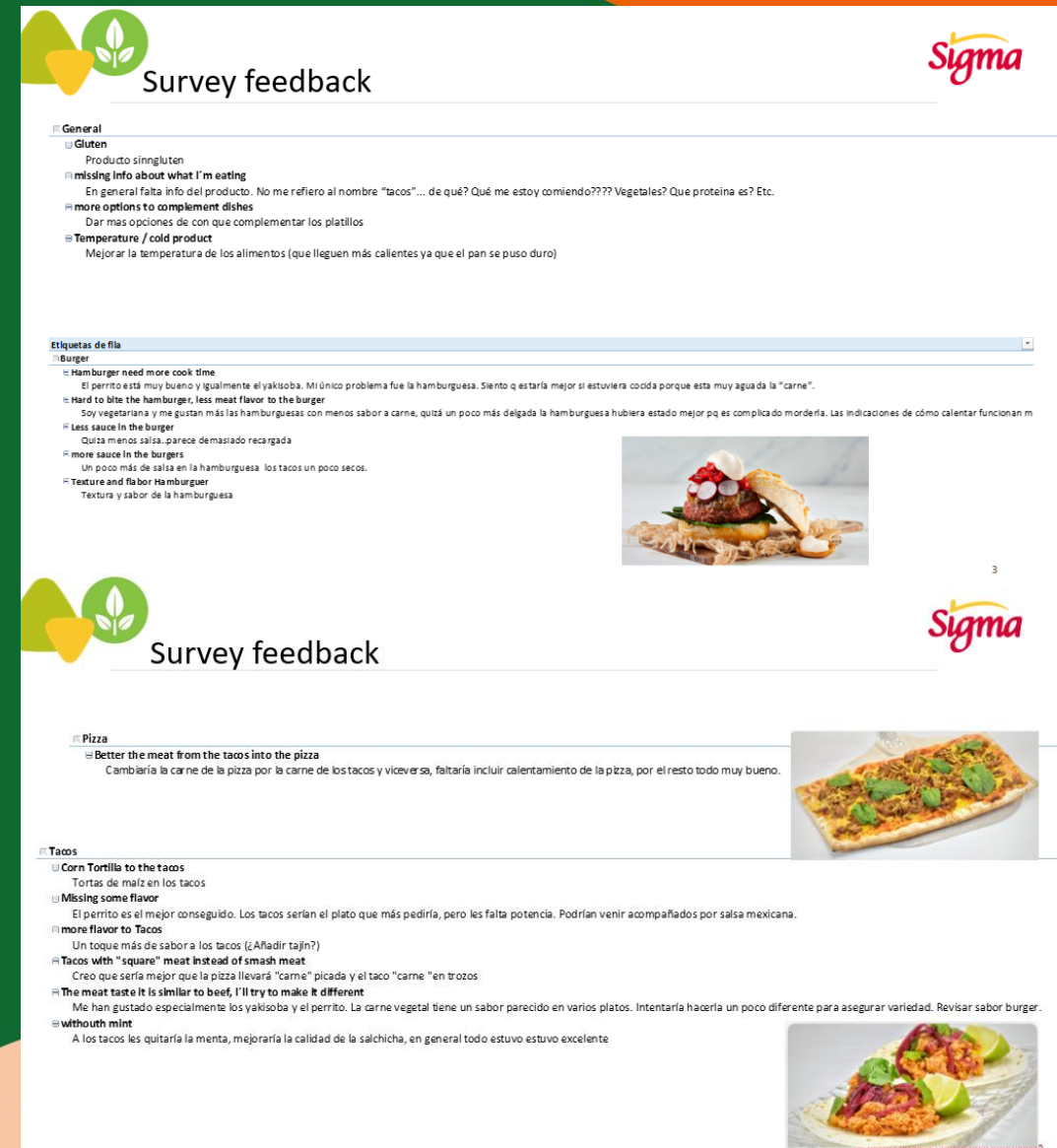
So M

SOULT UNIVERSITY
WENT TO THE TOP



The Green Sprint: Feedback and improvement

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The Green Sprint: From consumers to consumers

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Experimentacion



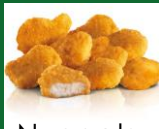
Atún



Preparados



Pollo



Nuggets



Bacon



Deshebrada



Helado

Food Service



Retail



Scale

Validation

Product test



alimentos de España



Internal Information | Sigma in Europe

Our DNA: Street Marketing

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The action: we hacked the Christmas Lottery

Last Year we hacked the most famous race in Spain, San Chilvestre, which happens during Christmas with excellent results, so this year we also wanted to hack Christmas to continue the "tradition" but doing something different. The objective was to get as much coverage as possible.

This is what we did:

- Have our HD man saying "Soy la salchicha más rica de España" when the main prize was announced at Teatro Real, so we could use this content in social, with press, influencers...
- We posted some posters saying "la salchicha más rica de España vendida aquí (sold here)" next to the main supermarkets where we sell it



- Won 2 BestInFoods 2024 awards for the Christmas Lotery Campaign (Gold for Best PR & Silver for Best Activation)
- Value Publicity Generated by the Campaign: 380k€ vs 14k€ real cost
- Award Flavour of the Year 2024 with our BB Burger de la Huerta
- Preparing Q2/2024 activation in France

better balance

Results



A la vanguardia del foodtech en España: 20 lanzamientos en solo dos años

“Democratizar” la categoría plant-based y abrir la posibilidad de que cualquier consumidor pueda incorporar estos productos de máxima calidad - ricos en nutrientes, saludables y con todo el sabor- a su dieta habitual es el objetivo de Better Balance, la marca del grupo Sigma que, en tan solo dos años, ha protagoniza-

El director general de Better Balance en Europa, Florencio García, explica que, “al analizar las razones de por qué la categoría plant-based no tiene todavía, a día de hoy, la penetración que nos gustaría, una de las conclusiones a las que llegamos es que casi todos los lanzamientos están enfocados a un mismo momento de consumo (nuggets, fingers, burgers, hot dogs...)”



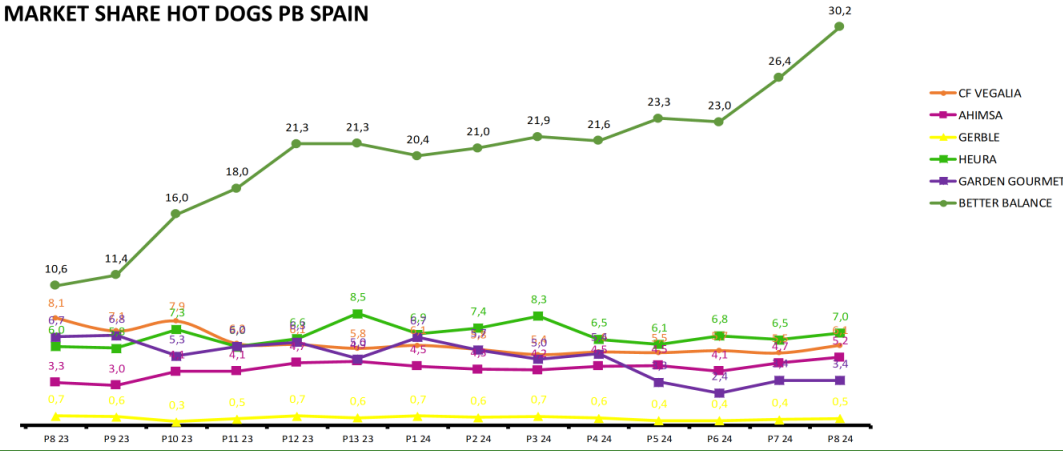
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Líderes en Hot Dog con un 30% del mercado en dos años

MARKET SHARE HOT DOGS PB SPAIN



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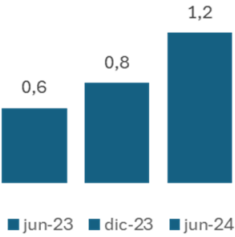
in 18 months



la marca que más crece en el mercado español

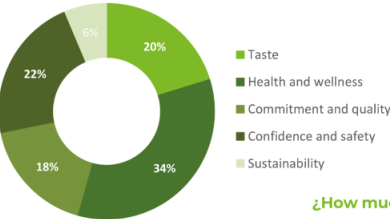


Penetration %



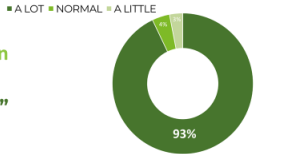
- Category -2pts vs '23
- Heura (3,3) & GG (1,9). Both -0,8pts vs '23

What does the Brand transmit you?



"The brand transmits HEALTH, CONFIDENCE and TASTE"

¿How much you like better Balance hot dog



Most common ways of preparation

"On hot dog, with pizza
With pasta or rice, barbecued"



1. ALTERNATIVA VEGETAL | T. ESPAÑA | TAM P13 2023 vs TAM P13 2022 | SALCHICHAS BETTER BALANCE | T. ESPAÑA | SOURCE OF VOLUMEN 2023

18

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ORGANIZADORES



COLABORADORES ORO



OTROS COLABORADORES



PARTICIPANTES



¡MUCHAS GRACIAS!