

# From our Home to Yours

## LANCEWOOD OVERVIEW





# AGENDA

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BUSINESS TIMELINE

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REVENUE EVOLUTION

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FACTORY LOCATIONS

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CAPITAL PROJECTS

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CATEGORIES

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INNOVATION

# BUSINESS TIMELINE

1996

ESTABLISHED

2008

ACQUIRED

2013

PARTNER WITH HOCHLAND

2016

PRINCIPAL BRANDS

2018

ACQUIRED SONNENDAL

2019

BEL LOCAL PRODUCTION  
• ACQUIRED LANGEBERG CHEESE & CAPACITY UPGRADE  
• UPGRADE GEORGE MILK RECEPTION

2021

HARD CHEESE PRE-PACK AUTOMATION AND CAPACITY UPGRADE  
• GEORGE FACTORY UTILITIES UPGRADE

2022

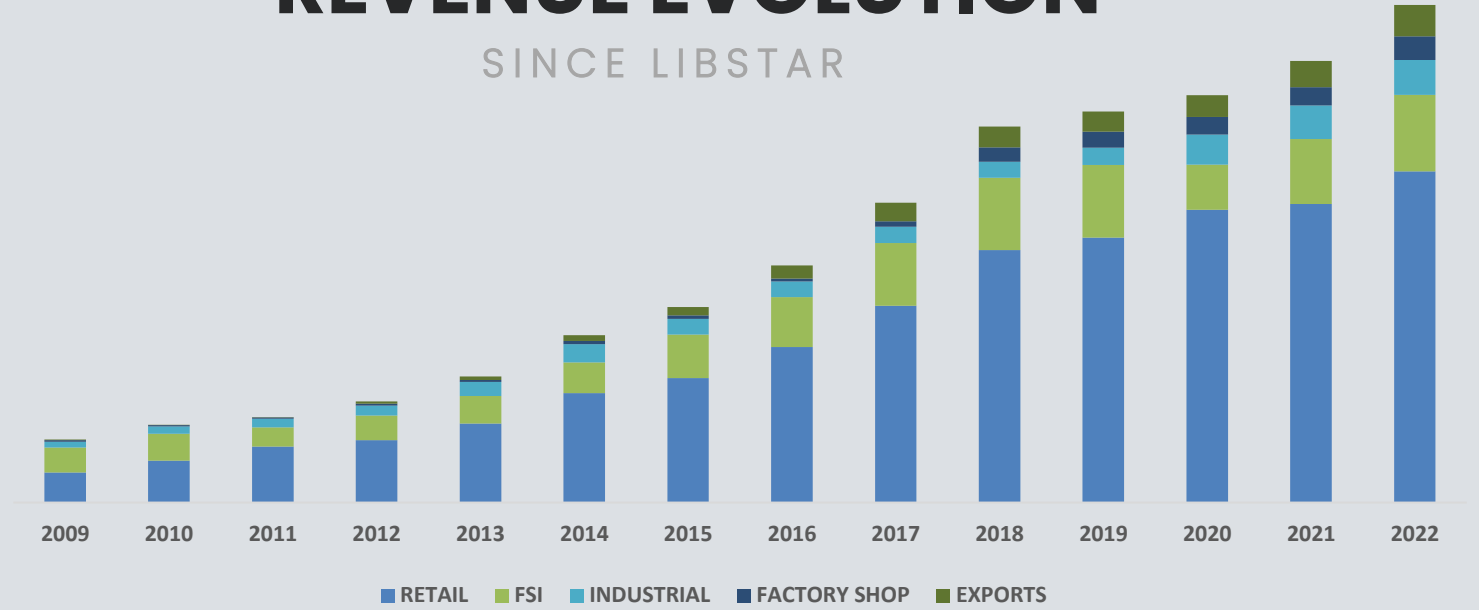
GRATING AND DICING LINE UPGRADE  
• UPGRADE YOGHURT FACTORY CIP



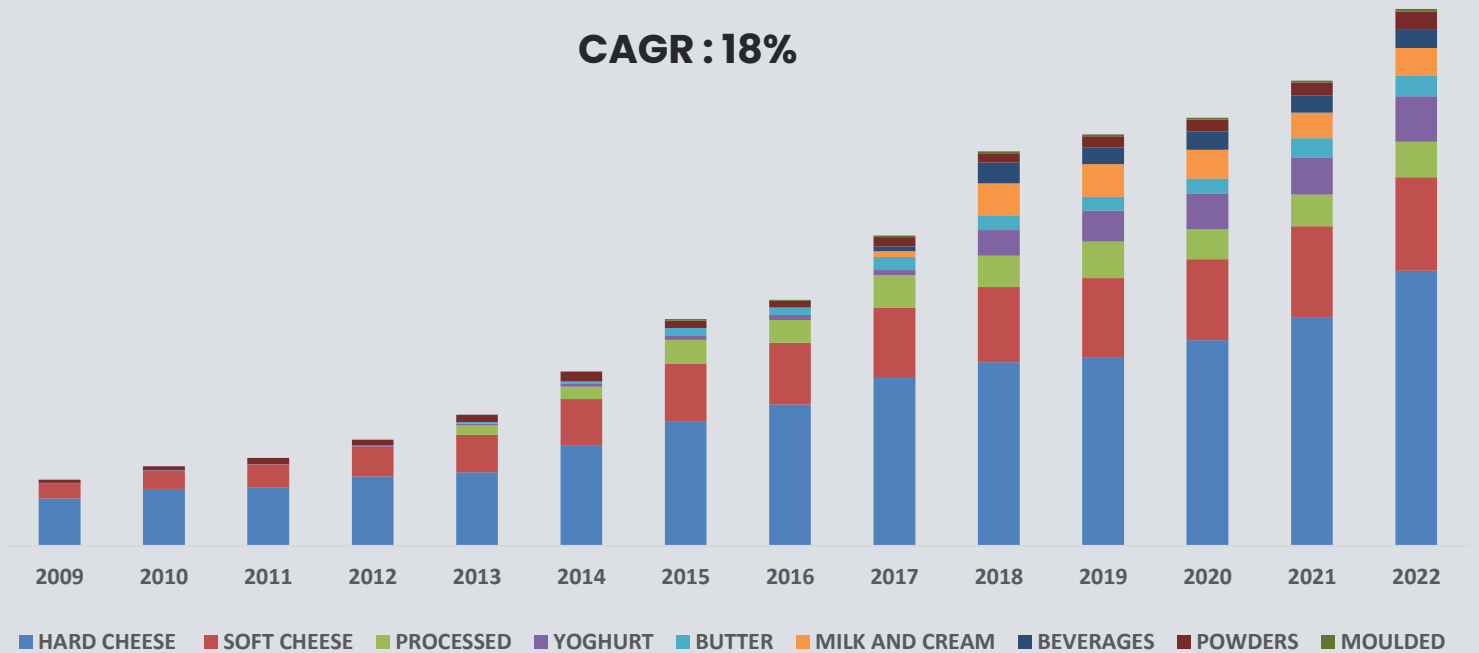


# REVENUE EVOLUTION

SINCE LIBSTAR



CAGR : 18%



# FACTORY LOCATIONS

"Our production facilities are strategically positioned in key milk producing regions."



CAPE TOWN



SWELLENDAM



GEORGE



# FOCUS AREAS

2022 & 2023

## 1. PROTECT MILK SOURCE

## 2. RETURN ON CAPITAL PROJECTS

## 3. MARGIN PROTECTION

Through Price realisation, production efficiencies and cost containment.

## 4. WORKING CAPITAL

Optimising inventory levels while safe-guarding against supply chain disruptions.

## 5. SERVICE CUSTOMERS

## 6. PRODUCTION THROUGHPUT

Cost recovery.

# MAJOR CAPITAL PROJECTS

1

## SONNENDAL ACQUISITION

NEW MILK PROCUREMENT AREA  
PROXIMITY TO RETAILER DISTRIBUTION CENTRES  
NEW MANUFACTURING CAPABILITIES  
ENTER THE YOGHURT CATEGORY

2

## BEL LOCAL MANUFACTURING

OVERCOME IMPORT & REGULATORY BARRIERS  
ADAPT TO LOCAL PREFERENCES  
ACCELERATE TIME TO MARKET  
IMPROVE LOCAL COMPETITIVENESS

5

## YOGHURT CIP

CONTINUED FOCUS ON QUALITY  
CAPACITY INCREASE  
EFFICIENCIES  
SUPPORTING GROWTH

4

## PRE-PACK HARD CHEESE PACKING AUTOMATION, CAPACITY INCREASE & UTILITY UPGRADE

REMOVE BOTTLENECKS  
IMPROVE EFFICIENCIES  
MARGIN IMPROVEMENT  
SERVICING DEMAND  
UTILITY UPGRADE - SUPPORT GROWTH AND FUTURE EXPANSION

3

## LANGEBERG ACQUISITION

NEW MILK PROCUREMENT AREA  
STRATEGIC LOCATION OF FACTORY  
ADDITIONAL HARD CHEESE CAPACITY  
LOW CONVERSION COST



LANCEWOOD  
DOUBLE CREAM PLAIN  
YOGHURT 150g

LANCEWOOD  
LOW FAT PLAIN  
YOGHURT 150g

LANCEWOOD  
DOUBLE CREAM VANILLA  
YOGHURT 150g

LANCEWOOD  
DOUBLE CREAM MIXED  
BERRIES YOGHURT 150g

LANCEWOOD  
LOW FAT STRAWBERRY  
YOGHURT 150g

LANCEWOOD  
LOW FAT MIXED  
FRUIT  
YOGHURT 150g

LANCEWOOD  
DOUBLE CREAM  
COCONUT  
YOGHURT 150g

LANCEWOOD  
CHEDDAR  
The Blockbuster  
900g  
KEEP REFRIGERATED  
Covers all refrigerated  
Milk products

LURPAK  
MODIFIED CULTURED BUTTER SPREAD  
WITH RAFFINATED OIL  
SALTED

LANCEWOOD  
LOW FAT  
STRAWBERRY FLAVOURED  
DRINKING YOGHURT

LANCEWOOD  
LOW FAT  
GRANADILLA FLAVOURED  
DRINKING YOGHURT

Blueberry and Raspberry Muffins

Croissants

Cheddar Cheese Cubes

Granola

Fruit Salad

Orange Juice

Green Grapes

Smoked Salmon

Ham and Salami

Shredded Cheddar

Dark Bread

Jam

Dark Spread

Water

Water

Kiri



# PORTFOLIO

## OWN BRANDS:



## PRINCIPAL BRANDS:

### BEL GROUP



### ARLA FOODS



## PRIVATE LABEL BRANDS:



# LANCEWOOD RETAIL PORTFOLIO



900g

600g

450g

300g

Variable  
225g

250g  
Ball

200g Grated

175g & 350g Slices



250g Full Fat Cream Cheese



230g Medium Fat Cream Cheese



250g Cottage Cheese



Sauces



175g Dips



Cream Products



1kg Double Cream Yoghurt

1kg Low Fat Yoghurt



225ml Drinking Yoghurt



Double Cream Multipacks



Buttermilk

# LANCEWOOD FSI PORTFOLIO



Hard Cheese Loaves



Grated & Diced Cheese



Cream Cheese



Cottage Cheese



Cream Products



Yoghurt

# SONNENDAL PORTFOLIO



Low Fat Yoghurt - 1kg, 500g & 150g



Drinking Yoghurt – 250ml



Yoghurt Multipacks - 6x100g



Dairy Snack Multipacks - 6x75g



Full Cream Milk – 1L & 2L



Amasi – 500ml, 1L & 2kg



Fresh Cream – 250ml



Processed Cheese – 240g & 600g



100% Juices – 1,5L & 3L



Fruit Nectar – 500ml, 1,5L & 3L



Dairy Blend – 500ml, 1L & 2L

# AWARD WINNING QUALITY

## AWARD WINNING QUALITY

## OUR PRODUCTS ARE WINNING WITH THE INDUSTRY EXPERTS

32 1<sup>st</sup> prizes for LANCEWOOD® brand at the SA Dairy Championships. Judged by South Africa's industry experts against hundreds of other products.

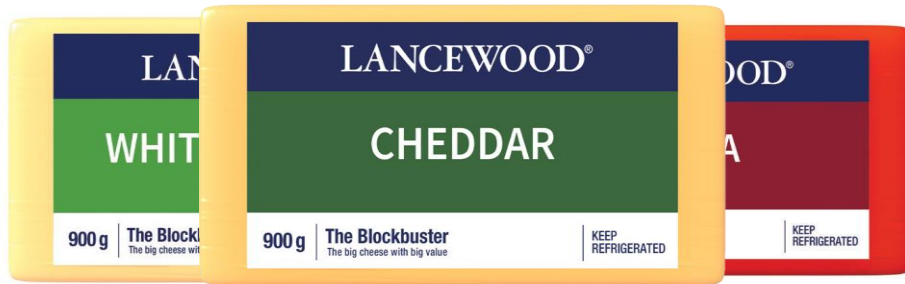
2022: 4    2021: 5    2020: 7    2019: 11    2018: 5



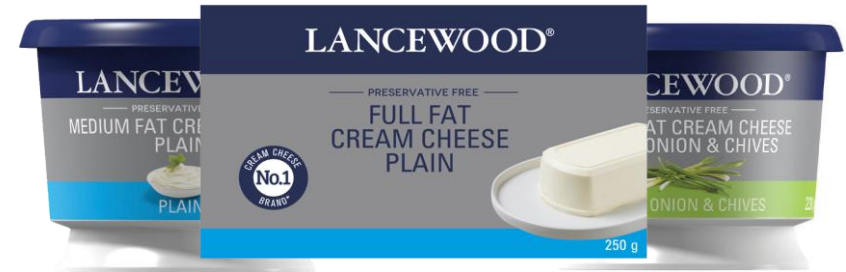
LANCEWOOD® MANUFACTURER won 60 1<sup>st</sup> prizes across all brands

# MARKET LEADERSHIP

LANCEWOOD is growing ahead of the market in all categories, the brand is also accelerating growth in the shorter term



**HARD CHEESE PRE-PACKS | 29.8%**



**CREAM CHEESE | 51.9%**



**COTTAGE CHEESE | 59%**



**SOUR CREAM | 38.8%**

Lancewood yoghurt is one of the fastest growing brands in defined retail and holds 2<sup>nd</sup> position in focus categories



**DOUBLE CREAM SINGLES | 14.6% #2**  
**DOUBLE CREAM MULTIPACKS | 23.7% #2**



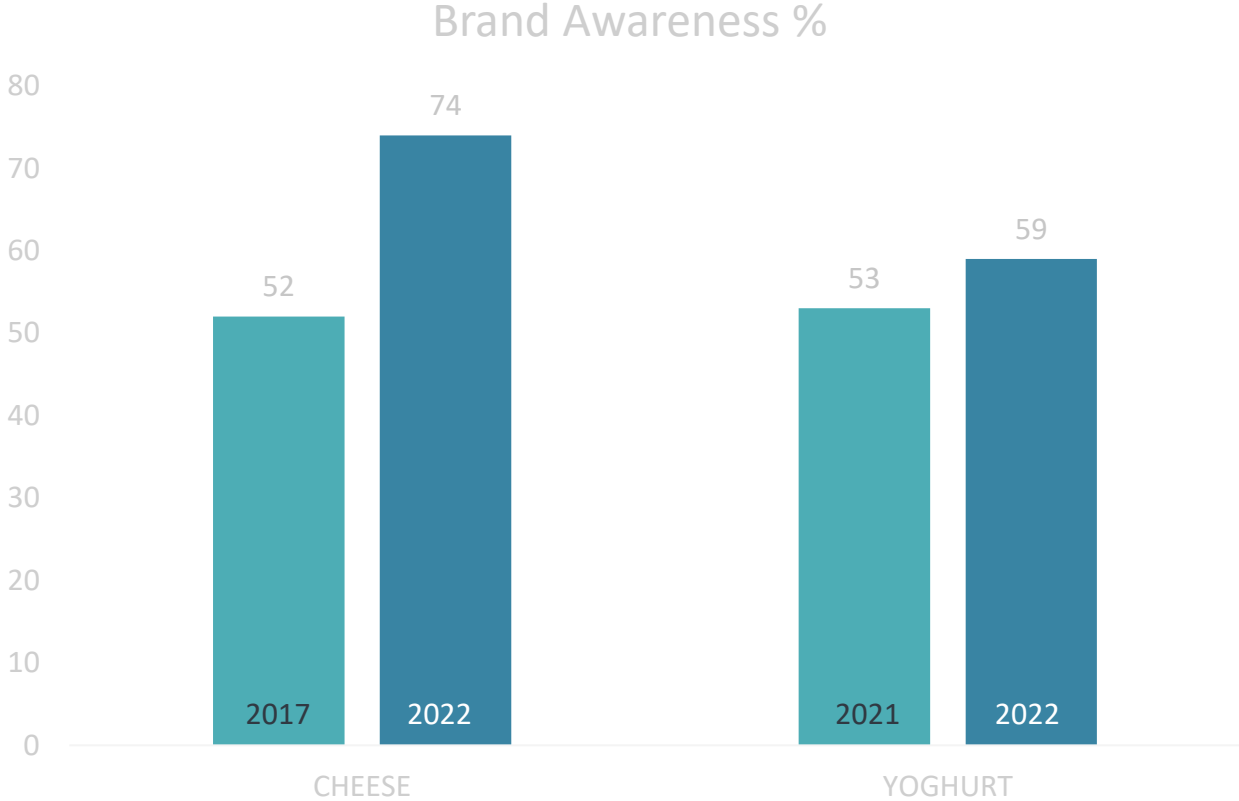
**CULTURED CREAM | 63.3%**



**MASCARPONE | 67.3%**

# BRAND AWARENESS

LANCEWOOD’s marketing activity has seen an uplift in awareness, which has impacted both consideration as well as usage over time.





## BRAND ROLE

We make cheese.  
We make yoghurt.  
We make spreads,  
dips and sauces.

But what we do best  
is make moments.



# CONSUMER TRUTH



Although a rise in “alone together” time means families now spend more time at home, it is not necessarily in a way that feels like quality time.

IOL | Parenting

Children in SA spend more time in front of screens than with family.

– SISSA

Just over half of parents interviewed felt that technology had invaded their family time and space.

- Media24 - Modern Family survey

Over the years, we have collaboratively built the brand LANCEWOOD® to be synonymous with QUALITY. We believe this is only possible when you mix QUALITY ingredients with QUALITY people, which to date has been our recipe for success.

Food brings people together, so who better to bring back QUALITY TIME to our kitchens or dining room tables than LANCEWOOD®, SA's No.1 Hard and Soft Cheese Brand, the brand built on QUALITY.

*Quality*  
**RUNS IN  
OUR FAMILY.**



LANCEWOOD  
*Quality Time*®

# LANCEWOOD® brings Quality Time to the streets of SA 400+ billboards





# DRIVING AWARENESS

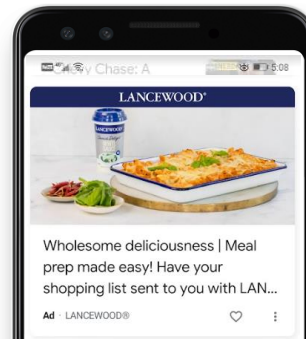
## OUT OF HOME BILLBOARDS

## WHISPER MEDIA

We placed billboards in 7 top performing South African soaps to drive awareness during prime-time viewing



## PRINT



## DIGITAL TOPLINE STATS



Google Ads

Clicks to website

1,9 mil



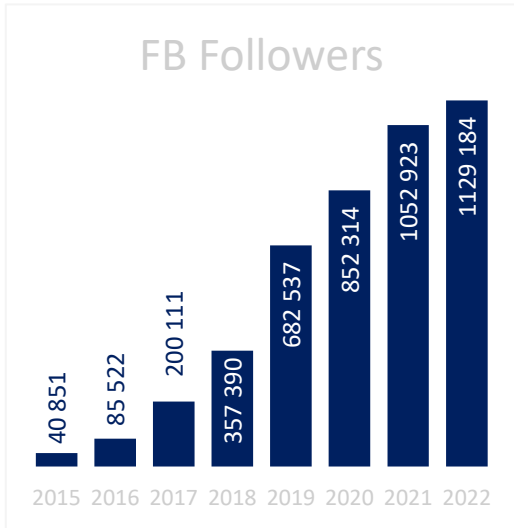
Video views

3,2 mil



# SOCIAL MEDIA GROWTH

Largest SA Food & Beverage Brand



Reach  
289 mil

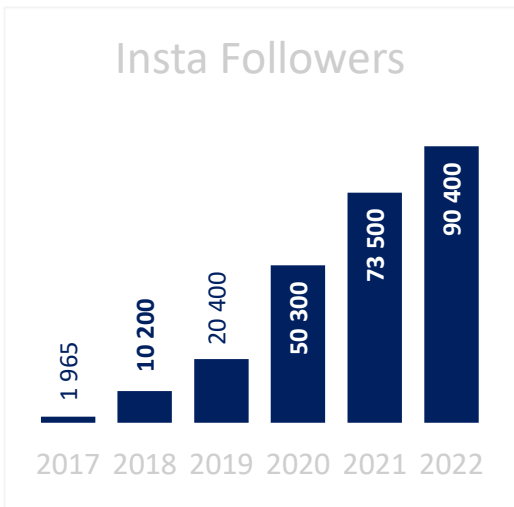
▲ 12% vs PY



Engagement  
14 mil



Video views  
12 mil



Reach  
4,7 mil

▲ 34% vs PY



Engagement  
10,4 mil

▲ 53% vs PY



Video views  
10 mil

▲ 333% vs PY

# TOP PERFORMING POST BY REACH



**LANCEWOOD**  
Sponsored · 🌐

Pour a little local flavour into your menu and end your next braai in sweet style. Made using our delicious Creamed Smooth Cottage Cheese, this irresistible Amarula Fridge Tart is the ultimate celebration of local flavours, and is sure to have your friends asking for a second slice. Find the amazing recipe here: <https://lancewood.co.za/recipes/amarula-fridge-tart/>



lancewood.co.za  
**LANCEWOOD® Amarula Fridge Tart** [Learn more](#)

 4,408,281

**LANCEWOOD**  
Sponsored · 🌐

Spice up your SA-inspired menu with a DIY take on a South African classic! Made with our creamy Double Cream Plain Yoghurt, these subtly spicy Lamb & Potato Curry Rotis deliver on family-friendly flavour without any of the fuss. Find the recipe here: <https://lancewood.co.za/recipes/lamb-roti/>



lancewood.co.za  
**LANCEWOOD® Lamb Roti** [Learn more](#)

 2,571,247

**LANCEWOOD**  
Sponsored · 🌐

Looking for a sweet escape? A moment of pure indulgence? Full of flavour and decadently creamy, our 3 delicious new Double Cream Indulgent Yoghurts are the perfect solution for your sweetest cravings. Find them in a store near you and treat yourself to a sweet escape. #LANCEWOODSweetEscape



lancewood.co.za  
**LANCEWOOD® Double Cream Indulgent Yoghurt** [Learn more](#)

 1,752,532



# INFLUENCER PARTNERSHIPS

WE JOINED FORCES WITH SA'S  
TOP FOODIES



@minkivanderwesthuizen  
203 k followers



@zola\_nene  
183 k followers



@jsomething  
328 k followers



@mpoomy\_ledwaba  
520 k followers



# INFLUENCER VIDEO

TO GENERATE WORD-OF-MOUTH  
with her 520 000 followers



# CONSUMER DATABASE

## MAILERS

Oct'21 – Sep'22



Happy Birthday Chantal, from all of us at LANCEWOOD®!

To make your special day extra delicious, our gift to you is a R50 voucher to spend on any of your favourite LANCEWOOD® products. Present this wiCode:

**3445454978888**

to your cashier at Checkers or PnP stores to receive your R50 discount.

What is a birthday without cake? Here are a few of our favourite cake recipes. Go on, spoil yourself!



Air Fryer Chocolate Cake

[VIEW RECIPE](#)



Lemon Meringue Pie

[VIEW RECIPE](#)

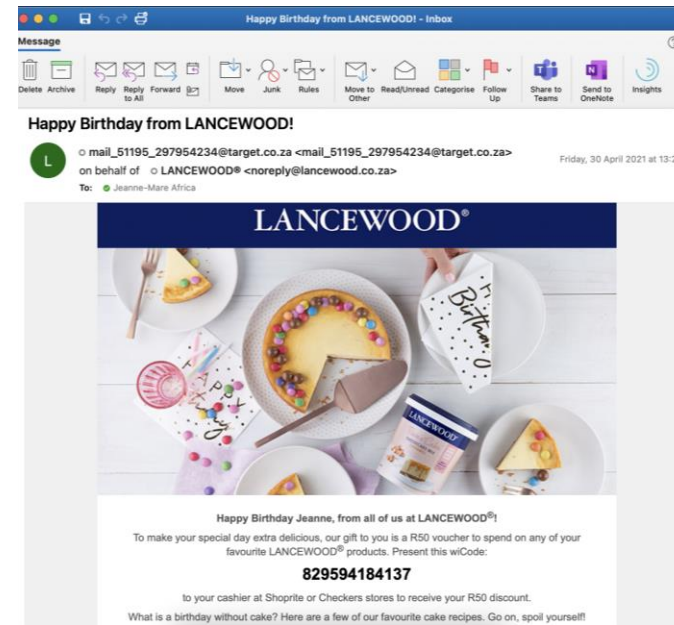


Dark Chocolate Peanut Butter Pie

[VIEW RECIPE](#)

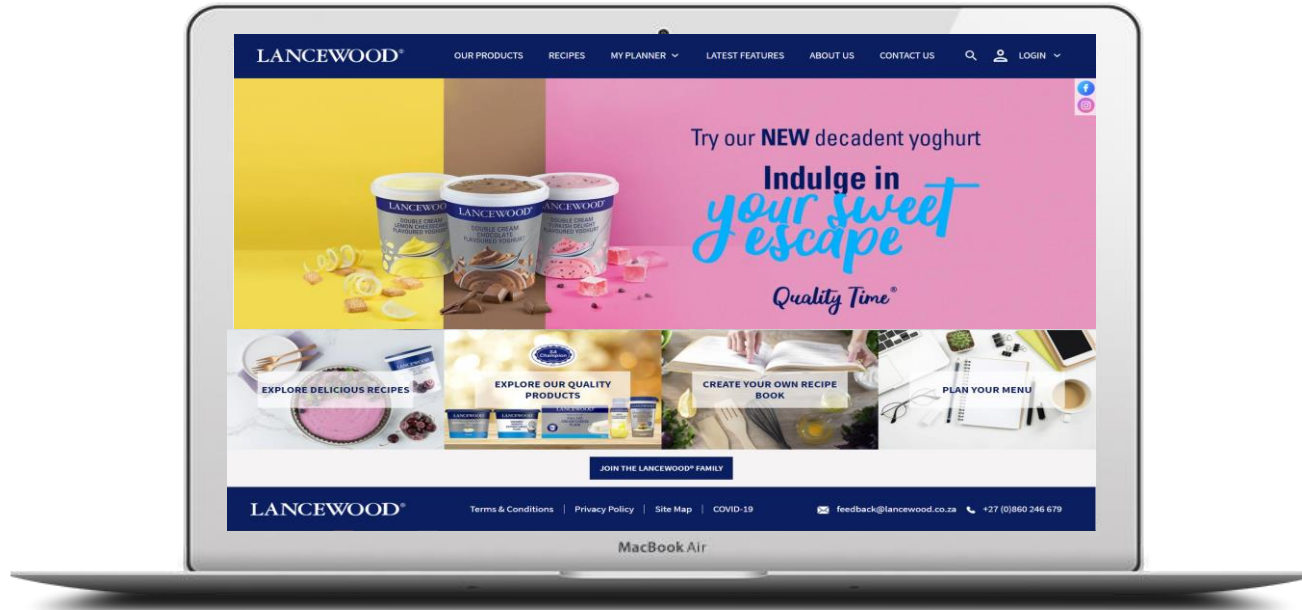
**1,064,957** EMAILS SENT  
20% up 12 MM

**55,311** BIRTHDAY VOUCHERS GIFTED  
21% up 12 MM



# DIGITAL PERFORMANCE

30



## ANNUAL KEY STATS

Oct'21– Sep'22

**2,471,575** DIGITAL CLICKS TO WEBSITE

240% up 12 MM - search & digital

**3,607,875** DIGITAL VIDEO VIEWS

100% up 12 MM - YouTube

**1,077,568** SOCIAL TRAFFIC TO WEBSITE

38% up 12 MM - Unique clicks from FB & IG

**1,060,039** RECIPE PAGE VIEWS

**36,648** RECIPE BOOKS & MENUS

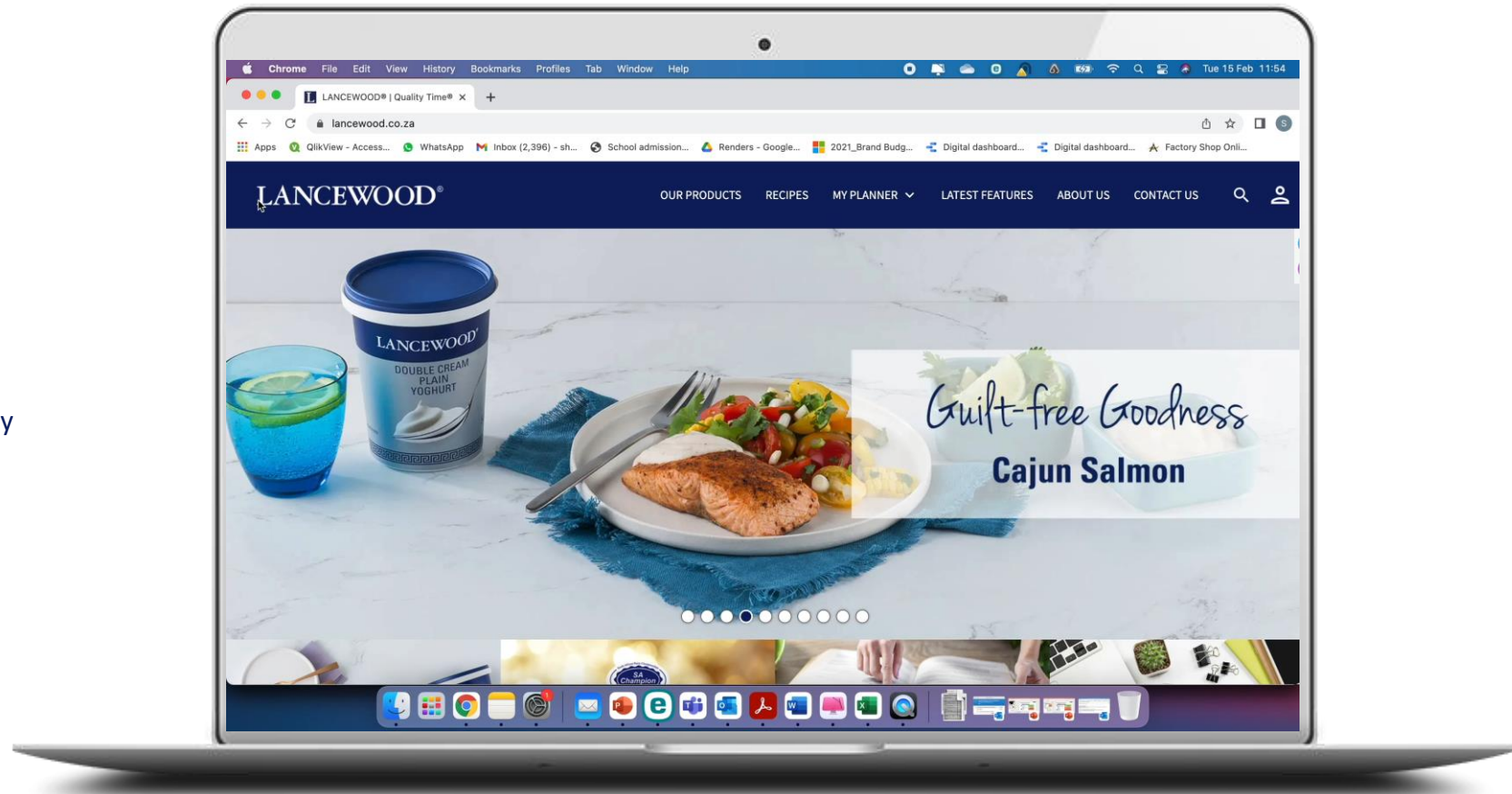
created since 11 Nov'21

# WEBSITE USER JOURNEY VIDEO

Whether you're searching for a delicious recipe, creating your own personal recipe book(s), creating your shopping list & sending it to your phone – Lancewood has the tools to help you!

## New features:

1. Mobile-first
2. Advanced 'visible' recipe filtering
3. My Recipe Book & Menu Planner
4. Shopping List sharing functionality
5. Conversion Tool integration



# INNOVATION INSPIRATION



INTERNATIONAL FOOD SHOWS



RESEARCH

**MINTEL**

## 2022 Global Food and Drink Trends

What the 2022 Global Consumer Trends mean for food, drink and foodservice markets in Southeast Asia

[download now](#)

A photograph of a hand holding a white bowl filled with a fresh salad, including sliced chicken, avocado, tomatoes, and leafy greens.

GLOBAL PRODUCT AND TRENDS DATABASES

# YOGHURT JOURNEY

Pre 2017 yoghurt portfolio



Updated and modernised in 2017



# YOGHURT PORTFOLIO INNOVATION

Offering more options to meet our consumers' lifestyle needs



Everyday



Health



**Lactose Free**  
Easy to digest for lactose intolerance

**No Sugar Added**  
with added non-nutritive sweetener



On-the-go snacking



NEW Indulgent range



# INDULGENT LAUNCH



Indulge in  
*your sweet escape*

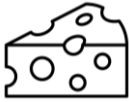


# INDULGENT INFLUENCER ACTIVATION

Influencer partners invited to enjoy the ultimate sweet escape in celebration of the Indulgent Yoghurt Range launch



# 2023 PIPELINE



HARD CHEESE

convenience



SOFT CHEESE

luxury

health

indulgence



YOGHURT

indulgence

family

snacking

From our Home  
to Yours

Thank You

