

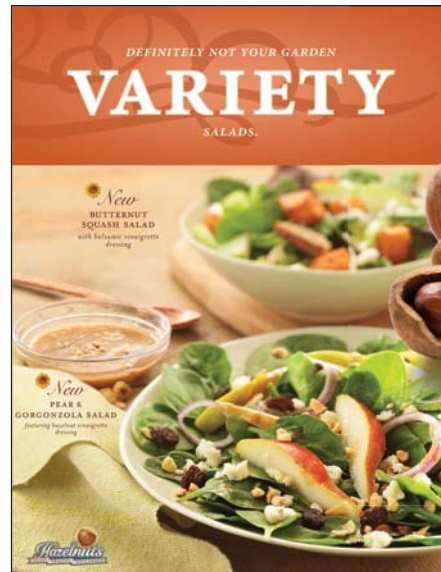
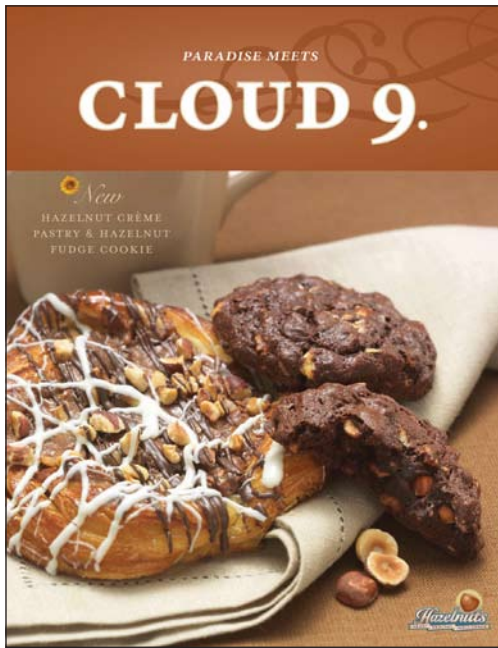
# FOOD PRODUCT

DESIGN®

science ■ concepts ■ applications



## Flavor Trends



In-store signage highlights the indulgent, yet healthy hazelnut.

## Marketing Promotion Shows the Power of Two

Au Bon Pain and the Hazelnut Council partner to drive product sales

It's no secret that Americans love hazelnut flavored coffee. In fact, it's the second most popular flavoring after vanilla.

Thinking outside the cup, Au Bon Pain developed a multi-phase marketing partnership with the Hazelnut Council to drive sales of its hazelnut bakery products. Hazelnuts rose to the occasion, creating a sweet alliance.

Hazelnuts have helped Au Bon Pain grow its entire bakery category. Successful rollouts of an initial Hazelnut Brownie and Dream Cookie led to increased sales for Au Bon Pain and more development and cooperative marketing with The Hazelnut Council, representing the domestic and Turkish industry.

Recent introductions of a Hazelnut Fudge Cookie and Crème Pastry sparked a 12 percent rise

in category sales and a new best selling cookie. Product sales beat forecast by 33 and 50 percent, respectively, and the Fudge Cookie broke into the café's top three selling cookies (out of 12 varieties), earning a permanent spot on the menu.

Promotional activities—samples, coupons, point-of-purchase signage and newspaper advertising—generated awareness and trial among consumers.

Over 100 million consumers have heard, tasted or read about the hazelnut products. Those who did taste were crazy about the hazelnut products. It was not uncommon for café staff to hear guests rave: "Great!" "Love the flavor," even confessing: "I like this better than a hazelnut coffee!"

Au Bon Pain's success is no surprise: hazelnuts make the ideal

baking companion. It makes perfect sense that the café is launching a Hazelnut Monkey Bread and salad dressing this spring, with no plans to stop.

*See where hazelnuts can take you. For more information or to order free hazelnut samples, visit [www.hazelnutcouncil.org](http://www.hazelnutcouncil.org)*

