

PRESS RELEASE



Sacla' unveils new branding



1 February 2016: Sacla', the UK's number one Pesto brand is relaunching its brand identity to coincide with the 25th anniversary in the UK next month.

The new-look branding designed by Springetts Brand Design features an updated logo, new jar labels across the range and a new website by digital agency, Activation.

The revised Sacla' logo has a copper flourish whilst the shift in colour palette gives it a more contemporary feel. Copper leaf is visible across all facing labels giving a more premium stand-out on shelf. The Pesto labels also feature numbers in order of launch date with number 1 Classic Pesto being the first Sacla' product launched in the UK 25 years ago. The new branding will feature immediately on the core Pesto range, some of which will be in store this week.

Sacla' produces a range of Pesto, pasta sauce and anti-pasti ingredients and remains brand leaders of the Pesto category with a market share continuing to climb, currently standing at 57.3 %.”*

Sacla' is a family owned business currently run by the third generation of the Ercole family. Clare Blampied UK managing director commented “2016 is a special and significant year for Sacla' in the UK as we reach the 25 year milestone. The new branding hails a more contemporary feel whilst highlighting the rich Italian heritage.

“The new Pesto labels give the jars their own premium identity whilst the overall design provides a warmth and Italian authority to the brand. We are delighted to be celebrating our 25th year and have a series of other activities planned to ensure Sacla' continues to be at the forefront of Italian food in the UK.”

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Andy Black, managing director of Springetts, says, “There are many Italian offerings out there, content with being generically Italian. We were keen to invest in those things that make Sacla’ different from the ‘me toos’ and capitalise on the company’s leadership, authenticity and pioneering behaviour with a brand position that allows them to step change and pull away from the growing list of competitors. Our strategy has been to bring to life the culinary heritage of the brand and the sense of ‘wow’ that Sacla’ products add to meals as a result of the company’s three generations of family know-how.”

-ENDS-

* Source: IRI 52 w/e 2 January 2016

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Notes for editors:

- Established in 1939, Sacla’ remains a family owned and run business based in Piedmont, north-west Italy.
- Sacla’ are the original Pesto Pioneers, with a wide range of Italian recipes which are truly authentic, made in Italy by Italians for Italians.
- As well as Pesto and pasta sauces, Sacla’ produce a range of Italian ingredients and antipasti.
- National listings for the core Sacla’ range include Asda, Co-op, Morrisons, Ocado, Sainsbury’s, Tesco and Waitrose,
- As well as multiple listings, Sacla’ Pesto, pasta sauces and antipasti ingredients are available on-line and through the independent trade and foodservice.
- www.sacla.co.uk
- www.facebook.com/SaclaItalianFoodLovers
- Twitter @SaclaUK

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