

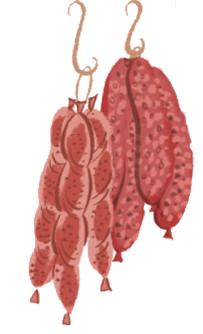
Charlie Bigham's

The first 25 years

BOARD BIA

September 2022

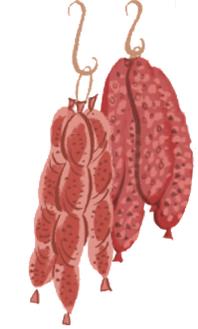
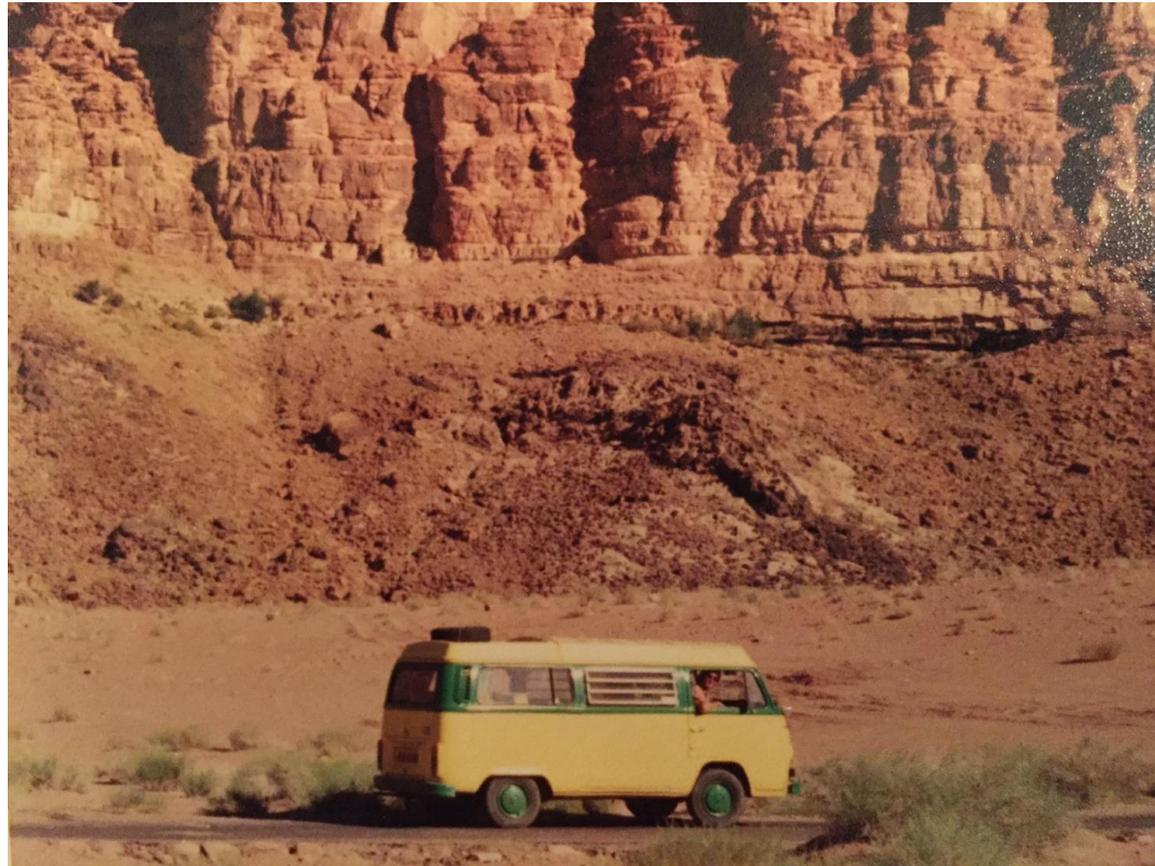




Some context



It started with a journey





The beginning

There once was a time when convenience food meant compromise and disappointment.

But lots of people love food and love cooking but just have busy lives and don't want to cook from scratch every single day.

I was one of those busy cooks.

So I decided to start a food company (... back in 1996)

I didn't know anything about factories, preservatives, shelf life or "mouth feel".

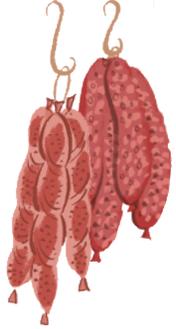
But I reckoned that might be a good thing





Because something had to change





Getting going

An idea

14 banks

500 sq.ft in Park Royal, North West London

A chance conversation with a chef

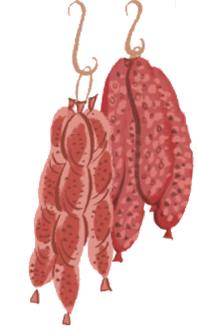
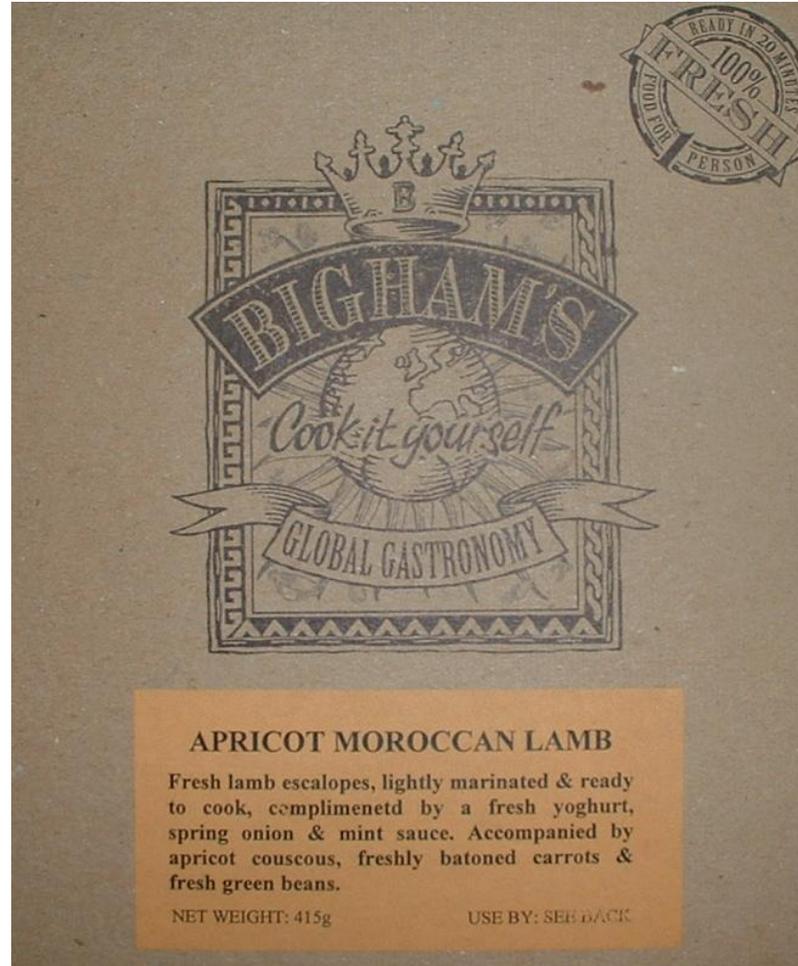
A small Deli in London

A few more shops in London

A chat with the nice people at Waitrose



And we were off





Where we are today

- 50 different recipes
- made by 750 people
- in 2 large kitchens (London & Somerset)
- sold in around 1,500 shops across the UK
- eaten by around 1,000,000 people a week

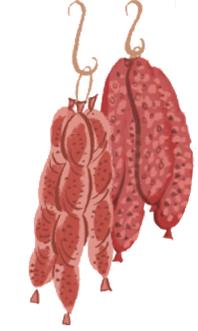
<https://vimeo.com/highamandcompany/review/649072255/66b3e408b5>



Our food

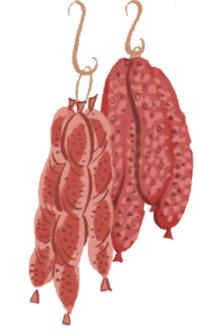
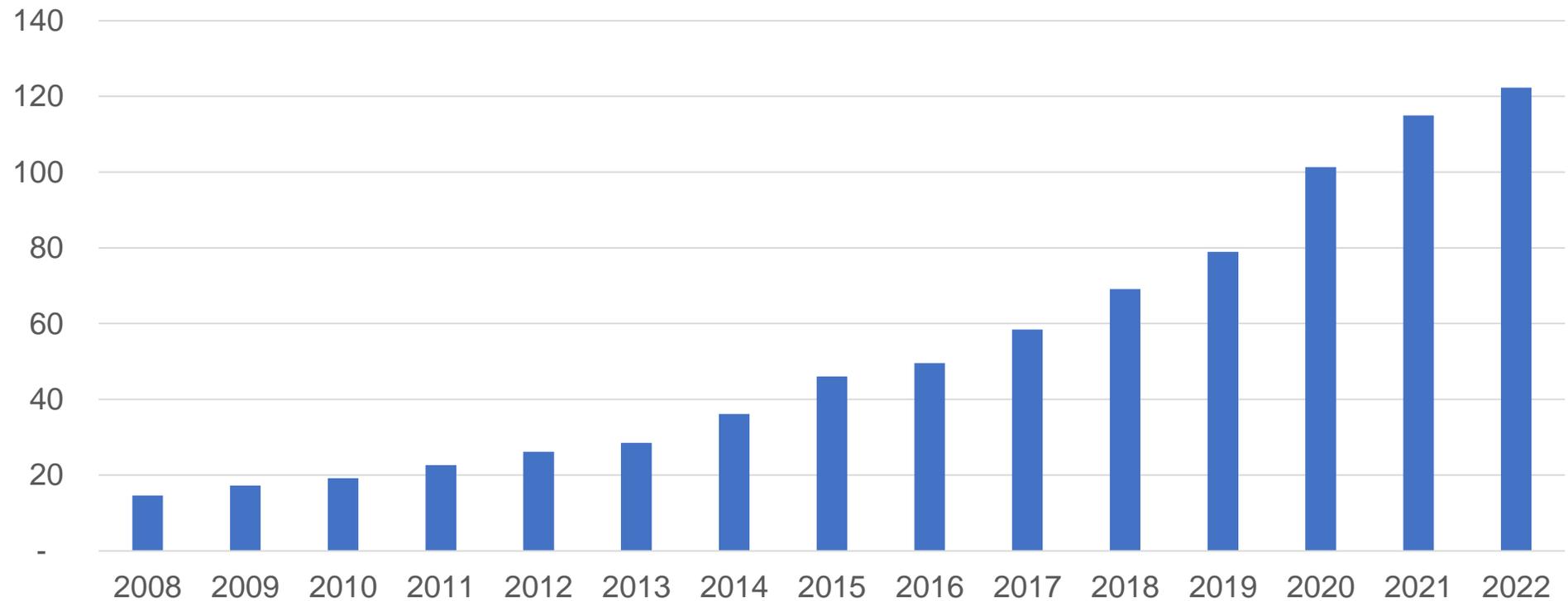


And as it looks in the shops



Fastest growing UK grocery brand with an average growth of 15% a year over the last 15 years

Charlie Bigham's sales £m





We like winning awards

YouGov®

Thanks

*for making our meals
the talk of the town!*

*Thank you to the Bigham's buyers who have
made us the UK's top trusted food brand in
YouGov's 2020 Recommend Rankings.*



Charlie Bigham's

Only Delicious Will Do



**THE
GROCEER
GOLD
AWARDS
2021**

WINNER

**Food Brand
of the Year**



**excellence
AWARDS 2022
FOOD**

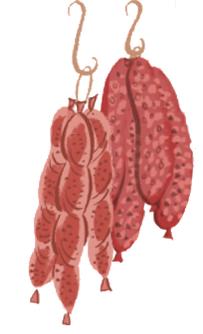
Food Manufacture Company of the Year 2022

Winner
Charlie Bigham's

HEADLINE SPONSOR: **MENZIES**
BRIGHTER THINKING

SPONSORS: **Dawn**, **POWER WATCH**, **ingredion**, **5**, **LI**





The marketing bit





We make food differently



Personal

Recipes created by me & my chefs. No traffic light targets. Just naturally good food



Fresh

Over 20 deliveries of high quality ingredients to our production kitchens every day



Small batches

Food made in small batches in our kettles and pans the way you would at home and finished by hand





Our food looks different





Our food tastes different

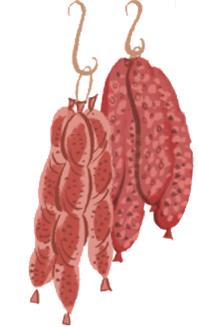


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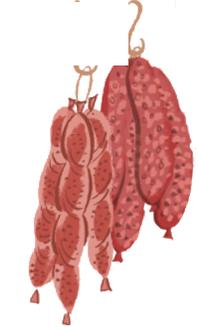
Great
Taste Awards
in the last 7
years



We're as good as our suppliers



And we are just a bit obsessive





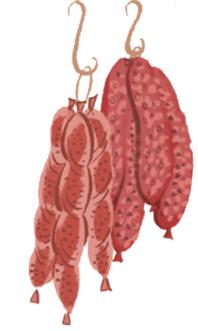
Great people are at our core



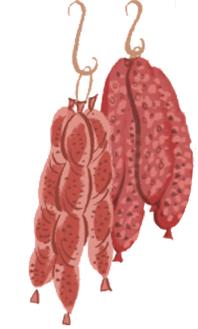
<https://youtu.be/DoJ4M0C8V8>



Making work a nice place to be



Beauty is underrated





OUR WORLD VIEW

“ We believe in delicious food, thoughtfully sourced, obsessively prepared, that’s a joy to eat. ”



OUR VISION

We are admired for making great food and doing business in a better way.

Consumers recommend us, the best people want to join us, other businesses learn from us.



Charlie Bigham's COMPASS

OUR PURPOSE

To make delicious food; build a business that people love to work in; and contribute to a more sustainable world.



OUR RECIPE

- ✓ EMPOWERED TEAM
- ✓ THE BEST INGREDIENTS
- ✓ LOVED BY ALL

- ✓ IN DEMAND
- ✓ WITH MINIMAL IMPACT



OUR VALUES

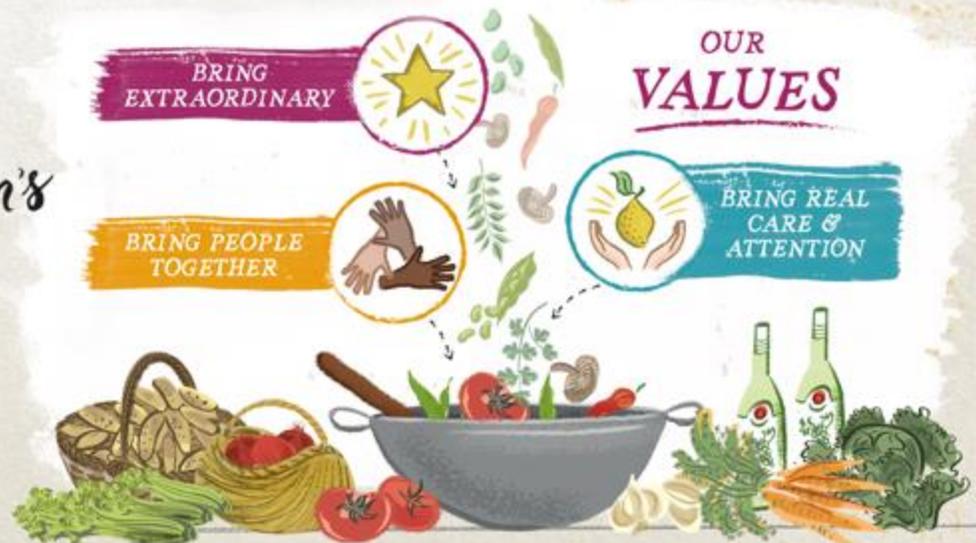
BRING EXTRAORDINARY



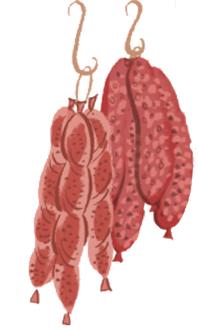
BRING PEOPLE TOGETHER



BRING REAL CARE & ATTENTION

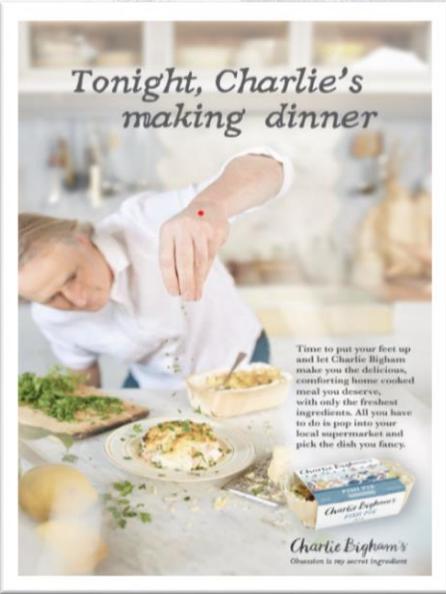


The other marketing bit



Marketing Highlights 2022 – building the most loved food brand

DRIVING AWARENESS



RECORD BREAKING Winter Ad Campaign

Press – Radio - Podcast

CONSUMERS REACHED

6.7M

Awareness

34 to 46%

Consideration

29 to 40%



ALWAYS ON Guardian Campaign Jan- Aug

CONSUMERS REACHED

8.6M



BUILDING BRAND LOVE



On Pack, Social Media and ECRM have built our audience to

150,000+



NEW BACK OF PACK

Reducing packaging, clear message and QR codes



Banqueting with food lovers and chefs at the UK's best food festival

Charlie Bigham's FY 22 Summary Brand Dashboard

Ready Meals Category

£2.68Bn +5%

Charlie Bigham's Advertising investment

£1.4m Media
12 M ABC1 reach
15% SOV*

Value Share

Value £165m +18%
Share 5.6% +0.6ppt

Penetration

2.53M HH
+17%

Brand Awareness

FY21	FY22
35.5	41.3

Ad Awareness

FY21	FY22
2.3	3.2

Consideration

FY21	FY22
10	11.5

Purchase intent

FY21	FY22
2.5	3.3

Quality

FY21	FY22
17.3	19.1

Value

FY21	FY22
-0.2	-1.6

Source: IRI & Crunch Insights | Total Bigham's Brand | L52 w/e 27/08/2022

Source: YouGov Brand Index, *Nielsen (1/9/21 – 16/9/22)
Aug1st-1 Sept ACC1 35+