



THE NEW  
**Packed**  
LUNCH

**The New Packed Lunch** Stakeholder Pack

# Market data potato shoppers

**78%**

of UK consumers eat fresh potatoes weekly  
(source: AHDB/YouGov Sept 2020)

**7 in 10**

consumers regard potatoes as healthy. A perception that has remained consistent since Aug 2018  
(source: AHDB/YouGov 2020)

**76%**

of consumers agree that carbohydrates are an important part of a healthy diet.  
(source: AHDB/YouGov)

**Over half**

of UK consumers associate potatoes with being a good source of fibre, compared to pasta (30%) and rice (37%)  
(source: AHDB/YouGov 2020)

**84%**

of consumers agree potatoes are a versatile carbohydrate  
(source: YouGov Sept 2020)

The total fresh potato category is worth  
**£1Bn**

and saw a 5.5% increase YoY  
(source: Kantar, 52 w/e 27 Dec 2020)

# What we are doing to highlight to consumers that a jacket potato is the ideal hot lunch to enjoy at home?

We're launching a £150,000 digital campaign called 'The New Packed Lunch' to remind 25-64 year olds how tasty, versatile and nutritious a jacket potato lunch can be.

**Five new videos** live from 1 February, targeting specific audiences with specific messaging for their needs and desires.



**Revamp and rebranding consumer website** where more recipes, hints, tips and inspiration can be found.



**Partnership with BritMums** working with six influencers to create authentic and trusted content and 1 hour live Twitter chat. Total anticipated reach of 9 million.



**Work with Tribe influencers** to extend the reach outside of mums/ families to approx. 500,000.



**Social media advertising** Implementing paid-for social advertising across Pinterest, Facebook and Instagram for high impact awareness



# Free assets available for your use

We have created a suite of digital assets that are free to download and anyone can use **AFTER THE 1 FEBRUARY.**

### Recipe videos



[Click here](#)



[Click here](#)



[Click here](#)



[Click here](#)



[Click here](#)

### Additional social media assets



[Click here](#)



[Click here](#)

### Visit the website to see the refreshed look and feel



[Click here](#)

# How can you get involved?

Part of the 'New Packed Lunch' campaign is showing consumers the many different ways to enjoy jacket potatoes.

**We'd love your help to show the world the 100s of different ways jacket potatoes can be enjoyed and help educate consumers on the different varieties to use, simple hacks and to explain the nutritional benefits behind the humble spud.**

How can I get involved?



**Follow**

Follow our social channels



**Amplify**

Spread the message



**Create**

Create your own posts



**Tell**

Keep telling your audience

# FACT: Follow

Ensure you're following our social channels, plus we've partnered with Brit Mums – the social networking hub – and have listed some accounts to follow.

This way, you can easily share and re-post any content and key messages across your own social channels.

You can also search for **#TheNewPACKEDLunch**

Follow these social media influencers and share their content.

### Wendy Mallins

Blog: [Daisies & Pie](#)  
 IG: [@daisiesandpie](#)  
 FB: [DaisiesAndPie](#)  
 Twitter: [@daisiesandpieUK](#)

### Lucy Parissi

Blog: [SupergoldenBakes](#)  
 IG: [Supergolden88](#)  
 FB: [supergoldenbake](#)  
 Twitter: [Supergolden88](#)

### Sima Sthanakiya

TikTok: [The Curious Pixie](#)  
 IG: [@thecuriouspixie](#)  
 FB: [thecuriouxpixie](#)  
 Twitter: [thecuriouspixie](#)

### Britmums

Blog: [Britmums.com](#)  
 IG: [@britmums](#)  
 FB: [Britmums](#)  
 Twitter: [@britmums](#)

### Michelle Minnarr

Blog: [Greedy Gourmet](#)  
 IG: [greedygourmet](#)  
 FB: [GreedyGourmet](#)  
 Twitter: [tweetygourmet](#)

### Sarah Christie

Blog: [Extraordinary Chaos](#)  
 IG: [@extraordinary\\_chaos](#)  
 FB: [extraordinarychaos](#)  
 Twitter: [sarahjchristie](#)

### Mandy Mazliah

Blog: [Sneaky Veg](#)  
 IG: [@sneakyvegblog](#)  
 FB: [sneakyveg](#)  
 Twitter: [@sneakyvegblog](#)

Love Potatoes has updated its social media accounts (listed below) please ensure you are following them to see, like and share our content.

### Consumer facing channels:



[Instagram](#)



[Facebook](#)



[Twitter](#)



[Pinterest](#)



[TikTok](#)



[YouTube](#)

### Industry facing channels:



**Twitter**

[@AHDB\\_Potatoes](#)  
[@TheAHDB](#)

# FACT: Amplify

Four ways to get involved and spread the message:

1.

**Download** the free videos and images we've created and share from your social channels

2.

**Post on your social channels** and remember to use **#TheNewPACKEDLunch**

3.

**Search #TheNewPACKEDLunch** and share posts to spread the word

4.

**Pin your Facebook & Twitter posts** by clicking on the three dots in the top right of the post and select 'pin to top of page' / 'pin to your profile'

# FACT: Create

It's always great to see and hear authentic and genuine messages about food and farming from those who do it day in, day out. If you can, we'd love to see your own posts.

A post can contain text, emojis, photos, links, GIFs or videos. You can use websites such as [Canva](#) to create graphics for free, or film and upload your own videos on smartphones.

**For more tips and advice, visit the [AHDB assets web page](#).**

## DO

- Use #TheNewPACKEDLunch from 1 February
- Be positive and use your own words in your posts, which will come across more genuine
- Keep it short and concise
- Use visuals to catch people's attention
- Use online grammar checkers before posting
- If linking to other sources, use shortened links if possible

## DON'T

- Forget about your audience and what they would find of interest
- Say anything on social media you wouldn't want on the front page of a newspaper

# How to create a video for social media

We'd like you to show the world what British farmers and food producers do, educate consumers on the best varieties to use and share your favourite fillings.

## How to create a video:



**1.** Shoot all video in landscape and avoid holding the phone yourself to avoid a wobbly video



**2.** Don't use the built-in camera zoom, it won't look good on the finished video



**3.** Think lighting and film with your back to the light, so your subject is lit up



\*To activate the AE/AF lock, simply open the iOS camera app and tap on the screen as if you were going to focus on an area. Instead of tapping and releasing, you need to tap and hold until the focus square flickers. When you release, you should see an 'AE/AF Lock' indicator on the screen.

**4.** To avoid jittery footage from auto focusing, we recommend using the 'exposure focus lock'\*



**5.** For best sound results when out and about, record out of the wind and avoid a noisy background if talking on camera

**6.** Keep it snappy, and under 2 mins and 20 seconds

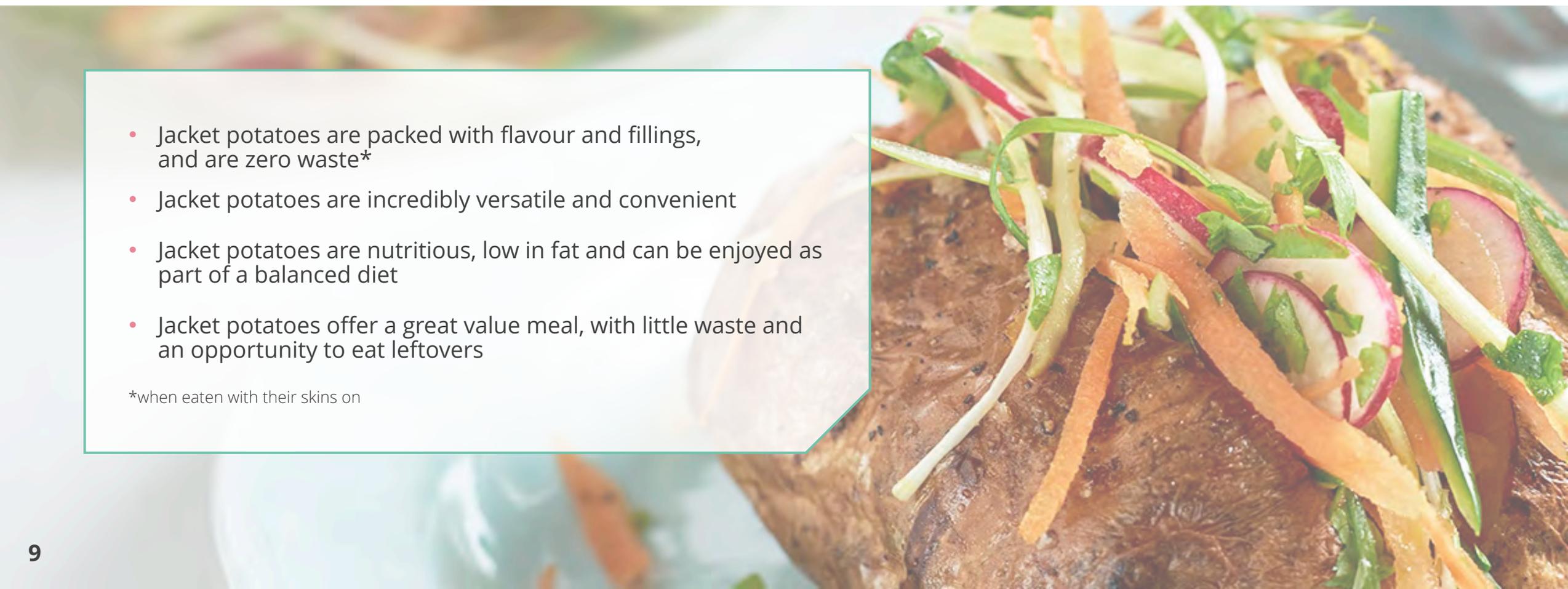


# FACT: Tell your audience

AHDB will be actively posting on social media from 1 February – 14 March, and will be including the following key messages, which we would encourage everyone to include when posting about jacket potatoes:

- Jacket potatoes are packed with flavour and fillings, and are zero waste\*
- Jacket potatoes are incredibly versatile and convenient
- Jacket potatoes are nutritious, low in fat and can be enjoyed as part of a balanced diet
- Jacket potatoes offer a great value meal, with little waste and an opportunity to eat leftovers

\*when eaten with their skins on





**Key nutritional facts** about potatoes

# Key facts about potatoes

To achieve a healthy diet, the key message is balance. A variety of foods from the main food groups, eaten in the right proportions, make up a healthy, balanced diet.

Around 1.5 billion Tonnes of fresh potatoes are eaten every year in the UK, and according to the National Dietary and Nutrition Survey (2014/15 – 2015/16) published March 2018, potatoes contribute 12% to fibre intake in the UK.

Please note: authorised wording and conditions of use of nutrition and health claims must comply with [regulations](#).

## Key facts that can be shared:

[Visit assets page](#)

Potatoes with skins are a natural source of fibre.

Potatoes are naturally fat-free, salt-free and gluten-free.

Potatoes are naturally low in sugars.

Potatoes are a source of thiamine (vitamin B1). Thiamin contributes to normal heart function, and normal psychological function.

Potatoes are a source of potassium. Potassium contributes to normal muscle function and the maintenance of normal blood pressure.

# Contact AHDB



## AHDB Contact:

For more information or imagery about the campaign, please contact:

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Only authorised nutrition and health claims as laid out in the [Great Britain nutrition and health claims](#) (NHC) register 2021 may be used