



100% British Hovis





Premier Foods Fast Facts

- Premier Foods is the UK's largest food producer
- UK's largest branded ambient grocery manufacturer
- UK's largest bread baker and flour miller
- Leading supplier of chilled food products
- £2.661 billion turnover (year ended 31 Dec 2009)
- £323 million Trading Profit (year ended 31 Dec 2009)
- £1,678 million Branded Sales
- Over 60 UK and Ireland sites
- Approx 16,000 employees
- 99.4% of British households bought a Premier Foods brand last year
- 47.2 million people eat a Premier Foods branded product in an average two week period
- A strategic focus on the UK and on growing our brands
- Not a large multinational FMCG business
- Or a traditional UK mid-cap private label business
-In this respect we are unique in the UK food industry





Hovis – who are we?

- At Hovis, we are driven by three simple principles.
 - We believe that natural is best - which is why we don't use artificial flavours or preservatives in our products.
 - We believe that taste is all important - which is why we never compromise on our recipes and are constantly testing them to make sure they're the tastiest possible.
 - We believe that good bread should be good for you too - which is why we're proud to be known as the healthiest bread brand around and why we're working round the clock to find ways to make our loaves even healthier.
- It's these simple principles that have made us the country's most famous bakers and an integral part of British life for over 120 years. We've got loads of great history born out of our 122 years.
- We bake 15 million loaves and 5 million packs of morning goods every week, and deliver **daily** to c. 9000 stores



We started out with a simple proposal to see what consumers thought

Britain has been growing wheat for thousands of years, but did you know that most bread wheat comes from as far away as Canada?

At Hovis, we believe that British is best, and we refuse to cut corners on quality. Which is why we've been working with British farmers to grow the very best quality wheat here at home.

Hovis is baked using 100% British Wheat, meaning that our Soft White bread is the softest and tastiest that you can buy.



It resonated for consumers on a number of levels

- Great quality bread
- Supporting our farmers
 - Particularly pertinent when focus is on the national economy
 - Indignation that wheat is being sourced from so far away
- Reducing food miles





Until now most branded bread is made from a combination of British 'standard' and imported 'premium' wheat



% of British 'standard' bread making wheat



% of imported 'premium' bread making wheat

Working with suppliers we spent 3 years finding ways to grow ‘premium’ bread making wheat in Britain

2006 – 2008

Extensive “Red Wheat”
trials assessing different:

- locations
- growing conditions
- times to sow
- levels of fertiliser, etc

September 2008

“Red Wheat” sown
on 600 British farms

September 2009

The 600 British farms
successfully harvest
enough “Red Wheat” in
the UK to convert all
Hovis products to 100%
British Wheat



We've proven that British grown "Red Wheat" is as good quality as Canadian grown varieties

- We chose Canadian Red Wheat variety because
 - it retains the quality and quantity of protein
 - it's best suited to the UK climate
- We tested it extensively in plant trials, test bakery and in consumer taste tests with excellent results

Hovis with Canadian Wheat



Hovis with Red Wheat

Wheat	Flour Protein	Extensibility~	Oven spring*
Canadian	13.6%	22.3cm	9mm
UK Red Wheat	13.9%	22.2cm	8mm

All data based on the average of 3 crop years ~ distance dough stretches prior to breaking (Using Brabender extensograph)

* Amount of lift in oven measured as difference from control >5mm is significant

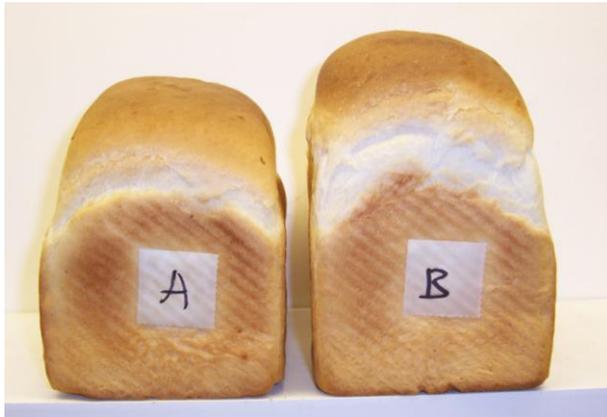
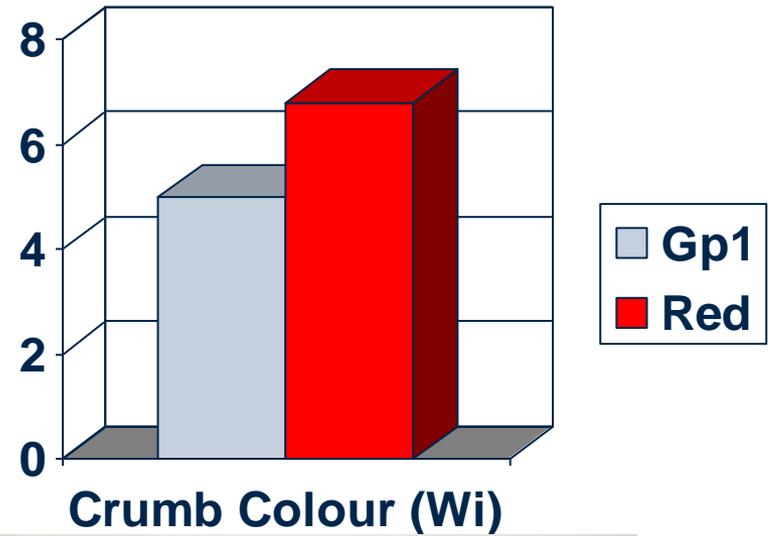
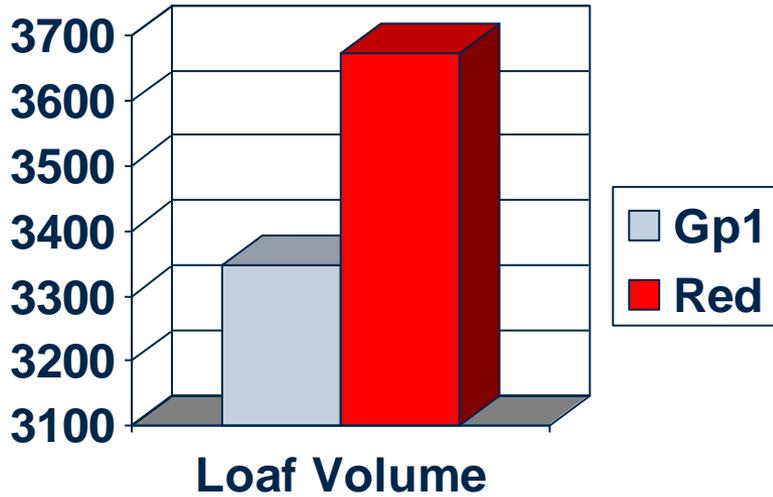


Red Wheat has delivered the quality to the mill

	Average			
	Protein % (db)	Moisture %	Falling Number	Screenings %
Canadian – 2008 harvest	16.7	13.2	388	0.9
UK Gp.1	13.2	14.4	289	1.2
Red Wheat	16.5	14.5	340	3.2

Yield levels lag significantly behind UK Gp 1

Red Wheat continues to give the excellent bake quality we need



Gp1

Red



Gp1

Red