



Natural

NEW SPAR RANGE

READ ALL ABOUT IT



...naturally at SPAR

EXPLAINING WHAT NATURAL IS ALL ABOUT...

SPAR 
Natural

SPAR Natural has been developed in response to the growing consumer demand for healthier choices and provides the global **SPAR** brand an opportunity to further differentiate itself from the competition. Health conscious consumers are demanding more from the wellness industry and are turning to supermarkets and local convenience stores – as an alternative to the traditional specialist suppliers – to meet their day-to-day needs. **SPAR** is a recognised leader within the convenience sector and the **SPAR Natural** concept breaks new ground in the area of Health & Wellness, by providing a holistic approach to customers seeking better healthcare, healthier lifestyles, natural products and solutions for food intolerance.

The concept focuses on solutions for **Vegan, Vegetarian, Organic, Gluten Free, Wheat Free, Dairy Free, Lactose Free and Sugar Free**, and supports **SPAR's** commitment to **Fresh, Healthy, Nutritious and Sustainable products**. The Mission of **SPAR Natural** is to provide customers with better choices that encompass free-from, organic, fair trade, local and more.

The **SPAR Natural** range will initially launch with 18 sku's, which will be available for order from November 2018. The range is positioned as the healthy option among **SPAR** products, with the initial focus being on organic benefits. It is not a premium range, but a range of products that are in line with all the **SPAR** values: high quality products made healthier to meet consumers' needs at an affordable price.



Organic

System of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers.

Agricultural management practices that promote healthy eco-systems and prohibit the use of genetically engineered seeds or crops, sewage sludge, long-lasting pesticides, herbicides or fungicides.

Livestock management practices that promote healthy, humanely treated animals by providing organically-grown feed, fresh air and outdoor access while using no antibiotics or added growth hormones.

A series of Category Icons have been developed to identify 12 key attributes of the products within the SPAR Natural Range. These 12 Category Icons relate to 'Free From' products and those related to 'Lifestyle Choices'.



NEW PRODUCT RANGE

SPAR
Natural

ORGANIC CHOCOLATE BARS

The all new SPAR Natural Chocolate Bars come in **4 different varieties**: Milk, Milk with Hazelnut Filling, Dark (55%) and Extra Dark (72% cocoa). These delicious Bars are **Swiss** made, Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671152787	SPAR Natural Organic Milk Chocolate	100g	20	135	GB, NL, ES, RUS	November, 2018
8710671152800	SPAR Natural Organic Milk Chocolate with Hazelnut Filling	100g	20	135	GB, NL, ES, RUS	November, 2018
8710671152824	SPAR Natural Organic Dark Chocolate 55%	100g	20	135	GB, NL, ES, RUS	November, 2018
8710671152848	SPAR Natural Organic Extra Dark Chocolate 72%	100g	20	135	GB, NL, ES, RUS	November, 2018

NEW PRODUCT RANGE

SPAR
Natural

FAIRTRADE COFFEE BEANS

Two new SPAR products have been added to the SPAR Coffee Range, SPAR Natural Coffee Beans **Mild Roast** and **Dark Roast** have been developed. The Mild roasted coffee beans have a mix of Arabica (90%) and Robusta (10%) whilst the Dark roasted coffee beans have mélange of Arabica (65%) and Robusta (35%) to have a more intense, Italian espresso flavour. The coffee beans are **organically grown** as well as **Fairtrade** certified.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153524	SPAR Natural Organic Coffee Beans Mild Roast	250g	6	168	GB,D,NL,ES,PT, RUS,F,HR,SLO,HU	January, 2019
8710671153548	SPAR Natural Organic Coffee Beans Dark Roast	250g	6	168	GB,D,NL,ES,PT, RUS,F,HR,SLO,HU	January, 2019

NEW PRODUCT RANGE

SPAR 
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ORGANIC HAZELNUT SPREAD

To complete your breakfast, SPAR has developed SPAR Natural Hazelnut Spread. This spread is made with **UTZ certified cocoa** and contains **14% organically grown hazelnuts**. On top, this product is **palm oil free**.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153388	SPAR Natural Organic Hazelnut Spread	400g	12	120	GB,NL,ES	November, 2018

NEW PRODUCT RANGE

SPAR
Natural

ORGANIC MINI CORN CAKES

A new range of **healthier snacking** has been developed: SPAR mini Corn Cakes with **extra virgin Olive Oil** and SPAR mini Corn Cakes with **Rosemary**. SPAR mini Corn cakes are made with **organic** ingredients, made **without palm oil** and are **free from gluten**.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153340	SPAR Natural Organic Mini Corn Cakes with Olive Oil	50g	16	96	GB,D,NL,IT,HU, SLO,HR,ES	November, 2018
8710671153364	SPAR Natural Organic Mini Corn Cakes with Rosemary	50g	16	96	GB,D,NL,IT,HU, SLO,HR,ES	November, 2018

NEW PRODUCT RANGE



ORGANIC NUT BARS

Two **healthy and convenient** products have been developed under the SPAR Natural range. These delicious nut bars come in two different varieties, **Cranberry & Almond** and **Cashew & Fig**. All the ingredients of these bars are **100% organic** and **gluten free**.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153562	SPAR Natural Organic Nut Bars Cranberry & Almond	3x25g	15	324	GB, D, NL, F, SLO, ES	December, 2018
8710671153586	SPAR Natural Organic Nut Bars Cashew & Fig	3x25g	15	324	GB, D, NL, F, SLO, ES	December, 2018

NEW PRODUCT RANGE

SPAR 
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ORGANIC WHOLEGRAIN OATS

SPAR Natural Wholegrain Oats contribute to a balanced and healthy breakfast. Eat them with hot milk or water or make your own muesli by adding fresh fruits and nuts. These **wholegrain** oats are **100% organic**, contain no additives nor preservatives and they are packed in a **biodegradable film**.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153722	SPAR Natural Organic Wholegrain Oats	500g	6	126	GB, D, NL, F, SLO, HR, ES, RUS	January, 2019

NEW PRODUCT RANGE

SPAR
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ORGANIC OLIVE OIL

SPAR Natural Extra Virgin Olive Oil 500ml is made from 100% organically grown olives sourced from Perugia, Italy. This superior organic **extra virgin** olive oil offers a rich, fruity flavour, perfect for cold dishes and marinates.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153760	SPAR Natural Organic Olive Oil Extra Virgin 500ml	500ml	12	100	GB, NL, ES	January, 2019

NEW PRODUCT RANGE

SPAR 
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ORGANIC PULSES & GRAINS

A new range of **SPAR Natural Pulses & Grains** has been developed consisting of **Organic Red Split Lentils**, **Organic Brown Rice**, **Organic Quinoa** and **Organic Whole Wheat Couscous**. Offering a convenient cook time ranging from **5-12 minutes**, these products are a perfect ingredient to a healthy meal. The Red Split Lentils, Brown Rice and Quinoa are **Gluten Free**.



EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671153289	SPAR Natural Organic Red Split Lentils 400g	400g	12	72	GB, D, NL, SLO, HR, ES	January, 2019
8710671153265	SPAR Natural Organic Brown Rice 400g	400g	12	72	GB, D, NL, SLO, HR, ES	January, 2019
8710671153326	SPAR Natural Organic Quinoa 400g	400g	12	72	GB, D, NL, SLO, HR, ES	January, 2019
8710671153302	SPAR Natural Organic Whole Wheat Couscous 400g	400g	12	72	GB, D, NL, SLO, HR, ES	January, 2019

NEW PRODUCT RANGE



ORGANIC TORTILLA CHIPS

SPAR Natural Tortilla Chips are made from organically grown ingredients. Produced using **100% Sunflower Oil**, they are also **gluten free**. These Organic Tortilla Chips are available to order now in **Sea Salt** flavour.

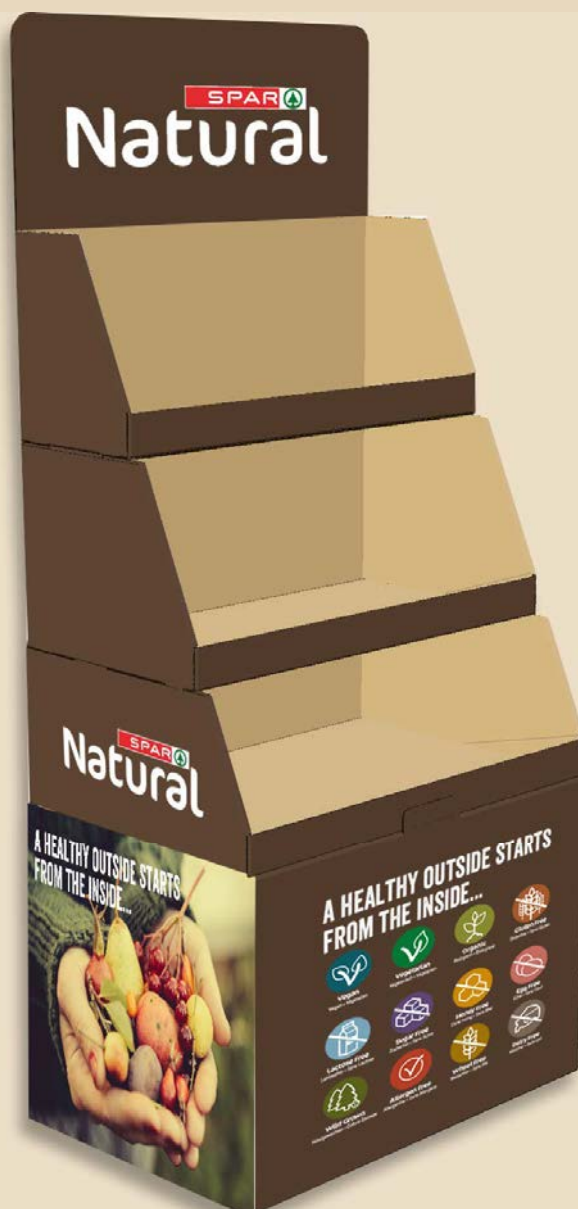


EAN Code	Product Description	Content CU	Case Size	Case p Pallet	Available Languages	Availability
8710671152725	SPAR Natural Organic Tortilla Chips Sea Salt 125g	125g	20	40	GB, D, NL, F, IT, GR, HU, SLO, HR, RUS, ES, PT	November, 2018

SPAR NATURAL DISPLAY

SPAR International provides you the opportunity to position the full range of the SPAR Natural products in one display.

- This could be an easy fit for retailers in order to introduce these products in their stores.
- The measurements are 40x60x160 (cm) (depth x width x height).
- The display can be supplied against a cost of € 35,- per display (estimate).
- The look and feel is in line with the SPAR Natural guidelines and in addition highlighting the Category Icons.



IN ORDER TO OPTIMIZE THE STACKING OF THE SHELVES WE PROPOSE THE FOLLOWING BREAKDOWN:



TOP SHELF:

2 references of SPAR Natural Nut bars & 4 references of SPAR Natural Chocolate Bars

MIDDLE SHELF:

2 references SPAR Natural Coffee Beans, 1 reference SPAR Natural Hazelnut Spread, 1 reference SPAR Natural Oats & 2 references SPAR Natural Mini Corn Cakes

BOTTOM SHELF:

1 reference SPAR Natural Olive Oil, 1 reference SPAR Natural Tortilla Chips, 4 references SPAR Natural Pulses & Grains

WHO TO CONTACT



For store design support, please contact Gary Harris.

In collaboration with SPAR Gran Canaria and SPAR Spain, the first SPAR Natural stores were launched on the island of Gran Canaria in January 2017. The SPAR Natural concept has been designed in such a way that it has the flexibility to be scaled up or scaled down so as to be suitable for implementation across all four SPAR store formats.

Full Implementation – INTERSPAR

The SPAR Natural concept can be implemented as a full SPAR Natural World in store. This is suitable for the larger INTERSPAR or SPAR Hypermarket store formats, where all elements of the offer are available. This implementation can be supported with ceiling features, floor treatments and bespoke fixtures.

Medium Implementation

EUROSPAR or large SPAR Supermarket The concept can be implemented as an in-store department within a EUROSPAR or large SPAR Supermarket, where several product categories are brought together either under the SPAR Natural brand, or more typically as a zone branded Health & Wellness.

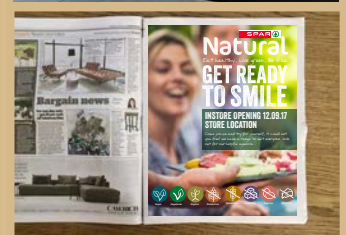
Small Implementation

SPAR Supermarket or SPAR Express In smaller SPAR stores, or stores where there is insufficient demand for a larger Health & Wellness zone, the concept can be applied as a stand-alone solution covering just a few bays and most probably placed adjacent to similar product categories.



For launch & point of sale support, please contact Gary Harris.

SPAR International has developed a comprehensive set of supporting communication materials design to showcase the range and entice the shopper. These materials can be used both in and around the store as well as in other media channels, such as billboard, magazine and Facebook.



For ordering and commercial support, please contact Wouter Lefevere

Head Of International Buying

SPAR International • Rokin 99/101, 1012 KM Amsterdam, The Netherlands

Tel +31 20 626 6749 • product@spar-international.com