Is It Time For An Oil Change?

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The credentials for UK home grown and processed cold pressed rapeseed oil are strong. With half the saturated fat compared to olive oil plus other strong health benefits, plus its Britishness, great taste and versatility, Borderfields' appeal to consumers is wide.

The business has recently more than doubled its own production capacity. Looking ahead and anticipating a similar growth curve for 2015/16, it's been important to prepare for this surge in demand.

December 2014 saw Borderfields' best sales period to date with big sales uplift in all stores on standard oils and a substantial increase in orders for the more recently available infused oils, sold either individually or as part of a gift pack. An overall increase in sales of 347% in comparison to December 2013 presented the business with its own set of challenges. However every order was delivered on time and in full.

Looking at the category in general, shopper annual spend on cold pressed rapeseed oil across GB was estimated at £5.9 million in Feb 2015 and growing at 26% versus 2014.* Depending on where you live in the country, the number of shoppers purchasing cold pressed rapeseed oil varies from 3.3% - 4.3%. This has risen from just 2% a few years ago, proving how new shoppers are increasingly aware of it and how it's becoming more popular as a versatile all-round oil.

The strategy at Borderfields is to supply the best quality oil, efficiently and simply, to as wide a range of customers as possible. Fair pricing whilst maintaining the standards and quality customers have come to expect is at the core of the business. Products are now ranged in over 2000 stores nationwide including national listings with Sainsbury's, Asda, Morrison's and Makro. More regionally products are ranged in Booths, Tesco and Aldi.

ENDS

*Source: Kantar Worldpanel, take home purchasing only (excludes food service & exports) Time period: 52 week ending 1st February 2015

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