



# Press Notice

2nd October 2006

## UK MUST ALLOW BRANDS TO FLOURISH

The Grocer magazine has published a top 100 of the UK's most valuable grocery brands (please see the attached table). The table clearly demonstrates the strong connection between brands and consumers. Furthermore, there is a distinct link between brands and innovation, with those brands at the top of the table ever eager to innovate, reinvent, create new categories and be responsive to ever changing consumer needs.

The British Brands Group provides the voice of brands in the UK and its members comprise of many of the world's leading brand manufacturers.

The Grocer's league table shows the importance of brands; their importance to UK competitiveness and innovation. It is the British Brands Group's objective that this understanding is reflected in Government policy. We believe that the Government should be doing more in creating an environment where brands can flourish and help to protect both consumers and brands from the damage that arises from unfair commercial practices.

### Why are brands important?

- Brands help drive UK productivity. Brand manufacturing in the UK accounts for £50 billion of gross output and 400,000 jobs. In addition, brands represent some 14% of UK manufacturing and contribute £6 billion a year in exports.
- Brands empower consumers, spur innovation and underpin competitive markets. This is critical to the Lisbon Strategy, helping us move up the value chain and compete internationally on the basis of high quality, innovative products.
- Brands are reassuring to consumers. There is a willingness on behalf of consumers to buy branded products based on positive experiences of quality, protection and trust.
- Brands are important as providers of choice, quality, value and improved products to consumers; as catalysts for successful innovation; as the basis for competition; and as generators of economic wealth and jobs.

John Noble, Director of the British Brands Group, will be happy to contribute a quote or discuss these issues further with you. If I may, I will contact you over the next few days to ask whether you'd be interested in arranging a time to discuss this further.

In the meantime, should you require any further insight please contact Simali Shah on 0207 413 3125. Email: [simalishah@hillandknowlton.com](mailto:simalishah@hillandknowlton.com).