



Crafting Gü's next chapter: A 5 year blueprint for sweet success

Gü Desserts wanted to future-proof the brand.

Consumer attitudes towards indulgence were shifting. HFSS regulation was tightening. They needed a clear five-year vision for growth.

A rigorous approach with multiple touchpoints

We conducted in-depth desk research and stakeholder interviews.

We engaged a food futurologist for future-facing insight.

We ran qualitative consumer groups to explore perceptions of indulgence.

We examined regulation, trends and shifting treat behaviours.

The solution: a robust five-year growth plan

Clear innovation guidelines were created.

Actionable recommendations strengthened brand positioning.

Gü is now equipped to lead the premium dessert category through industry change.



"This is really helpful and helps us really structure our brand for future success, it is the perfect way to kick off the next stage of the brand."

Emma Vass, CEO Gü Desserts