

**PROPERONI**  
PEPPERONI MADE PROPERLY

# From restaurant favourite ingredient to retail: Helping Properoni secure listings in Tesco

## A clear objective to win listings in Tesco

Being the pepperoni on pizza express pizzas for over 20 years, and to break into the UK's competitive retail scene, Properoni needed a winning strategy to elevate visibility.

## We crafted a tailored brand positioning, refined messaging, and a compelling pitch to retailers.

Through a brand workshop, stakeholder interviews, and gathering the right data and 'reasons to believe'.

## The result? Millions in annual sales and long-term category growth.

Starting with 2 SKUs in Tesco, now 3 SKUs.  
And then into Asda.

