

My Marketing Idea

Introduction

This paper will present an idea for a new brand of pasta sauce called Con Legumi. The main point of differentiation for this product is the health benefits provided by lentils, one of the main ingredients in the pasta sauce.

Consumer Trends

US consumers are increasingly looking for healthier food options. These options include more plant-based proteins and less meat. For example, in a recent Mintel survey 75% of respondents indicated that they were trying or interested in trying to consume more proteins, and 58% had tried or were interested in trying to reduce their meat consumption (Cavato, 2017). The same report also shows that parents, in particular, were trying to switch to healthier lifestyles, perhaps based on concerns for the health of their children and a desire to teach healthy habits. Flavor is still important though. In a survey of pasta sauce purchases, 74 percent of buyers mention that “a specific flavor I want” is an important determinant of product choice while 35 percent indicate that the healthiness of a product affects their choice (Roberts Jr., 2019). This suggests that both flavors and health benefits are important to today’s buyers of pasta sauce.

Industry Analysis

The US pasta sauce market is estimated to reach 2.9 billion dollars in 2020 (Roberts Jr., 2019). The yearly growth rate since 2015 has ranged from 2 to 3 percent. The steady but modest growth in recent years suggests that the product is in the maturity stage of the product life cycle. To combat the slowdown in sales growth and the effect of a decline in pasta sales (Roberts Jr., 2019), companies are trying to reach more consumers by launching premium products, often marketed as being artisanal or having a “clean” ingredient list, that is, fewer and more easily recognizable ingredients.

Competitive Analysis

Two brands, Ragu and Prego, currently dominate the pasta sauce industry, each with about 20 percent of the market (Roberts Jr., 2019). Apart from the two dominating brands, there are several smaller premium brands of pasta sauce, such as Newman’s Own. The growth of premium brands is clearly illustrated by the recent success of Rao’s Homemade brand that is based on the recipes of the family-owned Rao’s restaurants. The brand grew by over 40 percent in the past year and currently holds 6.3 percent of the market. Retailer owned private label brands together hold a 10.8 percent market share (Roberts Jr., 2019). While many brands are positioned on health, very few brands include lentils as an ingredient. One exception is the regional Live Young Kitchen brand, which offers one flavor of lentil-based pasta sauce (Live Young Kitchen Brand, n.d.)

Positioning strategy for Con Legumi

My marketing idea is to launch a premium line of pasta sauces that is differentiated from other premium brands in the category by its higher protein and fiber content. Con Legumi is a line of tomato and red lentil based pasta sauces with traditional Italian flavors. Red lentils have a mild

flavor and are high in proteins, minerals and fiber. The functional benefit of the product is that it provides a nutritious meal and the psychological benefit it offers is peace of mind for busy parents who would like to prepare healthier food to their children.

The product will be shelf-stable and sold in glass jars similarly to other brands in the category. It will be marketed at a slightly higher price point than similar brands and therefore target middle-class households.

The following positioning statement summarizes the strategy for the brand:

“For health-conscious middle-class urban parents who are looking for quick and healthy vegetarian food options, Con Legumi is a line of pasta sauces that provides lentil-based, meat-free alternatives rich in fiber and protein and traditional Italian pasta flavors that kids know and love.”

References

Cavato, G. (2017), *Healthy Lifestyles - US – October 2017*, Retrieved August 3, 2020 from the Mintel database.

Live Young Kitchen Brand. (n.d.), Pasta, Veggie, and Zoodle Sauces. Retrieved August 3, 2020, from <https://liveyoungkitchen.com/collections/the-pasta-vegie-and-zoodle-sauce-collection>

Roberts Jr., W. (2019), *Cooking and Pasta Sauces and Marinades - US - December 2019*, Retrieved August 3, 2020 from the Mintel database.