

# Truly Irresistible Relaunch for The Co-operative



Released on: June 02, 2011, 5:07 am

Author: [The Co-operative Food](#)

Industry: [Food & Beverage](#)

The Co-operative is relaunching and revamping its premium [Truly Irresistible](#) range, with the addition of 50 brand new products for 2011, and an elegant, sleek new look.

The Co-operative Truly Irresistible range provides quality, great-tasting and affordable food within easy reach. With a range of 400 products - including 50 brand new ones for 2011 - there's something for every occasion - from an indulgent treat to share with family and friends, to inspiration for making the evening meal that little bit more special.

The stylish new Truly Irresistible logo and packaging, which has been created for The Co-operative by Manchester-based GJ Creative, exudes quality and provides a striking on-shelf presence for the premium own-brand range.

The range officially re-launches tomorrow (Wednesday 25 May), when many of the new products - perfect for summer eating - will be available. To encourage shoppers to try the Truly Irresistible products, the entire range will have a minimum of 25% off from 25 May to 14 June 2011 inclusive.

Sean Toal, Commercial Director for [The Co-operative Food](#), said: "With continued pressure on everybody's purse strings, many people are eating in rather than dining out, so the extended Truly Irresistible range is ideal for those looking to create quality dining experiences at home.

"We've added lots of delicious new products to our premium range, as well as reviewing every single Truly Irresistible product to ensure we're offering the very best in terms of fantastic tasting, quality food at affordable prices for our customers and their families."

The extended range includes higher-welfare British meat and poultry, as well as fresh seasonal fruit and vegetables and top-quality store cupboard ingredients - all perfect for scratch cooking.

However, there are also some delicious premium pre-prepared meals and desserts to add to any occasion, from family mealtimes and romantic nights in, to picnics and eating alfresco - and all within easy reach at local Co-operative stores.

The launch will be backed by a multi-million pound advertising campaign, which breaks tomorrow. The national TV advert features the now firmly-established family from The Co-operative's "Passionate Plea" campaign, sitting down at a "table for four" to eat what looks like a restaurant-quality three-course meal, made with delicious Truly Irresistible products, including Parma ham, stone-baked mozzarella, tomato & pesto pizza, garden salad and lemon & summer berry torte. The ads created by TBWAManchester, will also communicate the "at least 25% off" message.

The Co-operative will also use its sponsorship of ITV National Weather to highlight its premium range, with idents featuring several of the hero products in a combination of relaxing summer scenarios and exhilarating and enjoyable outdoor settings.

The Co-operative will also be extending its digital reach in support of the Truly Irresistible brand. The multi-channel approach will see a re-design of The Co-operative Food's website ( [www.goodwithfood.co.uk](http://www.goodwithfood.co.uk) ). The new-look website, featuring the re-invigorated Truly Irresistible packaging, will be unwrapped on 25 May.

Utilising traditional media both in and out of store, The Co-operative will also be introducing QR codes to drive traffic to the website, where users will experience an interactive Truly Irresistible portal area showcasing the range, as well as a competition to win a chef for an evening and recipe ideas.

Further to The Co-operative's recent upgrade to its in-store radio system, when it broadcast the Royal Wedding live, vox pops from customers will feature from 80 in-store taste-testing events.

Customers will also be able to enter exclusive Facebook and Twitter competitions. Tweets containing the hash tag #Trulyirresistible will be entered into a daily prize draw. On Facebook, customers will be invited to talk about what's "truly irresistible" in their lives with the chance of winning £1000 worth of Co-operative vouchers, courtesy of The Co-operative Travel.

The Co-operative Truly Irresistible range only uses quality British meat (excluding continental meats) and poultry, which meet higher animal welfare standards such as Freedom Food chicken, pork and bacon. The criteria apply across the range, whether frozen, fresh or as an ingredient in prepared

products. So, for example, customers can savour the mouth-watering flavour of top-quality Freedom Food-accredited Welsh Cambrian Hill Lamb in Truly Irresistible lamb products, from delicious lamb chops to the Truly Irresistible Moussaka ready meal, in which the lamb is finely minced with herbs and spices.

As well launching 50 delicious new products, The Co-operative has made improvements to the existing range and has kept many old favourites, including Truly Irresistible Soft Cheese Stuffed Peppadews, Mixed Olives & Soft Cheese, Margherita Pizza, Balsamic Vinegar & Roast Garlic Flatbread, soft White Deli Rolls, All-Butter Croissants, Beech & Oak Wood Smoked Scottish Salmon, Mature Cheddar Cheese & Shallot Crisps, Freshly Squeezed Orange Juice, Gruyere Cheese & Poppy Seed Twists, Vanilla Ice Cream and creamy Coleslaw.

Additionally some of the existing Truly Irresistible products have been given new recipes - the Truly Irresistible Sausage range, which is made with Hampshire-breed Freedom Food-accredited pork, and the delicious Truly Irresistible burger range are now 100% gluten free.

Truly Irresistible products are available at all Co-operative stores nationwide, although range may vary. For details of the range and local stores, customers can contact The Co-operative Customer Careline on (freephone) 0800 0686 727.

**Contact Details:** Michelle Henderson  
Public Relations Manager  
The Co-operative Food  
0161 827 5290  
[michelle.henderson@co-operative.coop](mailto:michelle.henderson@co-operative.coop)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)