

NONFOOD

trends

6 Anspruchsvoll:
Metro-Tochter Real
testet Wohlfühlzonen
für Top-Marken

14 Zuwachs: Nur Die
verkauft neuerdings
auch Unterwäsche
für Männer

30 Standpunkt:
Eigenmarke
braucht emotionale
Aufladung

INTERVIEW

“Käfer stands for competence”

Michael Käfer knows his way around delicatessen products. Now he is bringing an own non-food range to the market. The licensee is Mannheim-based company Gurriss.

Non-food trends: What does the Käfer brand stand for? How would you describe the philosophy?

Michael Käfer: Our guiding principle “Quality from passion” as well as our self-defined values of high quality, emotional, surprising, endearing and unique, describe the philosophy of the brand in very vivid terms. We do not follow developments on the markets. We follow the demands of our customers, and redefine markets in this way. Consequently, the traditional name of Käfer, a family business, has become an internationally valued brand for premium products, premium quality and premium services.

It’s unusual for a well-known food brand to profile itself as a licensor for non-food product ranges. What is the strategy behind this?

Käfer is a brand that stands, like no other brand in Germany, as an originator of reliable top-level service in all aspects of food, service and retail. Consumers associate the brand with special competence in all these areas, and we have the big advantage of being more broadly established than many others through our retail and gastronomy activities. It was obvious that, in addition to food, we should also offer the kind of kitchen equipment that our Käfer chefs use professionally on a daily basis, as well as crockery and accessories for a tastefully laid table.

How can the brand awareness of Käfer be transferred to the world of pots, pans and plates?

Mainly through a harmonious and Käfer-friendly packaging concept which conveys the values of the brand. For example, the combination can also include a folded leaflet of food and non-food products.

How is the non-food range to be profiled against the competition?

We have placed much value on introducing products under the Käfer brand that distinguish themselves from the competition in terms of both look and functionality. This, in combination with a strong, competent brand, makes the products attractive to the consumer, who is looking for something special from a brand that he trusts. Then there is always an attractive price/performance ratio as well.

How much Käfer is in the licence products, or is Käfer only on the label?

As with all Käfer licensed products, the entire know-how of Käfer chefs is also contained in the new non-food range. The products were conceived in close collaboration and to our specifications. Functionality plays a decisive role in the “Käfer Fine Cuisine” range, especially with the kitchen utensils because we would, of course, like dishes to be as successful as possible with this equipment.

Are synergies between the food range from Käfer and the new non-food line conceivable?

Certainly in the long term. The combination of food and non-food enables entire themed worlds to be created, which give consumers an optimal presentation of Käfer’s brand variety. The trade in Germany is open to the idea, but currently still hesitant about these mixed concepts. But we know from abroad that it has to be successfully implemented.



Strategy: Michael Käfer wants to use synergies with non-food.

Who is responsible for the market launch?

Primarily, it is the responsibility of Gurriss, with Käfer providing support, of course, and taking part in planned campaigns.

What timetable is Käfer working to?

The market launch is planned for 2013. In essence, this will be a long-term concept with a constantly growing product portfolio that also includes and implements seasonal trending topics.

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Gurriss is attracted by the bandwidth of the Käfer licence

Ready to serve: Matthias Gurriss wants to get going in the autumn.

Successful non-food concepts need a balanced recipe. In that sense, they're the same as good cuisine: the right ingredients must be mixed with each other in the right ratio. Only then is a tasty dish produced. That applies all the more so when it comes to developing a non-food strategy for the delicatessen brand Käfer. Matthias Gurriss is confident that this will succeed. Ultimately, he has worked intensively on putting together the right mix for the first market appearance. As the proprietor of Gurriss GmbH in Mannheim, he knows his

way perfectly around product design, procurement, packaging design and sales requirements. Because his company is one of the specialists in non-food promotions from the discounter to the self-service department store. As the licensee for the Käfer product range, Gurriss is marketing a brand concept for the first time. What he finds especially attractive is the bandwidth of the Käfer licence. There will be saucepans, kitchen utensils, as well as plates and cutlery. "From preparation to the laid table, complete themed worlds can be created in the food retail sector under this well-known umbrella brand," explains Gurriss. The first activities are expected to get under way in the autumn of 2012.