



Fleming  
Howden

Bake with the best

# What is BRAW? Offering

- *It is an indulgent Oat & Barely Bar*
- *Full of the goodness of Oats & Barley*
- *A wrapped sweet treat*
- *High in Fibre\**
- *2 lovely flavours –Bakewell & Salted Caramel*
- *Chunky bar 65g each*
- *18 bars per box*
- *12 month shelf life*
- *Supplied with PDU stands*

# Commercial

- *Pricing*
- *Quantity*
- *Promotion*
- *Discounts*



# ADVERTISING

We are continuously working on brand advertising via various channels such as radio sampling events, trade shows, publishing and social media:

- *BRAW took part within numerous sporting events during 2022 such as the 150th Open and the Dunhill's links in St Andrews, the Six Nations and Autumn Internationals rugby matches at Murrayfield by using innovative iWalker technology.*
- *iWalkers technology delivers the brand's message and gathers valuable demographic data.*
- *Sporting events alone reached more than 300,000 eyeballs on brand thanks to iWalkers and iVan.*



- *BRAW is featured in Scottish Grocer March 2023 edition "Food to go & snacking"*
- *Scottish Grocer & Convenience Retailer (pagesuite.com) Page 69!*



## Capital FM Radio Scotland

- *We been working close with Capital FM Radio Scotland and together created an exciting advertisement aired daily covering the West of Scotland for the next 5 months.\* (press play to listen)*



## Fleming Howden's BRAW Bar takes a bite out of the Food To Go market

### The new Scottish snack of choice

Snacking is almost a universal activity, with over two thirds of snackers doing so at least once a day. With consumers who snack on the move identified as the biggest impulse buyers, and out of home snacking still on the increase, BRAW's arrival to market in 2021 was well timed.

### Two great tastes

Continued strong consumer interest in trying new products, allied to taste being the biggest single driver of snack choice, means that BRAW's two great flavours – Cherry Bakewell and Salted Caramel – have really tapped into the increasing demand for tasty, convenient options.

### What's under the wrapper?

Packed full of traditional Scottish favourites like barley and oats, BRAW is a source of fibre that offers a chewy texture, while the honey coated barley flakes deliver a welcome crunch.



### Where we've been busy

Neatly packed in individual 65 gram bars and with a distinctive brand, our event marketing has seen BRAW align successfully with iconic sports events such as the 150th Open, the Dunhill's Links, the Six Nations and Autumn Internationals rugby, as well as the Edinburgh Fringe. The sporting events alone delivered over 300,000 eyeballs on the brand, thanks to our tie-up with iWalkers and Capital Radio Scotland.

### Carl Vitty, GM at Fleming Howden, said:

"The feedback we're getting is that BRAW is seen as the perfect treat for lovers of sports and outdoor pursuits – especially golfers, rugby players, walkers and hikers. A proper energy boost for those who like to take part, as well as an indulgent treat for those behind the ropes watching the action unfold."

**BRAW is seen as the perfect treat for lovers of sports and outdoor pursuits – especially golfers, rugby players, walkers and hikers.**

### Interested in stocking BRAW?

Fleming Howden's team has worked hard to create a product that's competitive against most snack bars in the sector. By delivering BRAW and giving key customers exclusivity, we know they can command a margin that helps them run their businesses successfully.

## Sign up today to join our proud Scottish stockists.

If you're interested in being part of the BRAW Story, get in touch with Fleming Howden on 0131 333 6666 or via [fleminghowdensales@abmauri.com](mailto:fleminghowdensales@abmauri.com)

You can learn more about the BRAW brand at [www.brawbar.co.uk](http://www.brawbar.co.uk)

**Fleming Howden**  
Bake with the best

**ONLY THE BRAVE CAN TAKE THE CRUNCH**

Follow us on @\_Braw\_Bar #ThatsBRAW [BrawBar.co.uk](http://BrawBar.co.uk)

*\*Tailored advertisement for your business can be considered as part of commercial offering (T&C applied)*

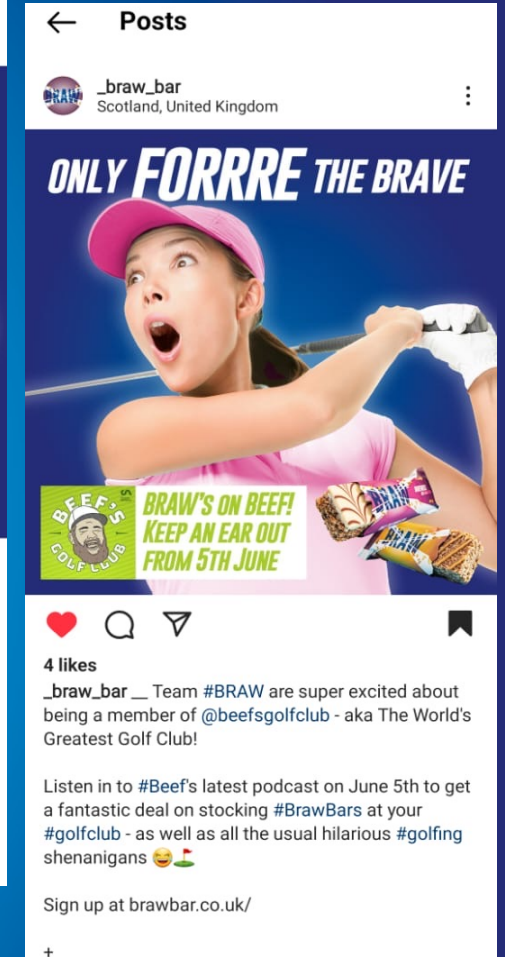
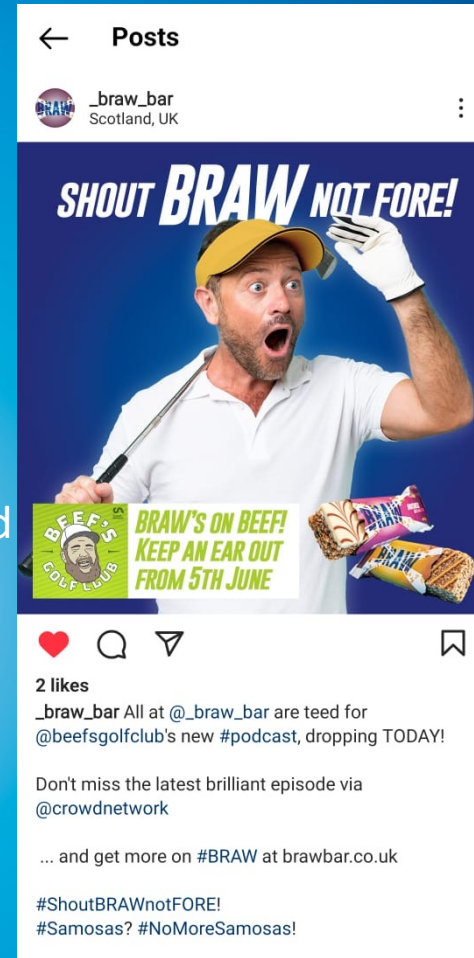
**GRAB ONE FROM YOUR NEAREST MARGIOTTA SHOP**

# BEEF Golf Club podcast



BRAW is featuring in famous golfer Beef Johnson podcast, where he and his golf fanatic friend John Robins unpick the wonderful world of golf.

Here is an advert done by Beef and his friend at most recent podcast on 5<sup>th</sup> of June:



\*Beef's Golf Club on Apple Podcasts

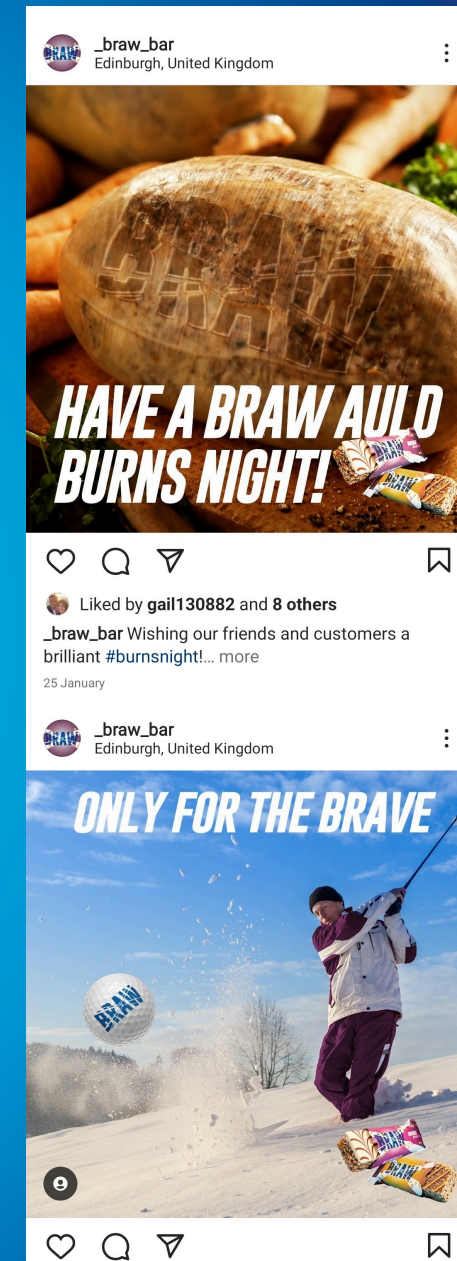
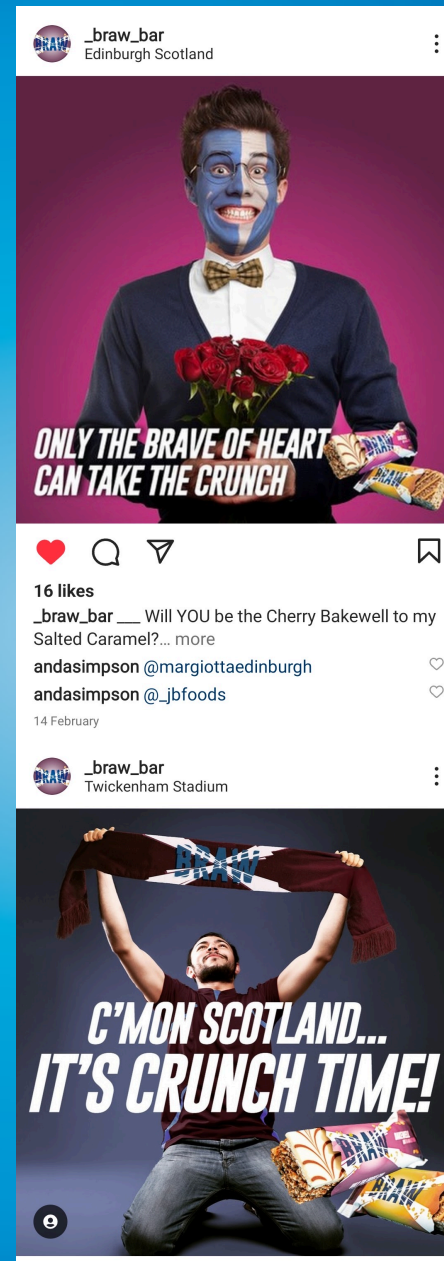
\*\*Beef's Golf Club - Crowd Network

# Social Media

*BRAW branding is fun, creative and entertaining. We update our social media regularly and engage with followers and audience to raise the brand awareness.*

*Check out & follow us on*

- Instagram @\_braw\_bar*
- Twitter @\_braw\_bar*
- Fleminghowden.co.uk/news/*



## Trade shows

*BRAW has been busy exhibiting at various trade shows during the past year:*

- *Scottish Speciality Show –Glasgow 2022*
- *Farm & Deli show –Birmingham 2022*
- *SCOTHOT –Glasgow 2023*
- *IFE (International Food & Drink Event) –London 2023*



## Nutrition

*At first glance BRAW might seem high in calories, but the inclusion of oats and barely is giving that natural goodness of fibre and extra energy often needed to go about the busy days, as well as making you feel fuller and aiding digestion.*

*Not only it is High in Fibre\* but also it is packed with great flavour.*

*\* Finished product must contain >6g fibre/100g*

*Salted Caramel – high in fibre (6.5g)*

*Bakewell – source of fibre (5.7g)*







## BRAW in action



## Stockists:

- *Lynas Foodservice*
- *Margiotta Food & Wine (retail shops in Edinburgh)*
- *JB Foods (Edinburgh)*
- *Taylor's wholesale (Montrose)*



Please visit **[brawbar.co.uk](http://brawbar.co.uk)** and click **subscribe** to become stockist or call **0131 333 6666** for more information!

*Follow us on:*

*Instagram: [\\_braw\\_bar](#)*

*Twitter: [@\\_braw\\_bar](#)*

*[www.brawbar.co.uk](http://www.brawbar.co.uk)*

*[www.fleminghowden.co.uk](http://www.fleminghowden.co.uk)*



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