



# Secret Sausages<sup>TM</sup>

Vegetables in Disguise

# Our Main Idea

Our main idea is to introduce meal packs to the Secret Sausages range of products.

For people today who want to spend more time with family and less time in the kitchen meal packs will be easier for adults to cook and more appealing to kids when they see them.

In 2009, 1 in 6 people ate a ready meal or takeaway once a day.

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# Products

Some of the products which we thought about were:

- Hot Dogs
- A sausage, potatoes and vegetables meal pack
- Toad in the Hole (sausage in small Yorkshire Puddings)
- Breakfast Pack – Sausages, egg, hash browns, potato scones, mushrooms and tomatoes. This would come with a small tub of sunflower oil.
- Sausage rolls

We also would have all of these served with dips.

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# Party Food

We also had the idea of party foods. Some of these include:

- Cocktail Sausages
- Mini pies filled with the sausage meat
- Mini Sausage Rolls

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# New Flavours

- Tomato and Basil
- Barbeque
- Butternut squash
- Pumpkin

# How to appeal more to children

An application that allows children to make their own 'vegetable in disguise' by putting the glasses and moustache on different kinds of veggies.

We also have the idea of launching a competition for designing packaging for new flavours. The winner will have their design on the packaging for the first month of the new flavour's launch.

We would also like to introduce the idea of seasonal packaging.

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# Extra Ideas

- Celebrity endorsement.
- Take the van to events such as T in the Park, The Commonwealth Games and the Ryder Cup.
- Page on the website where the community upload their variations of how to serve 'Secret Sausages' and what to serve with them.

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