



## THE MARKET

Americans first fell in love with French's® mustard during the summer of 1904, when the zippy yellow sauce became forever “linked” with that brand-new American classic, the hot dog. The two met in St. Louis at the World's Fair. Today, French's mustard is still America's number-one branded mustard, and over the years, French's has grown to accommodate the needs and tastes of American consumers through brand development, product line expansion, and staying relevant with changing consumer preferences.

America's major condiment category — defined as mustard, mayonnaise, and ketchup — has grown into a \$1.5 billion business. AC Nielsen reports that the mustard category has reached \$307 million in 2002.

In an industry where hundreds of national and local companies compete to own a place on America's tables, French's has been — and remains — the number-one mustard, with over a 30 percent dollar share. Condiment companies come and go at a brisk pace in this industry, but French's mustard has been satisfying American taste buds for nearly 100 years and continues to drive the mustard category growth with sales outpacing all other yellow mustard brands.

## ACHIEVEMENTS

With its line of delicious mustards that now share the famous red pennant logo, French's sells five times more mustard than any other nationally advertised brand. As America's leading mustard, French's knows American tastes. To continue to satisfy consumers' needs, French's now offers a family of flavors that reflect American's growing appeal for a variety of mustards. *Classic Yellow*, *Napa Valley style Dijon*, *Sweet Onion*, *zesty Deli*, and *Sweet and Tangy Honey* mustards are all part of the French's line of mustard products.

Over the years, French's mustard has aligned itself with many distinguished organizations and institutions from Little League to the Major League Baseball Players Association to NASCAR and USA Baseball. Today French's is proud to be the official mustard of the New York Yankees and New York's Madison Square Garden. Additionally,



French's sponsors the Mount Horeb Mustard Museum and the Napa Valley Mustard Festival.

As an active community leader, French's has supported Habitat for Humanity, the American Diabetes Association walks, the New York Artists and Writers charity softball game, and numerous children's museums across the country.

## HISTORY

The French's name has stood as a symbol of excellence in food development since 1880 when Robert Timothy French established a spice company in New York City. But it was the founder's



sons, George and Francis, who provided both the drive and vision that propelled the firm into the forefront of America's flavor market.

By 1904, Francis French realized that mustard as a condiment was all but ignored by the public. “I want a new kind of pure prepared mustard,” he told his older brother George, the president of the R. T. French Company. “One that is mild and has a true mustard flavor, and yet is light and creamy

in consistency and color. There is no condiment like I have in mind on the market, and I'm sure that such a mustard, even if it costs ten dollars a gallon, would have a ready and wide sale. It must be mild, for I believe that these hot mustards are used sparingly not because they are hot, but because people do not like them.”

As the story goes, French's Cream Salad mustard was launched in 1904 at the St. Louis World's Fair with the

hot dog, and both were an instant success. During this time, French's Cream Salad Brand was literally selling itself as brand awareness grew exclusively through word-of mouth. In 1915, the French's pennant became the brand's official logo, symbolizing French's affiliation with baseball and American celebration.

In 1926, the business was sold for \$3.8 million to J & J Colman of the United Kingdom, a major mustard manufacturer. In 1938, Reckitt & Colman was formed through the merger of J & J Colman with Reckitt & Sons, a maker of starch and flour, founded in 1840.

Under the Reckitt & Colman name, French's continued to grow the mustard category through an ongoing commitment to innovation and new product development. The squeeze bottle was introduced in 1974. Soon after, specialty flavors were introduced: Sweet Onion in 1971, Horseradish in 1973, Deli in 1982, Dijon in 1983, and Sweet & Tangy Honey in 1998. In 2000, Reckitt & Colman merged with Benckiser to form Reckitt Benckiser. In 2001, French's continued its commitment to innovation and launched Sweet Onion in a 12-ounce squeeze bottle in the U.S. market to rave reviews in the media and from consumers.

## THE PRODUCT

French's delivers the smooth body and full flavor Americans have grown to love. French's uses only No. 1 grade mustard seed in its mustards, harvested at just the right moment when the seed is fully developed. Only the highest-quality vinegar, spices, garlic, paprika, and proprietary flavor give French's its unique and consistent flavor every time you buy it.

## RECENT DEVELOPMENTS

Great brands need to continually evolve and innovate to retain relevance and maintain their leadership position. *French's* recently announced new changes in its mustard line that will again redefine the mustard category.

With approximately 90 percent brand awareness, the *French's* pennant and familiar yellow bottle define what people see on their family's table today. So when considering changes, *French's* looked to their consumers to build the foundation for identifying improvements. From consumer insights and research, *French's* concluded that a package, dispenser, and graphic redesign was in order. As a part of the redesign process, *French's* talked to hundreds of consumers for insight.

The outcome of this research project is a sleek, new easy-to-squeeze bottle, with an innovative "stay clean" cap that makes dispensing mustard a snap. The stay-clean cap has a special vacuum seal that draws the unused mustard back into the bottle so there's less crusty mess.

Results found a four-to-one preference for the new easy-to-squeeze bottle and stay-clean cap versus the old barrel shape and twist cap.

*French's* mustard also carries a brand-new label prominently displaying the well-known *French's* pennant, making it more recognizable, bigger, and bolder. Each flavor label has a different eye-catching image that clearly defines the flavor profile.

## PROMOTION

One of the most famous and popular promotional programs initiated from *French's* mustard in 1999 was the "Smile! You've got *French's*!" advertising campaign. Initially a television and print campaign

that featured images of smiling hot dogs, hamburgers, and sandwiches, the elements of this campaign were soon tied into a national public relations and promotional program — which included a contest that encouraged kids to play with their food, make a Funny Food Face, and win great prizes.

Thousands of entries were received each year for the Make a Funny Food Face contest. Prizes have included trips to New York City, the Napa Valley Mustard Festival, Universal Studios Orlando, and more.

The most recent advertising campaign began with a TV spot called "Talking Dog," which introduces the revolutionary new stay-clean cap and no-mess packaging. The commercial and print ads also introduced the slogan "Nothing Cuts the Mustard Like *French's*™." While capturing the brand's essence of superior taste, the commercials tell fun, relevant, and engaging stories about how far people are willing to go for the great taste of *French's* mustard. The creative approach and slogan in the ads are all designed to communicate *French's* leadership position as simply the best-tasting mustard you can buy.

## BRAND VALUES

*French's* mustard has illustrated the importance of working hand in hand with their consumers to



define the best solutions and future for their products. As an American icon, the makers of *French's* mustard take pride in being the undisputed leader in mustard — a true classic and an American icon. *French's* represents family, American tradition, and life's simple pleasures.

## THINGS YOU DIDN'T KNOW ABOUT FRENCH'S

- George Dunn, an Englishman, was the plant manager who is credited with developing the formula for *French's* Cream Salad Brand.
- The name Cream Salad Brand was chosen because the addition of a little cream turned the mustard into a superior salad dressing.
- When *French's* Cream Salad Brand was first introduced, each 9-ounce jar came in its own carton with a wooden paddle for serving. The 9-ounce jar sold for 10 cents.
- Emily Bleek was the first home economist to develop and disseminate recipes and uses for *French's* mustard as the head of the Housewives' Service Department, founded in 1924.
- Prior to 1921, there was no national advertising. In 1921, sales totaled less than \$2.5 million. Five years later, after a national advertising campaign had been introduced, sales jumped to \$5.3 million.
- The *French's* Mustard Man mascot has made over 300 visits to local events during the past three years, spreading the good word of mustard.
- *French's* mustard tastes great — even by itself. In focus groups, 60 percent of the people surveyed admitted to eating *French's* mustard plain, as a dip, or by itself on bread.
- Other popular uses for the five flavors of *French's* mustard include mixing into hamburgers or turkey burgers; using as part of a marinade for beef, pork, fish, and chicken; using as an ingredient in salad dressings; and also as a dip for vegetables.

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Double play.  
French's style.

The Official Mustard of the New York Yankees.

Nothing cuts the mustard like **French's**