

Koo launches samp-in-a-can range

 By [ActivRetail](#)

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Koo, a core brand in the Tiger Brands stable, is bringing innovation to the canned beans aisle with the launch of its homestyle canned samp range, a first of its kind.



Koo Samp & Beans in a can, which was awarded the Symrise/Food Review New Product Competition 2008 award, is available in three variants: Original; Curry Sauce; and Meat Flavoured Sauce.

Offering consumers convenience and choice, the range is combined with sugar beans and is as simple as opening and heating to prepare a homemade meal, instead of the required six hours it usually takes to prepare samp.

“Due to the time and effort required to make samp from scratch it is often reserved for special family occasions and get-togethers. The new Koo samp-in-a-can range allows people to experience the convenience, memories and emotions associated with this family favourite more frequently and with minimum fuss and effort,” says Lebogang Morudu, Koo brand manager.

The launch will be supported by marketing activities including a new Brand Power TV commercial, print, radio and billboards as well as in-store sampling.

In addition to this launch, the brand has also enhanced its canned beans portfolio with three new alternatives: Chick Peas in Flavoured Brine; Lentils in Smokey Flavoured Brine; and Split Peas Mashed & Smoke Flavoured.

The latest releases add further variety to the existing bean range, which includes Red Kidney Beans, Bean Mix and Butter Beans in a tangy sauce.

The latest products are available from all major retailers, in a 400g can, at a recommended selling price (RSP) of R6.45 for

the canned samp range, and R8.47 for the new bean range.

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