



# Collaboration & Co-branding

In an era of slowing innovation and subdued product launches, collaborations between brands can help to excite consumers and connect brands to new fans. Collaborations are also a great opportunity to boost sales during holiday periods like Halloween, Christmas, Diwali or other local celebrations.

Brands should think outside the square when it comes to collabs! Besides edible categories, brands could also explore collaborating with pop culture - for example, celebrities, games, or TV shows. These partnerships can help to engage fans and better connect with consumers. For example, the Lillet x Emily in Paris wine range was launched in conjunction with Season 4 of the TV show and has proved to be a huge success with fans.

- Food & drink collaborations with pop culture help connect Gen Z with new brands. (Mintel, 2024)
- 73% of young UK consumers trial new brands because of new flavours. (Mintel, 2024)
- The Coca-Cola x OREO collaboration had a total reach of 730 million over a 5-day period. (Mintel, 2024)
- 58% of UK adults like to buy food & drink that will be a conversation starter. (Mintel, 2024)

## On the Shelves



Streets Pauls, Golden Gaytime Inspired Toffee Custard. Said to be the “most irresistible, iconically Aussie collaboration ever”, combining the flavours of Golden Gaytime ice cream with decadent custard. (AU)



Coca-Cola, Fizzy Oreo Cookie Flavoured Calorie-free Cola Soft Drink. A collaboration between Oreo and Coke, limited edition flavour. (Global)



Calbee Harvest Snaps, Vegemite Baked Pea Crisps. (AU)



Jack Link's Meat Snacks. Flamin' Hot Flavoured Original Beef Jerky. 'Two legendary brands, one epic snack.' Classic Cheetos flavour meets jerky. (USA)



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# On the Shelves



Van Leeuwen x Sabrina Carpenter, Espresso Ice Cream. Espresso flavoured ice cream referencing Carpenter's breakout 2024 pop hit, Espresso. (USA)



Ruby x Griffin's, Pink Collection. Clothing brand Ruby teams up with classic Kiwi biscuit brand Griffin's. 20c from each purchase went to the Breast Cancer Foundation NZ. (NZ)



Lillet x Emily in Paris. It is said to be perfect for refreshingly simple spritzes. Consumer data shows it significantly outperforms its category. (USA)



Red Rock Deli, Chef Series Chinese BBQ Duck with Hoisin Sauce Chips. A collaboration between Red Rock Deli and Poh, a famous chef and TV personality in Australia. (AU)

Unconventional and unlikely collaborations have the potential to help brands to reach previously untapped demographics and new markets.

Collaborations and co-branding can be a great tool for expanding reach and increasing engagement with your brand. Collaborations between two brands can help to create excitement around new products without taking risks on completely new flavours or formats.

However, brands need to find authentic connections and ensure that the brand partner appeals to their audience to get the most out of the partnership.



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