

Case Study

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Nairns



Nairn's know their oats. They have been baking with them since 1896. Using wholegrain oats grown in the nearby Scottish Borders, where the climate is perfect for slowly and naturally ripening the grains – the oats don't need insecticides. Nairn's aim is to make tasty, wholesome food that's as simple and natural as possible.

Nairn's aim is the same now as it has always been – to make tasty, wholesome food that is as simple and natural as possible using the best ingredients we can. Thanks to our trusted relationships with farmers and millers in the Scottish Borders, the Nairn's range is made with only the finest wholegrain oats nature can provide – they're the number one ingredient in everything we make. Today Nairn's are the largest producer of oatcakes in the UK, number

1 in the baked free from category (source: Nielsen) and our range is exported over 35 markets.

Exports account for approximately 10% of the Nairn's turnover and we've seen this increase around 20% year on year, in line with our strategic export ambitions.



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Nairn's' focus is to develop new markets, as well as grow sales in our current markets. We are investing to expand distribution and develop consumer awareness for the brand. We are confident our strategy will be successful in achieving the objective.

The Free From trend is developing worldwide and we are very well placed to offer great tasting and healthy gluten free products. Gluten Free is quickly becoming our most successful range internationally.

Our largest international markets are EIRE, USA, Canada, Netherlands, China, New Zealand, UAE, South Africa, Cyprus.

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Martyn Gray, Nairn's Managing Director, said:

“We see great opportunities in the continued development of our export markets. The key for us is developing long-term partnerships with local importers who have a detailed knowledge of their markets. We have set very challenging targets to grow the proportion of exports within our total business.”

