



GOODFELLA'S UNVEILS NEW LOOK AND IMPROVED RECIPES FOR ITS CORE PIZZA PRODUCTS



October, 2024 - Goodfella's is shaking up the frozen pizza category by unveiling a fresh new logo and packaging design, along with improved recipes for its Stonebaked Thin Margherita and Pepperoni pizzas. The revamped packaging and improved recipes signal a bold new direction for the brand while staying true to its roots.

The move comes after a study conducted by the brand revealed that shoppers are hungry for bolder flavours and lighter, crispier pizza bases¹. As a result, Goodfella's Stonebaked Thin Margherita and Pepperoni pizzas now boast an improved sauce and base, with the Margherita variant also including a cheesier taste, ensuring that both products meet shoppers' needs as a reliable and great-tasting dinner option.

The total frozen pizza category is in growth, with consumption occasions growing by +7% year on year, particularly driven by a demand for convenient midweek dinners². What's more, over half of the frozen pizza market is focused on thin pizza and Goodfella's over-indexes within this segment³. Retailers can capitalise on the positive trajectory of the frozen pizza category with Goodfella's reformulated products, which offer consumers great tasting signature flavours and meet consumer demands for delicious and convenient midweek dinners that bring people together.

With its bold new look, Goodfella's new packaging will stand out on shelves, helping to drive footfall down the frozen aisle and recruit new shoppers to the category. Each pack distinctly calls out the quality and care that goes into making a Goodfella's pizza, including highlighting that each pizza is made from individual balls of dough that are freshly prepared each day and baked on specially imported Italian stone. They are topped with a signature sauce made in-house with quality pizzeria-grade ingredients used for the toppings.

Claire Hoyle, Head of Marketing at Goodfella's Pizza, commented: "Midweek dinners are driving the recent growth in the total frozen pizza category, so it's important for us to deliver delicious and convenient meals for this occasion.

"With our improved recipes and updated packaging, we want consumers to feel confident that when they choose Goodfella's, they're getting good, honest food made with high-quality ingredients and bold flavours.

"Our brand has always catered to a wide variety of shoppers, and the entire pizza range is fully HFSS compliant – whether you're a meat-lover, vegetarian, or gluten-free, there's something for everyone. The new logo, pack design and improved recipes will not only cater to the needs of our consumers, but also show the "uncompromisingly good" taste and quality of Goodfella's. These changes are just the start of an exciting new chapter for Goodfella's with much more to come."

¹ SAM Superiority testing 2024

² Kantar Value and Volume Sales 01/09/2024

³ Kantar Value and Volume Sales 01/09/2024



The revamped pizzas, which will sport the new packaging, will be available in Tesco from October 28th before rolling out wider in early November. Goodfella's new look and recipe will lead up to a full relaunch and a multi-channel media investment landing in 2025.

-ENDS-

For further information, please contact the Goodfella's press office at group.goodfellas@circle.com

Stonebaked Thin Margherita

- 342g
- £2.90 MRSP*

Stonebaked Thin Pepperoni

- 345g
- £2.90 MRSP*

*Pricing is at the sole discretion of the retailer

About Goodfella's:

The iconic Goodfella's brand was launched in 1993 in Ireland and in the UK the following year. The brand's pizza ranges include Loaded Deep Pan, Stonebaked Thin, Gluten-Free, Takeaway, Garlic Bread, Pizza Pockets as well as ready meals and new sides. All Goodfella's pizzas are made on Italian stone. Goodfella's is a Birds Eye brand, owned by Nomad Foods – Europe's leading frozen food company – whose brands work together to serve the world with better food.

Full product list and details are available at www.goodfellaspizzas.com