



BelOrta

From Local Pride to National Fame:
The Power of Consistency in a Commodity Category

Heerlijk
van hier

AMMA 2026 - LONG TERM STRATEGY
PRESENTED BY JO RINGOET

From **Local Pride** ...



📍 Halle

Familie Vandersmissen



📍 Diepenbeek

Familie Geerdens



📍 Merchtem

Familie Hellinckx



Familie De Keyzer



📍 Alken

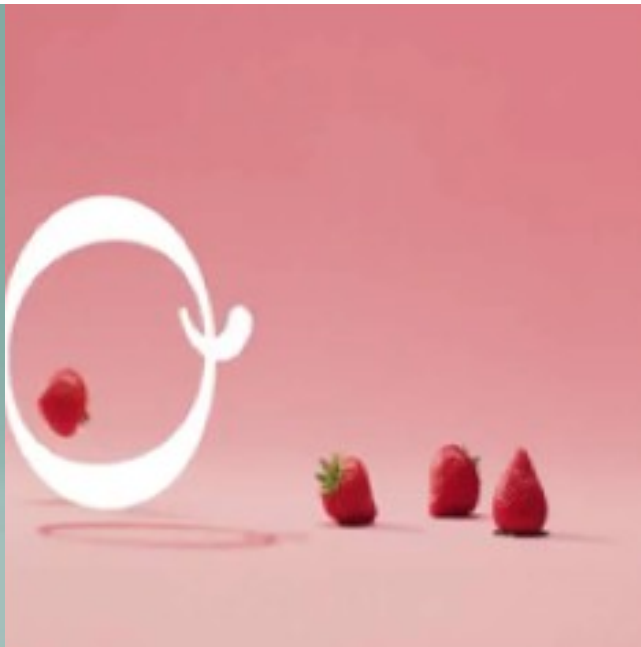
Familie Jacques



📍 Hulst, Nederland

Familie Van Acker

..to **National Fame**





The Paradox Uncovered

Consumers increasingly value a healthy lifestyle

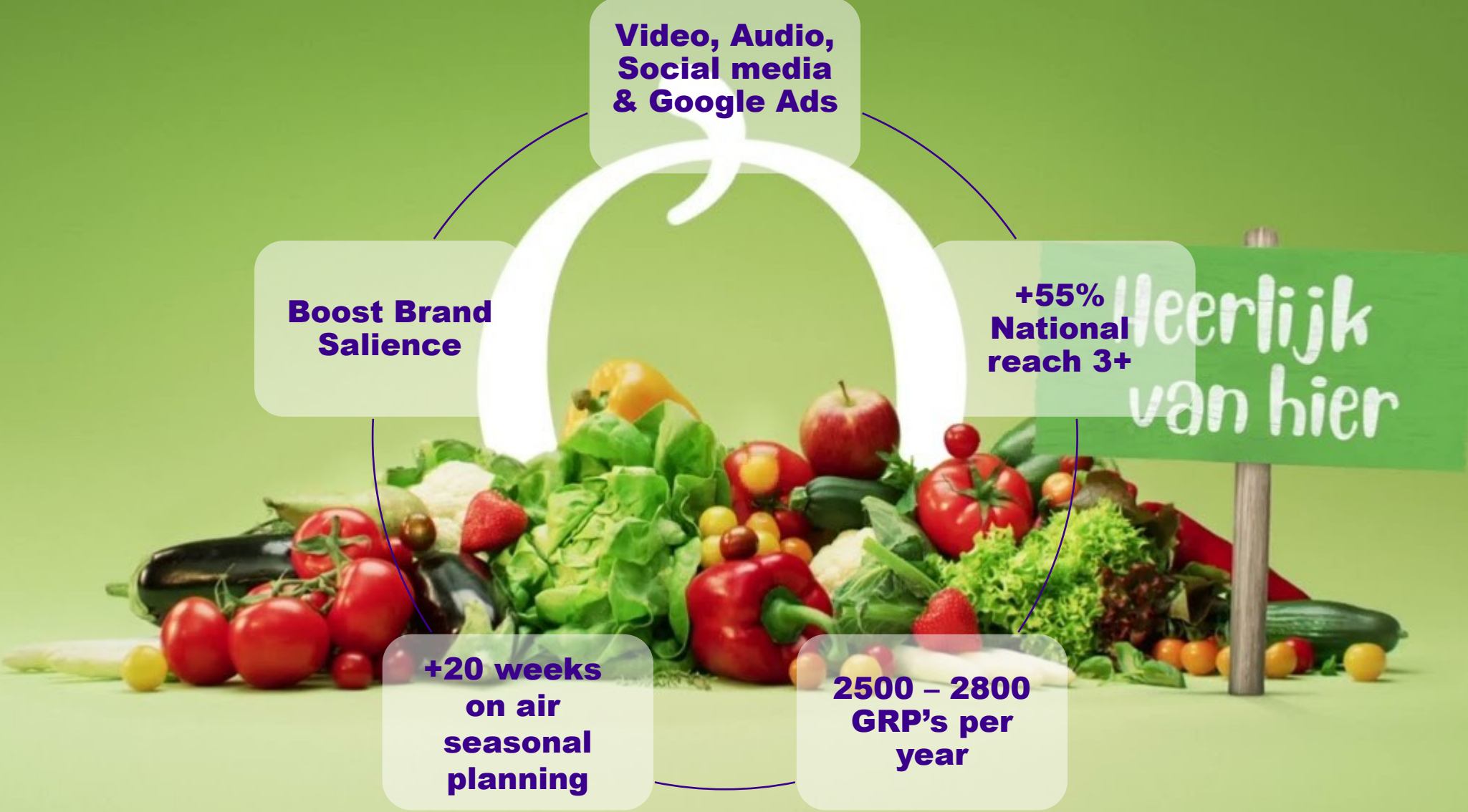


While purchase behaviour is largely habitual and disengaged

- ✓ Transform latent local pride into an active driver of brand consideration
- ✓ Make provenance a distinctive and ownable differentiator in our low-involvement category



Our Strategic Solution, a fluent **audiovisual-led media strategy**





How it started

Focus on Flanders

Video & Audio equally split

Long & short Formats

Limited Digital budget

How we won in 2025

National communication

Focus on Audiovisual & Radio for promo

Short formats only

Solid Digital investment

Strong Brand Results In a Generic Category

Awareness

Target: 60% -> 75%

Achieved: 77%
+17% point growth in 5 years

Consideration

Target: 43% -> 53%

Achieved: 56%
+13% point growth in 5 years

Overtaking Chiquita as #1 in
TOM



**+38% DOMESTIC
REVENUE FOR BELORTA
(REF +14% FRESH FOOD)**

**INVESTMENT OF 6.8M€
IN COMMUNICATION**

PERIOD BETWEEN 2021 & 2024



**7.26€
ROCI**

- ✓ Long-term commitment to consistency
- ✓ Transform a commodity into a leading brand
- ✓ Seamless integration of paid, owned, and earned media
- ✓ Strong audiovisual presence & steady growth in digital activation
- ✓ Smart combination of media and creative excellence
- ✓ Delivering measurable impact on both brand and business