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Kalettes target southeast US

The kale and brussels sprouts hybrid aims to create greater brand awareness



Kalettes is ramping up its marketing strategy and focusing efforts in the SE region of the US, as it looks to grow brand awareness and increase sales of the brussels sprouts and kale hybrid.

It is targeting efforts on PR, social media awareness, and digital advertising in hopes to build greater brand awareness, with marketers keen for consumers to keep an eye out for blog articles, new videos, and eye catching social media posts.

Since its launch three years ago, Kalettes has enjoyed great consumer awareness and seen "tremendous momentum" in retail and foodservice showing up on menus across the US, with the new marketing push aiming to increase even more awareness and grow the fan base.

"We are really pleased with the excitement that has been created around this trendy new vegetable," said Kraig Kuykendall, sales manager of Tozer Seeds America, the company behind Kalettes. "Our goal is to connect with even more consumers and continue to build brand awareness and influence food trends."

Kalettes are the product of more than a decade of research by Tozer Seeds, the largest family-owned vegetable breeding company in England.

The kale and brussels sprout hybrid offers a fresh fusion of sweet and nutty, combining the best traits of each of its parent vegetables.

Kalettes are not genetically modified and were developed

by cross-pollinating brussels sprouts with kale through traditional methods.

Tozer Seeds has exclusive marketing agreements with select companies to grow and market Kalettes to create a consistent name and brand identity, which would allow consumers to easily recognize this new vegetable.

The companies who have entered into the marketing agreement with Tozer for Kalettes are 4Earth Farms, Classic Salads and Ocean Mist Farms.

As part of the agreement, Kalettes seeds will be sold by Johnny's Selected Seeds to small farmers and home growers.