



By Maura Maxwell

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T&G goes for bigger slice of grape market



The company is making its move into the global grape category under its Orchard Rd brand

T&G Global has announced that it is to consolidate its global table grape programmes under its Orchard Rd brand, with the first grapes will be sold under the label in South East Asia later this month.

The company will provide global customers with high quality, year-round premium grapes sourced from its farms around the world.

CEO of T&G Global, Gareth Edgecombe said the company had been working closely with growers from the US, Peru, Chile and Australia for several years, trading under various brands across several markets and was now ready to catapult its success in sales and marketing to the next level.

He expects the company's global premium-branded grape sales to grow substantially over the coming years as it looks to replicate the global success of its premium apple brands Envy and Jazz with its proven Orchard Rd brand.

"We will leverage our global T&G sales network, utilise the relationships we have built up via our premium apple business, enhance our QC processes in farm and in-market, optimise the worldwide supply chain and invest in marketing, all to differentiate ourselves in the crowded grape marketplace," Edgecombe said.

Along with growers in South America and Australia, the company said it has teamed up with with four reputable, high calibre growers in the West Coast of the US, selecting only market leading growers who can deliver the highest quality fruit.

"Being a stakeholder in growing operations in both Northern and Southern Hemispheres means we can deliver consistency in premium quality grapes and can supply year-round," Edgecombe said.

Orchard Rd grapes will appear in retail stores throughout South East Asia

including in Singapore, Vietnam, Hong Kong, Taiwan, Indonesia as well as Australia, NZ, Fiji, South Korea, Japan, and, later, China.

T&G launched the Orchard Rd brand for grapes, berries and kiwifruit in Australia last year, where it has achieved strong sales and brand recognition in supermarkets across the country.

"The colourful branding and attractive packaging appeals to consumers who strive to live a healthy lifestyle and parents passionate about giving their children the best start in life, through 'eating colourfully' and enjoying everything life has to offer," the company said.

With a recently strengthened in-market sales team in China, a newly opened office in Vietnam and further Asian offices planned, the sales and service footprint for T&G Global is rapidly strengthening.

The company said its new Orchard Rd

would feature brightly-branded point of

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marketing activities

sale and packaging, along with extensive sampling campaigns.

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