

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Origin Group eyes new markets

Italian group looks to increase sales of its Sweeki and Pera Italia offerings



Origin Group is encouraged by the prospects for its Sweeki kiwifruit and Pera Italia pear brands after another successful showing at Fruit Logistica last week.

The Italian group travelled to Berlin for its second appearance at the trade show, with general manager Alessio Orlandi suggesting both products generated plenty of interest.

"The launch of the two brands, Sweeki for the kiwi and Pera Italia for pears has had an excellent response during the three days of the Fruit Logistica," Orlandi explained.

Sweeki was officially launched by Origin Group last October. Since then it has entered a number of markets across Europe, while a launch event was held in Guangzhou in January to mark the arrival of the first Sweeki consignment in China. Origin Group now has its eye on new markets and potential new customers.

"Thanks to the contacts made during the fair, we will send samples to new

customers by approaching new markets, such as to the Caribbean," Orlandi added.

"We are working to enter the Spanish market with the final two trading approaches: wholesale markets and supermarkets. Whoever believes in this project will have our support in terms of marketing to enable him to reach the final consumer with full knowledge of the characteristics of the product and guarantees that only a large group like ours are able to offer."

Meanwhile, Asia looms as a potential destination for Pera Italia pears.

"The Far East buyers we met in Berlin appreciated the quality of the product and they are waiting to be able import our fruits," Orlandi said. "There's also interest from the Spanish market, to which we will send samples to prepare for the entry into the next campaign. There is also strong interest encountered by some Italian players who said they were interested and willing to follow Origin Group for development of the brand in the national market."

Origin Group was formed in August 2015 from a strategic alliance between nine leading Italian producers.