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By Nina Pullman

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Metis stonefruit brand unveils official UK launch

Coregeo adds another brand to its stable with deal to market four varieties of European-grown plumcot Metis in the UK

Stonefruit brand Metis is launching in the UK with four plumcots marketed by Pink Lady and Tenderstem manager Coregeo.

Due to arrive in a UK retailer next month, the four varieties under the Metis brand include: juicy, deep red Oxy; Tonic, which has yellow flesh and contrasting red skin; Safari, with mottled green skin and crunchy-but-juicy pink flesh; and fragrant, yellow-fleshed Aroma with purplish skin. Metis has been available in some UK retailers prior to this official launch, which is the first PR and marketing campaign for the brand in Europe.

Co-owned by varietal development firms Star Fruits, in France, and Rusticas Del Guadalquivir, in Spain, the Metis brand was developed by Glen Bradford of BQ Genetics in California.

The plum-apricot hybrid is currently

produced by growers from Royal, Zani, Minguzzi and Blue Whale in Italy, Spain and France. The Metis group said it is now building a long-term global strategy and has started working with southern hemisphere growers to ensure year-round production.

In the UK, the brand will be supported by PR and social media activity, and Coregeo will also be helping the European in-house marketing team to develop strategy and communications. Metis is already available in Europe, marketed by Plumtastic Europe.

Renaud Pierson, CEO of Star Fruits and chairman of the Metis group in Europe said: "The UK is a strategic market for Metis, both in terms of volume and also because of its particular organisation and situation. Following our long and successful cooperation on Pink Lady we asked Coregeo, as a UK market expert and brand management specialist, to assist us in the UK."



The Metis brand includes four varieties, including Oxy (pictured)

Coregeo chief marketing officer Michelle Toft said: "This mouth-watering new fruit is sure to be a hit with UK consumers. Not only does it offer a consistently great eating experience, but it's easier to eat and a lot more durable, meaning it's great for lunch boxes and on-the-go snacking."

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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