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By Tom Joyce

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Blue Whale tours UK markets

The French apple exporter is on a roadshow of wholesale markets throughout the UK, with events and tastings planned for caterers and retailers



French apple exporter Blue Whale has embarked on a roadshow of UK and Irish wholesale markets, taking in markets in Newcastle, Bradford, Birmingham, London, Liverpool, Nottingham, Glasgow, Cardiff and Belfast between 18 January and 28 February.

Events are set to be held in each city, with catering professionals and retailers invited to taste Blue Whale's full range of apples, in particular Novablue, Tentation, Ariane and Joya.

"It's also a friendly moment to share around our products and innovations," the company stated. "Hostesses will offer hot drinks, apple doughnuts and fried samosas to warm up people going out into the cold weather to do their morning shopping."

Blue Whale's mascot will be present to attract visitors to play the company's spin and win game for a chance to pick up Blue Whale goodies.

"These events will be advertised on social media," the company said. "It's thanks to these types of promotional actions that our wholesale clients are so loyal and proud to sell the Blue Whale range."