

Britain's favourite fresh produce magazine since 1895



By Fred Searle

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Tenderstem celebrates huge 2019 sales growth



Sales for first half of year are up 26 per cent on same period in 2018 as UK's second largest fresh produce brand continues impressive rise

Premium brassica brand Tenderstem is celebrating a strong first half of the year with sales growing 26 per cent year on year in the first six months of 2019

The brand has achieved consistent double-digit sales growth over the past decade, and volumes have been particularly strong in 2019 with sales of the broccoli-Chinese kale cross exceeding 1.1 million kilograms in every month of the year so far.

Tenderstem's strong sales follow several years of heavy investment in advertising

marketing and PR. This year's communications campaign comes with the tagline 'Make Every Dish a Little Adventure' and has included partnerships with a number of popular chefs such as Meera Sodha, Zoe Adjonyoh and Yasmin Khan.

Theresa Richards, marketing manager for Tenderstem, said: "It's really rewarding to see our brand investment come to fruition with an amazing sales increase. It's encouraging to see that our communications campaign is resonating with the consumer and ultimately driving people into the fresh produce aisle to seek out Tenderstem."

She added: "One of the key messages of our campaign is how versatile Tenderstem is and we believe this is a key driving factor in our sales performance. Whether it's for breakfast, lunch or dinner, a pasta, salad or a stir fry, we're thrilled to find that shoppers are discovering new and interesting ways to eat Tenderstem."