



By Ed Leahy

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## BerryWorld raise £1,500 after rebranding

Employees raise cash for local charity as the berry specialists roll out new look for global markets



**B**erryWorld celebrated its 25<sup>th</sup> anniversary by raising over £1,500 for charity after showcasing their new brand at a pop up store in London.

The berry business set up camp last weekend at Boxpark in Shoreditch for two days, handing out strawberries to passers-by while hosting a company-wide challenge to raise money for Herts Young Homeless charity.

The new brand is now available in the UK on Ocado and AmazonFresh following 18 months of work to align the company's consumer brand globally.

The rebrand project, known as "Project Burst" involved collaborative work between growers and staff, centering on product quality, design and packaging specifications, with the goal of being a sustainable, commercially viable brand.

"Our new brand now has a clear story and identity which brings to life BerryWorld's 25-year expertise; we hope

that the contemporary and recognisable 'B' will encourage consumers to trial our products and that our award-winning quality will keep them coming back for more." explains Charlotte Knowles, head of brand and marketing at BerryWorld.

"The new brand is simple yet recognisable, wherever you are in the world. The white B has been designed to provide a window which showcases our best asset, our berries; it's something our consumer insight has taught us is vital for shoppers at the point of purchase. The white colour was chosen to represent the 'goodness' that lies at the heart of our brand, providing a crisp and clean visual contrast against any of the Soft Fruit lines contained in our punnets."

BerryWorld's new brand design is being introduced in six countries, the UK, USA, Canada, Germany, Singapore, and Australia, with further roll outs planned across Europe during the remainder of 2019.



Emma Parsons, corporate PR and brand manager at BerryWorld, said Margaret Mountford, chairman of BerryWorld's parent company Argent Foods, launched the charity challenge.

"As part of our corporate 25-year anniversary celebrations,

we challenged employees across the business to pull together their own teams and join us at Boxpark to participate in an Apprentice-style challenge."

"Our staff were encouraged to collaborate across departments with one simple aim; raise as much money as possible for charity!

The atmosphere was fantastic with everyone really coming together to support a great cause and celebrate 25 years of achieving more together."