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By Fred Searle

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## G's to extend Love Fresh range to Italy and Germany

Healthy snacking range in partnership with Philadelphia is expected to roll out in Italy and Germany by end of the year



Adam Hill was showcasing the Love Fresh range at Fruit Attraction

**G**'s Fresh is set to begin sales of its new range of Love Fresh healthy snacks in Italy and Germany in the next quarter following the products' launch in Spain earlier this year.

Sold under the Love Fresh brand, the line of ready-to-eat vegetables and Philadelphia comes in four varieties: celery, mini tomato, beetroot and carrot.

The snacks are sold in 80g trays with a 35g tub of Philadelphia soft cheese for dipping, designed to be an ideal portion for snacking between meals.

Already available in Spain, the range hit shelves at Spanish retailer Consum

tomorrow (25 October), with sales expected to begin at major supermarkets in Italy and Germany by the end of the year.

The product will also be available at other high street retailers, petrol stations and transport hubs, such as airports and train stations, in those countries.

Explaining the launch at Fruit Attraction in Madrid, G's Europe commercial manager for chilled foods, Adam Hill, said: "Snacking's on trend; plant-base eating's on trend; people are looking for healthy alternatives to more processed snacks which are often high in calories etc."

"We've targeted Italy and Germany after Spain because of the strength of the Philadelphia brand in those two markets. Italy is the biggest market in Europe for Philadelphia."

The launch is part of the company's Fresh Attitude lifestyle concept which seeks to make eating vegetables fun, fresh, colourful and healthy.

Going forward, Hill said G's Fresh is interested in launching kids snacks in smaller pack sizes and packaging aimed at children. "That's the next opportunity for us in Europe," he said.