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By Fruitnet.com Staff

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Zespri unveils new brand identity

Kiwifruit marketer hopes refreshed look can provide strong platform to continue its recent growth



Zespri has refreshed its branding for the first time in its 22-year history.

Unveiled at Fruit Logistica in Berlin today (5 February), the update includes a new brand vision, a new brand tagline and a new visual identity. The leading kiwifruit marketer said the new look captures the “burst of flavour” consumers get from biting into a Zespri kiwifruit.

“We see evidence that consumers today are making more considered purchasing decisions and looking for brands that have a purpose and set of values that they can personally identify with,” explained Jiunn Shih, chief growth officer of Zespri

“We’re proud of our purpose and our values, including our role as kaitiaki (guardians) for our future generations, and consumers can expect to see that increasingly brought through in our refreshed visual identity.”

The refreshed Zespri logo features a green fan, inspired by the cross-section of a kiwifruit with different shades of green bursts, and a red wordmark reflecting the energy and dynamism of the Zespri brand.

Having worked extensively with leading market research agencies on the development and validation of the new brand direction, Zespri was pleased to report that, in testing, the new logo was clearly recognised by regular Zespri customers and end-consumers.

Shih said the refreshed look was the result of an extensive process, including a review of how Zespri could better connect emotionally with consumers and build a stronger, more intuitive brand identity.

The refresh follows the company’s operating revenue hitting NZ\$3bn for the first time, and its much-publicised move to [commercialise a new red kiwifruit variety](#).

“We’re confident that our new brand will resonate not only with our loyal fans but pique the interest of new ones, helping differentiate Zespri in the fresh produce market so that we can continue to grow our share of the global fruit bowl,” Shih added.

“We can’t wait to share our new look with growers and consumers, and look forward to helping even more people, communities and the environment around the world thrive through the goodness of kiwifruit in the years ahead.”

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

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