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By Carl Collen

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Florette rolls out new crispy mixes

Bagged salad specialist adds new Asian and Mediterranean-inspired mixes to its range

Florette has announced the launch of its new Crispy Asian and Mediterranean inspired mixes into supermarkets, featuring micro leaves that the salad brand said "really packs a punch when it comes to flavour".

According to the group, the Asian inspired mix reflects a more contemporary take on Asian food, based on current food and restaurant trends.

"The new Asian-inspired flavours paired with the crunchy radicchio and crisp frisée of the UK's favourite Classic Crispy, make it the ideal accompaniment for oriental dishes such as Miso Beef Salad, gyoza salad or duck pancakes with hoisin sauce," Florette noted.

The Crispy Mediterranean mix features garlic chive, developed to provide consumers with a salad that matches with popular Mediterranean recipes like baked cod, lasagne, pizza, vegetable tagine, falafel and more.

"With shoppers looking toward more adventurous meal choices, at Florette we

understand how important taste and freshness is for our consumers," explained Hazel Clark, marketing controller at Florette. "Classic Crispy is the number one-selling bagged salad mix on the market, so looking at ways we could develop this with new flavour infusions taking inspiration from across the globe, and experimenting with different micro herbs was a natural next step in adapting to changing consumer tastes.

"Developed by chefs and leaf experts and backed-up by extensive consumer research, the mixes have been designed to be the perfect accompaniment to a wide variety of dishes," Clark continued. "They also provide people with the opportunity while we're unable to dine out at our favourite eateries and restaurants, to re-create some of their favourite restaurant-inspired foods at home; while at the same time staying true to the crispy, bold texture of the Classic Crispy people know and love."

Supporting the launches will be a digital and social media campaign to raise awareness and inspire people to be more inventive with their meal creations.



This is also backed up with plenty of recipe inspiration that can be found on the Florette website.

In addition, Florette has begun relaunching its Superfood Salad mixes under a new Power of Plants sub-brand name, including three varieties – a Spinach and Baby Kale Mix, a Wild Rocket and Baby Kale Mix and the Watercress and Red Kale Mix – "perfect for adding key nutrients and vitamins back into your diet".

Florette said that these salad mixes were launched following extensive consumer research into changing trends and are ideally suited for health conscious consumers, whether as a starter, main meal or an accompaniment.

This also sees Florette continuing its partnership with Diabetes UK from 2019 where for every pack purchased from the Power of Plants range, Florette will donate 3p to Diabetes UK or 3c to Diabetes Ireland in order to help support the fight against the disease.

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