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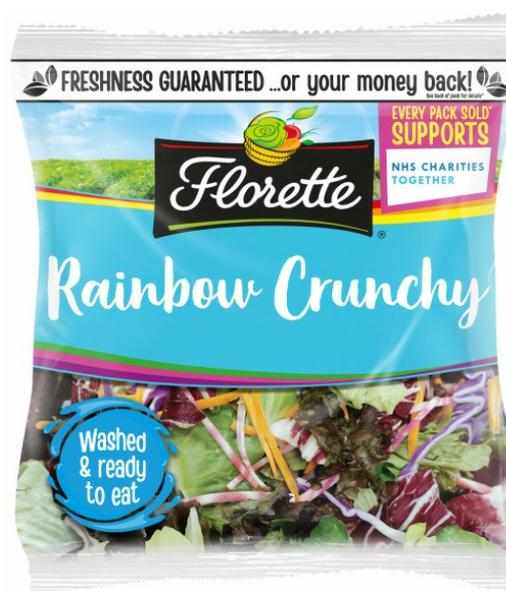


By Fred
Searle

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Florette launches Rainbow Crunchy salad

Colourful and crunchy creation accompanied by marketing campaign to inspire consumers and pair salad with various recipes



Florette has launched a colourful new bagged salad called Rainbow Crunchy designed to add excitement to the category.

The leafy prepared salad features a mix of mild leaves, including escarole and radicchio, as well as vibrant crunchy vegetables, such as carrot and candy-striped beetroot.

Florette is pledging a 2p donation to NHS Charities Together for every pack sold. Playing a more important role than ever before in the last 12 months, NHS Charities Together represents, supports and champions the 240 NHS charities that give the health service over £1 million every day.

The partnership follows Florette's previous collaboration with Diabetes UK, which raised over £61,000.

Hazel Clark, head of marketing at Florette UK, said: "Even the most enthusiastic salad eaters get stuck in a rut on occasion and make do with basic salads, which, whilst nice enough, aren't exciting. They need help and inspiration to create food that they will love to eat.

"Our in-house chefs have developed recipes to perfectly pair with the salad, which will feature at the heart of our new marketing campaign."

The launch will be supported by a £1m marketing investment, including above-the-line marketing, in-store activation and a digital campaign enhancing visibility, alongside social media and on-pack recipes to inspire shoppers.

"We put flavour, taste and insight at the heart of every innovation and this product is no exception, bringing high purchase

all backed by our freshness guarantee," Clark added.

"We're also really proud to be able to support NHS Charities Together. Even without the extra challenges of Covid-19, the charity works tirelessly to make a big difference to millions of families when they need it most. As a nation, we've relied on the NHS more than ever before in the last 12 months, and this partnership goes just a small way towards saying thank you."

Kantar research shows eight in 10 households purchase leafy salads annually, with over 90 per cent of shoppers looking to lead healthier lifestyles, according to IGD.

"As the number one brand in the category with seven million households already buying Florette each year, we are perfectly

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intent among ABC1 shoppers,

positioned to meet the growing

demand for fresh, tasty, nutritious products which satisfy consumer needs," Clark concluded.

Rainbow Crunchy will launch on 12 April at Sainsbury's, before being rolled out market-wide.

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