

Britain's favourite fresh produce magazine since 1895



By Luisa Cheshire

Friday 3rd September 2021, 9:19 GMT

Steve's Leaves promotes watercress benefits



Performance nutritionist Ed Tooley promotes watercress benefits

Performance nutritionist Ed Tooley will help the prepared salad brand promote watercress in its latest campaign

Prepared salad brand Steve's Leaves is collaborating with an experienced performance nutritionist to promote the benefits of watercress in a new campaign targeted towards a younger consumer.

The latest campaign, featuring Ed Tooley, will target under 45s interested in fitness, sport and nutrition via social media and sports editorial and will illustrate the many benefits of adding watercress to our diets.

Running through September, the campaign will share information, recipes and offer the chance to win a performance nutrition consultation package with Tooley and an online cooking course from Flora's Kitchen.

Eleanor Bridgman, head of innovation & marketing at Steve's Leaves, said: "We want to meet consumer wellness needs by telling younger consumers about the benefits of watercress.

"Our newly launched Baby Spinach & Super Leaves salad mix taps into the consumer desire for products that support their immune health. Our brand purpose resonates with consumers more than ever, as they look for ethically grown, high quality, great tasting and nutritious products."

In a statement, the company added that Steve's Leaves is far outperforming the prepared salad category, growing at +65 per cent year-on-year.

The company has seen exceptional growth in Waitrose and Ocado from increased brand awareness, it said, adding that it launched its new Baby Spinach & Super Leaves in Waitrose in April and in Booths in June.

"Steve's Leaves are grown on farms working hard to enhance nature. They are washed in Hampshire spring water and packed in pillow bags filled with fresh air, which ensures the leaves

remain fresh throughout the entire supply chain journey. The perfect portion sized bags also help to minimise waste," the company said.

"The range now includes something for everyone: nutrient dense Baby Spinach & Super Leaves, mild and colourful Sweet Beets & Little Leaves, peppery Baby Watercress & Little Leaves and sweet Pea Shoots & Baby Leaves."

The Steve's Leaves range is available from Waitrose, Ocado, Booths and selected Co-op stores

Enjoyed this free article from Fresh Produce Journal and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Fresh Produce Journal](#).

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM