



By Matthew Jones

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Blue Royal ready to launch

Premium brand developed to market 'king-sized' New Zealand-grown blueberries

Blue Royal is the new name in New Zealand berries. The team behind the premium brand has promised to offer “super-sized and super-tasty” blueberries to consumers.

“You’ll be able to discern a Blue Royal from other blueberries instantly,” said Blue Royal global marketing manager, Mel Auld. “Each berry is consistently the same large size, plump, and their deep blue colour makes them distinct from the rest.”

Previously gaining a following in the New Zealand market as Eureka, the Blue Royal brand will be used to market New Zealand-grown blueberries, produced from genetics sourced from Mountain Blue in Australia.

Auld said the berries are the result of decades of innovation and market research, which has created an offering that stands out from other varieties.

To convey this message, distinctive gold packaging has been developed for the Blue Royal brand.

“We designed our packaging to reflect a sense of both the quality and the everyday luxury of this fresh fruit treat,” Auld said.

The Blue Royal brand will hit New Zealand retail shelves in mid-October, following the start of the country’s blueberry harvest.

Auld said a handful of orchardists around New Zealand have been selected to supply fruit for the programme.

“Our growers are some of Aotearoa’s (New Zealand) most experienced horticulturists with a high level of technical excellence,” she said. “They are as proud as we are to be a part of the Blue Royal brand.”

“There’s a real excitement building ahead of the season as we count down to the launch. They are as excited as we are to see families right around the country enjoying the quality and freshness of Blue Royal berries.”

Auld said export markets are also on the radar.



“We’re aiming to share Blue Royal blueberries with the whole world, and we want families all over the globe to become familiar with this innovative new Kiwi brand.”

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