

For fresh fruit and vegetable marketing and distribution in Asia



By Chris Komorek

Friday 28th August 2020, 2:54 GMT

Kane Williamson to promote Rokit

New Zealand cricket captain announced as new Global Ambassador, beginning with the upcoming Indian Premier League



New Zealand apple company Rokit Global, recognised across the world for its miniature Rokit apple variety, has announced an inaugural Global Ambassador partnership with New Zealand cricket captain, Kane Williamson.

Williamson, who is due to begin his season as captain of Sunrisers Hyderabad in the prestigious Indian Premier League (IPL), said he couldn't wait to get started.

"I love getting hands-on with the brands I align with, and Rokit is a great product – one that I'm passionate about driving forward," said Williamson.

Rokit Global's general manager global marketing Julian Smith, said the partnership is a significant step forward for the organisation.

"Establishing a Global Ambassador role for Rokit will, we believe, have a hugely positive impact on our international marketing and brand awareness. Kane is an outstanding example of a New Zealander with drive and determination

who has taken on the world – just like Rokit."

The arrangement sees Williamson champion Rokit apples to a cricket-mad audience worldwide. It aligns with the company's plans to tackle the high-end produce category in India this year, and Williamson's involvement is expected to help introduce the small, sweet, snack apples to a potential market of millions of discerning Indian consumers.

"It's a really exciting opportunity to venture into this market," explained Williamson, who has a huge following in India.

"As Kiwis, we already know that the produce we're able to generate in New Zealand is of the highest quality and I know that when consumers in India and other countries get the opportunity to try a Rokit apple, they'll really enjoy them."

Williamson will be involved in digital activations, marketing and events for Rokit. It's also the first time the player has approved insignia on his bat, which –

for the duration of the IPL season – will carry Rokit branding.

"The fit is without doubt the primary thing I look at when considering a commercial alignment, so this is the first time there's been any other branding on my bat. While there have been other opportunities in the past, I'd wanted to keep that space clear for the right endorsement."

According to a release, Williamson has a direct interest in Rokit orchards, an investment interest in brand owner Rokit Global via Oriens Capital, and wholeheartedly believes in the quality of the produce. "Healthy eating is a big part of my lifestyle, and it's clear to me what a great snack Rokit is. The size is great, and the flavour is incredible," he said.

The upcoming IPL season will be played in the United Arab Emirates (UAE), but will be televised to millions of viewers. In 2019 the competition was watched by an estimated 462m people, a record for the competition.

<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