

Britain's favourite fresh produce magazine since 1895



By Martyn Fisher

Thursday 7th May 2015, 12:15 GMT

Waitrose and Booths sign juice deals with emerging brand

To coincide with its new retail listings, Mello has had a bottle redesign of its melon drink packaging, and expanded the size range

Cold-pressed melon juice brand Mello has secured two new retailer listings, and has undergone a brand overhaul to coincide with the deals.

To coincide with the new launches at Waitrose and Booths, Mello has re-packaged its bottles in an effort to create a new, unique brand identity and, for the latter retailer, Mello is releasing a larger 750ml bottle following increasing consumer demand in the 'take-home' market.

Waitrose, meanwhile, will be stocking both the watermelon and cantaloupe juice varieties in the 250ml format in over 218 stores across the UK.

It's been a good year and a quarter for

Mello, with the business - founded by then-24-year-old Rose Aldean in a bid to bring fresh melon drink options like the ones popular in her native Middle East to the UK - succeeding on the back of an increase in sales of exotic fruit.

Waitrose buyer, Chris Whittaker, said: "We love finding new products made by passionate people, and I am really looking forward to introducing Waitrose shoppers to Mello. It's a fantastic brand, with a great ethos, and we're excited to be working with them."

Aldean added: "Securing a listing at Waitrose is an important part of our growth plan, and we see the retailer as the perfect premium partner for Mello. We are proud to be the first brand to bring the wonderful natural flavour and

health benefits that melon juice has to offer to the UK market.

"Our listings in Waitrose and Booths as well as our new rebrand will support in growing our share of the expanding juice category. Mello captures the goodness of a fresh melon in a bottle, with just the same - if not less - natural sugar than most 'green' juices available on the retail market, thereby giving consumers a more exciting, healthy and great tasting drinks option."

The extent of these listings is a true reflection of consumer demand for the brand, which will exceed its second year turnover target after just one year of trading. The rebrand follows this robust growth and highlights the company's position as a rapidly expanding



The Mello range with its new packaging

innovative leader in the juice category. The new, colourful design creates a strong brand presence, providing extra stand out on shelf to support in driving sales in the juice category.

Mello drinks are now available from branches of Waitrose, Booths, Daylesford, Whole Foods Market, Planet Organic, Harvey Nichols and other independent stores, as well as Ocado, with the RRP of £2.49.

<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