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By Michael Barker

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Tesco launches 100 per cent fruit lolly

Watermelon ice lolly said to be a first, as fruit and salad fly off the shelves during the June heatwave



Tesco is claiming a UK first with the launch of a 100 per cent fruit ice lolly.

The watermelon ice lolly - described as 'real fruit on a stick' - is being sold in a pack of four for £2 and is available in more than 500 Tesco stores.

Tesco produce buying manager David Daniels said: "Iced

watermelon is the perfect accompaniment to a hot summer's day. These thirst-quenching frozen lollies, made from a real piece of fruit, are a delicious and healthy alternative to a sweet treat for all the family."

It comes as sales of BBQ food, salad and summer fruits flew off the shelves over the weekend. Tesco estimates that it sold

more than a million bags of salad, five million punnets of strawberries and 750,000 melons between Friday and Sunday.