

Britain's favourite fresh produce magazine since 1895



By Carl Collen

Wednesday 21st August 2019, 10:21 GMT

Bite-sized beetroot on Florette's menu

Designed for use in salads or as a convenient snack, Naturally Tasty Baby Beetroot targets health-conscious consumers



Leading salad brand Florette is launching a new vegetable product, bite-size Naturally Tasty Baby Beetroot, as it aims to offer health-conscious consumers greater convenience when preparing a salad or as a quick snack.

Using a mess-free re-sealable pouch to ensure freshness, the Baby Beetroot – which is not pickled or flavoured – is steam-cooked and ready to eat, requiring no preparation.

It means that Florette is expanding on its introduction to the prepared vegetables category, which has seen the launch of its Microwavable Naturally Tasty Green Beans earlier this summer.

According to the group, the Baby Beetroot has been developed to target the rising trend among consumers who are purchasing products based on their nutritional value, as well as convenience.

Florette beetroot generated £2.6m in incremental UK sales for the business last

year, occupying 4 per cent of the total beetroot market share. The group noted that, as a growing category, the brand is aiming to increase this and capitalise on this trend.

"With limited options in the market for pre-prepared, un-pickled beetroot, we launched our original beetroot pouches to offer a solution," explained John Armstrong, marketing director at Florette. "A convenient way of enjoying beetroot with a new taste, we were keen to see how consumers responded following positive initial feedback.

"Where customers told us they preferred the natural, fresh taste of beetroot versus its pickled alternative, we quickly realised that there was a wider opportunity to provide a beetroot that was not only fresher, but a more convenient snacking option," he continued. "As a result, we developed our Baby Beetroot pouches to meet this growing demand."

As part of the Naturally Tasty Range, Florette launched its Green Beans pouches earlier this summer, as well as a Sweet Crispy salad mix earlier in the year to respond to consumer demand for a milder salad.

"2019 has already seen the successful launch of our Sweet Crispy mix and Naturally Tasty Green Beans, which have all been extremely well received by our supermarket and independent retailers," Armstrong added. "We hope that consumers will appreciate this latest product development and it meets the demand for healthy, convenient products that are fresh and great on quality."

Florette's Naturally Tasty Baby Beetroot is available at Morrisons stores in the UK for £1.39 (150g pouch).

<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