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Produce World launches consumer-facing brand

The UK's largest grower and supplier of fresh vegetables, Produce World, is preparing to launch a consumer-facing brand called Burgess Harvest Veg.

The new brand will offer consumers the best-tasting British vegetables, grown in a seasonally simple format.

Baby ruby potatoes are set to be the first offering from the new brand, which launches on shelves in Co-Ops nationwide this month.



'Growing Goodness' is central to the Burgess Harvest Veg brand ethos, and the baby ruby potatoes reflect this through their quality and wholesome flavour.

The Burgess family has been growing vegetables for decades and the Burgess Harvest Veg brand embodies the family's passion and knowledge for the fresh produce sector.

Consumers want a one-stop vegetable solution and the Burgess Harvest Veg brand aims to meet this need. Locally grown, the baby ruby potato will please consumers who value convenience and consistency. The brand will appeal to foodies who consider taste and flavour essential when purchasing fresh vegetables.

Consumer insight has driven the development of the Burgess Harvest Veg brand and the baby ruby potatoes meet consumer expectations with a quick-cook time and vibrant colour, which will liven up meal times.

Andrew Ovens, Produce World Marketing Director, said: "Burgess Harvest Veg is all about giving consumers the best-tasting vegetables in an easy-to-cook format. Our extensive consumer insight has told us that food preparation time is decreasing and has been for years, so the quick-to-cook and great tasting baby ruby potato is sure to please consumers."

Burgess Harvest Veg baby ruby potatoes are high in fibre and are an essential source of vitamin C. The potatoes contain minerals that contribute to healthy blood and strong bones,

and they have fewer calories than bread, rice and pasta offering a nutritional and healthy alternative to consumers.

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Media Enquiries:

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Notes for Editors

Produce World is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and the family ethos and values remain in place. The Produce World business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management. Its sourcing is a combination of produce from its own farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables, potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

The company received the Waitrose Technical Excellence Award in June 2011, as well as the re:refresh Innovation of the Year and Packer of the Year awards in May 2011. Its Growing Trust CSR programme, established in 2007, prioritises Responsible Sourcing, along with Environmental Stewardship, Community Impact and Workplace Culture.