

# The Power of Branding Fruit

**T**he aim of branding a fruit is quite simple: to introduce a branded superior product within a commodity line and diligently and proactively grow it as the standard preferred choice for discerning consumers. Achieving this should create a win-win concept for consumer, retailer, grower and brand builder alike.

Despite the strong international competition within the fruit sector, there are a number of successful fruit brands, managed by TopFruit, that are making excellent progress within the market. These include Pink Lady®, JOYA®, Gemstone Fruit®, JAZZ™, KIKU® and Opal®.

Branding of fruit was recognised as a crucial strategy for fruit varieties many years ago when TopFruit became the managers of the Pink Lady® apple brand in South Africa. The Pink Lady® apple brand has proved to be highly successful and the brand's marketing initiative has been running internationally for more than two decades. In South Africa the Pink Lady® brand is well established, well-known and loved by consumers, due to TopFruit's ongoing successful management and marketing of the brand.

The Pink Lady® brand logo is a pink heart emblazoned with the words Pink Lady®. The flowing heart logo reflects love and excellent quality. It is instantly recognisable and appealing to both young and old worldwide. The logo colour matches the blush colour of the Pink Lady® apples which further reflects warmth, sunshine and health.

Pink Lady® is not a variety, but a title of honour for only the very best crop from the Cripps Pink and Rosy Glow varieties of apples. Only Cripps Pink and Rosy Glow apples that meet the stringent colour and quality standards, as established by brand owners Apple and Pear Australia Limited (APAL), can make the grade and be sold as a branded Pink Lady® apple.

In supermarkets the logo of branded fruit is clearly displayed on all packaging taking the guesswork out of shopping. Through successful branding the consumer recognises the product at a glance and knows that they can expect consistent quality every time. This hassle-free shopping experience combined with quality assurance is what makes the discerning consumer buy branded fruit time after time.

Consumers are more likely to pay a premium for a superior product. This has the potential to generate increased returns to dedicated growers and retailers who have partnered with the brand.

Branding and building brand awareness goes far beyond simply selling the product. It is a marketing initiative which promotes the product through the appearance, taste and health benefits of the fruit plus sharing consumer information about the product for example the nutritional value, recipes for use and consumer competitions. In addition to this there are people and communities behind the brand that publicise the story of the branded product in the media, through print and digital media as well as social media. These include the origin of the brand as well as the sustainable farming practises and corporate social responsibility activities endorsed by the brand.

Brand loyalty is fostered in consumers with the knowledge that by buying and taking home a pack of branded fruit such as Pink Lady® apples, not only are they assured delicious good quality fruit with great health benefits but they are also supporting the good environmental practices and Corporate Social Responsibility activities.



**LOUISE BRODIE**



**TopFruit®**  
*International Leaders in  
Cultivar Management*  
**021 874 1033**

ADVERTORIAL