

Tesco gives green light to “the cherry Ferrari”

Alex Lawson

Tesco has signed a deal to supply “the cherry Ferrari” – the world’s earliest and costliest cherry variety.

Glamour cherries are available six weeks earlier than any other cherries because the fruit is grown using the latest in hothouse technology at creator SAT Edoa’s Catalonia production base in Spain.

However the cherries, which have been nicknamed Red Gold and “the cherry Ferrari” in Spain, do not come cheap, retailing at between £26 and as much as £121 per kg depending on size.

The fruit will be available exclusively in Tesco stores through a distribution deal with

Edoa this year, with the retailer set to sell chocolate box-sized packs of branded Glamour cherries.

Although no price is yet available for the packs, the supermarket has previously sold the cherries for £4.99 a punnet, while they have also retailed in Harrods with a price tag of more than £200 per kilo.

This year’s Glamour cherry season began officially last month on 17 March, with a charity auction for the first kilo of fruit, which fetched £904, held to celebrate the 10th anniversary of the brand.

Winning bidder, Matt Hancock of Sheerness-based fruit importer Norton Folgate, will donate the proceeds of the auction to CLIC



Glamour: Model Adriana Abenia and Norton Folgate’s Matt Hancock

Sargent, a British charity that provides care for children and young people with cancer.

The Glamour season runs until 29 April, during which time branded 150g packs will be available in Tesco stores across the UK. ■

Yorkshire wholesaler acquires Kent business

Major Yorkshire fresh produce wholesaler GT Produce is to acquire the business of Kent based RS Fruits Ltd, which specialises in the marketing of English fruit including apples, plums, cherries and pears.

The acquisition takes effect from Monday and has come about through the strength of the trading relationship between the two firms. Owned and run by Ron Salter for the last seven years, RS has an established reputation within the industry.

Salter is now looking to retire but will continue to work as a consultant for GT Produce for the next 18 months to ensure a smooth transition for customers.

GT Produce is the fresh produce division of Gilbert Thompson (Leeds) Limited, which has been one of the north’s major fresh produce importers and wholesalers for more than 60 years.

RS Fruits will trade under the GT Produce name and give the



Yorkshire firm nationwide reach as RS Fruits supplies wholesale markets all over the UK, as well as further its commitment to supporting the interests of UK growers and locally grown produce.

GT Produce managing director Andrew Colburn said: “We are excited about the prospect of working closely with British fruit growers and want to build on Ron Salter’s excellent work over the years to promote their interests yet further.”

Nick Binney has been appointed to manage the RS Fruits business. ■

Interflora battles M&S

Interflora is hopeful that the EU’s Court of Justice will rule in its favour over an ongoing dispute with Marks & Spencer.

One of the court’s advocates general seemingly supported the flower firm in a published opinion.

Interflora is seeking clarification as to whether M&S should be allowed to use the Interflora trademark as an internet search engine keyword to advertise M&S flowers.

Advocate general Niilo Jääskinen said: “An error concerning the origin of goods or services arises when the competitor’s sponsored link is liable to lead some members of the public to believe that the competitor is a member of the trademark proprietor’s commercial network when it is not. As a result of this the trademark proprietor has the right to prohibit the use of the keyword in advertising by the competitor in question.”

Interflora said it was encouraged by the opinion and is awaiting the final ruling from the court. ■

In brief

» The latest grocery share figures from Kantar Worldpanel for the 12 weeks ending 20 March show a sharp dip in supermarkets’ growth rate from 3.9 per cent last month to 2.6 per cent. Grocery price inflation has continued to increase and now stands at four per cent. This is the first time that the market growth rate has fallen below the inflation rate since July 2009. Both Aldi and Lidl continue their double digit growth from last month. Lidl grew its share from 2.3 per cent to 2.5 per cent in the same period – a record for the outlet. Both performances are being driven by existing shoppers spending more, rather than by new shoppers visiting the stores.



» Eight organic organisations across Europe have joined forces to form the Leading Organic Alliance to help promote organic farming in the continent, develop and protect organic standards and to exchange best practice in production, certification and advocacy. The eight, including the Soil Association in the UK, have signed a memorandum of understanding. The other seven organisations hail from Austria, Belgium, Spain, Norway, Italy, Sweden and Germany.

» Fresh produce recruitment specialist Redfox has launched an iPhone app for the international fresh produce sector. The business is planning for it to be one of the main resources for all of the breaking international news from the fresh produce sectors as well as combining details of the best roles and best candidates available globally. The app can be downloaded from the iTunes store by searching for “fresh produce”.