

Poupart scores with Betko

Poupart Imports is teaming up with South African exporter Betko to bring the Goal Fruit brand to the UK.

Betko was one of the first exporters in South Africa to take advantage of the country's hosting of the FIFA World Cup, which starts next month, when it launched the brand onto African markets three years ago.

Roux Groenewald, Betko marketing director, said: "It has been extremely successful in South Africa and Africa, and we are now launching exclusively with one of our partners in the UK that places value on promoting grower brands."

Betko is the fruit packing and marketing division of the Japie Groenewald Trust in Villiersdorp, Western Cape. The 20-year-old trust is named after its founder Japie Groenewald, father of Roux, who died recently in a car accident.

Roux Groenewald said: "Taking Goal Fruit to the UK has always been a dream of my



Magdalena Jansen, packing supervisor, and Roux Groenewald with Goal Fruit Packham pears

father's and we were pleased that we could pack the first Packham pears, this week. They should be in the market before the end of the month."

As well as Packham, Poupart is hoping to receive other varieties of pears, as well as apples under the brand as the market demands.

The firm's managing director, Jonathan Olins, said: "We believe Goal Fruit will be a winner, not only because we are able to launch it here during this World Cup, but because we believe we can grow it into our great supplier brands in future." ■