

The Cape, Fyffes and Outspan logos together with supporting artwork are now available for licensing. These three leading fruit brands combine strong heritage with great health and quality credentials. Each brand has a distinctive personality, all are trusted and recognised as representing the best in fruit.



BRAND VALUES

- o Heritage
- Fruit Experts
- The Very Best in Fruit
- Natural and Fresh
- Trusted by Generations
- Integrity

TARGET DEMOGRAPHICS

- o Housewives between 22 to 47 years
- Seeking: Health
- Wellness
- Fashionability
- Convenience

OUR PERSONALITY

- o Friendly and Approachable
- Confident and Stylish
- Trusted and Dependable
- Pure Sunshine Goodness

OUR ESSENCE

- o Vibrant Simplicity
- Natural and Colourful
- Easy and Open

DISTRIBUTION OUTLETS

- o Tesco
- J Sainsbury
- Asda
- Morrisons
- Virgin Trains
- Wholesale / Independents

AWARENESS

- o 67 %



BRAND VALUES

- o Oldest Fruit Brand in the World
- Respectability
- Dependable and Reliable
- Quality Driven
- Fun

TARGET DEMOGRAPHICS

- o 18 to 35 Years Old Mothers and Children

OUR PERSONALITY

- o Fun
- Top Quality
- Cool - the one to be seen with
- Exciting

OUR ESSENCE

- o Tasty
- Satisfying
- Energy Giving

DISTRIBUTION OUTLETS

- o Somerfield
- Morrisons
- Co-op and J.Sainsbury - UK
- Superquinn
- Dunnes Stores
- Musgrave (Supervalu & Centra)
- ADM Londis
- Independent retailers
- Costcutter
- wholesale market
- Spar and Mace

AWARENESS

- o 82 %



BRAND VALUES

- o The Ultimate Citrus Brand
- Over 50 years of Outspan Enjoyment
- Healthy and Full of Goodness
- Real Citrus
- Juicy and Zesty
- Refreshment

TARGET DEMOGRAPHICS

- o Housewives between 22 to 47 years
- Seeking: Health
- Wellness
- Fashionability
- Convenience

OUR PERSONALITY

- o Competitive Yet Smart
- Youthful and Extrovert
- Consistently Premium
- Vital and Bold

OUR ESSENCE

- o Zesty
- Enthusiastic and Lively
- Exuberant With Confidence

DISTRIBUTION OUTLETS

- o Somerfield
- Debenhams
- Café Ritazza
- Hotels
- Leisure / Fitness
- Wholesale / Independents

AWARENESS

- o 60 %

LICENSEES

Princess Ltd.

PRODUCT CATEGORY

Juices



Heritage



BRG Market and Brand Strategist Ltd.

PRODUCT CATEGORY

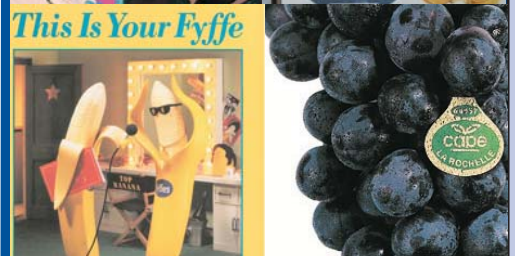
Cereals



Nichols Group Plc

PRODUCT CATEGORY

Juice Dispensers



Orchard County Foods

PRODUCT CATEGORY

Prepared Fruit Snack Bags

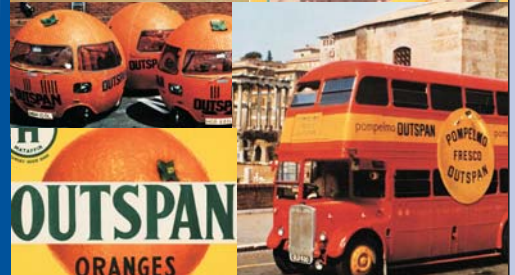


Ujuice (Outspan fresh)

PRODUCT CATEGORY

Juice Dispensers

Freshly Squeezed Juices



Archive material available. Contact Cameron Licencing for more information

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