

Onix hits the shelves in South Africa

By [Carl Collen](#) | 17 April 2026

AMFresh and Genesis Fresh have partnered with Shoprite to bring the 2025 Fruit Logistica Innovation Award winner to South African shoppers



Image: AMFresh

AMFresh, through its varietal innovation platform Genesis Fresh, has announced that it is bringing Onix to South African shoppers for the first time.

The variety comes to consumers through a partnership with Africa's largest retailer, the Shoprite Group, with the fruit now available in a selection of its Checkers supermarkets across the Gauteng and the Western Cape provinces.

"This launch introduces a globally recognised citrus innovation into one of the world's most dynamic citrus-producing regions, setting the tone for a season shaped by discovery, premium positioning, and strong shopper engagement," AMFresh stated,

Onix won the 2025 Fruit Logistica Innovation Award and earning recognition from the International Taste Institute with the Superior Taste Award.

"Onix reflects how varietal innovation can elevate the citrus category by bringing together distinctive flavour, visual appeal, and strong consumer relevance," said André Russouw, country manager at Genesis Fresh South Africa.

"Introducing Onix into the South African market is an important step in building long-term category value through innovation, while exploring future opportunities for local adaptation and production."

During the pilot phase, Onix will be sold loose to maximise accessibility and drive trial, AMFresh explained.



Onix returns for third season

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"This limited and exclusive introduction of Onix is a great example of how we are continuously improving our fresh offering with products that stand out in quality and taste, while bringing innovation and excitement to our customers," said Quintin Paladin, general manager of Freshmark, the Shoprite Group's fruit and vegetable procurement and distribution arm.

The Onix pilot complements South Africa's strong citrus production base, the group said.

"Onix demonstrates how our end-to-end model, across genetics, farming, and retail, connects shoppers and customers to meaningful innovation," said Yolanda Schoeman, commercial director at AMFresh South Africa.

"By working closely with partners like the Shoprite Group, we bring new energy into the fruit aisle, drive relevance, and create value across the chain, strengthening the category and unlocking future local production opportunities."

AMFresh said the Onix pilot represents the start of a broader ambition to integrate advanced varietal development into local production systems and deliver long-term value across the chain.

"Onix reflects our ambition to connect seasons and bring the best of our innovation to consumers around the world," added Luis Miguel, commercial director at AMFreshSpain

“Introducing Onix in South Africa shows how innovation can travel across hemispheres, creating value for retailers and new experiences for shoppers.”

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