

Award-winning blood oranges ONIX land in South Africa

Ag innovator [AMFRESH](#), through its varietal innovation platform [GENESIS FRESH](#), is **bringing ONIX blood oranges to South Africa**. The otherworldly-looking fruit will hit the country for the first time through a partnership with Africa's largest retailer, the Shoprite Group, and will be **available in a selection of its Checkers supermarkets** across the Gauteng and Western Cape provinces.



“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,” said André Russouw, Country Manager at GENESIS FRESH South Africa.



In a press release, the company explained that during the pilot phase, **ONIX will be sold loose to maximize accessibility and drive trial**, inviting shoppers to explore its versatility across multiple consumption moments, from fresh snacking to juicing, baking, and everyday cooking.

“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.

ONIX, a bridge between hemispheres

The launch reflects a coordinated effort between AMFRESH, GENESIS FRESH, and retail partners, connecting global expertise with local market execution and linking seasons across hemispheres.



“Introducing ONIX in South Africa shows how innovation can travel across hemispheres, creating value for retailers and new experiences for shoppers,” said Luis Miguel, Commercial Director at AMFRESH Spain.

The ONIX pilot complements South Africa’s strong citrus production base, where local growers play a leading role in driving innovation and shaping the future of the category, while also providing insights to support potential future local adaptation over time.

“This 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,” the company said.

An innovator now looks to conquer the South



ONIX has already captured international attention, winning the **2025 Fruit Logistica Innovation Award** and earning recognition from the **International Taste Institute with the Superior Taste Award**. This, the company said, reflects the product's standout visual appeal and distinctive eating experience.

Defined by its deep ruby interior and distinctive external striping, **ONIX delivers a bold and rich flavor** with a precise balance of sweetness and acidity. Naturally high in anthocyanins, it represents a new generation of citrus combining visual intensity with nutritional value and bringing renewed energy to the category.

**All images are courtesy of AMFRESH.*

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